

Fujifilm Medical Systems USA, Inc. Recognized for

2021

New Product Innovation

Global Operating Room Systems

Integration Industry

Excellence in Best Practices

FUJIFILM

Value from Innovation

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Fujifilm excels in the criteria in the operating room systems integration space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

While the digital operating room (OR) business category has been in existence for over 20 years, innovation has historically centered on enhanced endoscopic imaging (quality and enhancements like liked color and blue light imaging), telemedicine, and increased display resolution. But innovation has remained stagnant regarding true end-to-end interoperability of images and data.

This lack of complete interoperability between imaging technologies and a hospital’s electronic medical records system limits the true potential for clinical decision support in a digitally integrated OR.

Despite data being the backbone of all healthcare business activities, most organizations still struggle to convert the data into actionable insights. In a vast number of cases, data analytics is siloed into isolated departments rather than into the organization as a whole. Moreover, surgeries are becoming more resource intensive and major technology companies are presented with the opportunity to create smart, green solutions.

“With the healthcare and medtech industries moving toward more IT-based solutions, Fujifilm is leading the way with its higher functionality, lower cost routing solution with a zero/small footprint.”

- Dr Bejoy Daniel, Senior Industry Analyst

Massachusetts-based FUJIFILM Medical Systems U.S.A., Inc. is a leading provider of innovative diagnostic imaging products and enterprise imaging solutions. According to Frost & Sullivan analysis, Fujifilm is differentiated based on its large presence in medical informatics and thus has strong healthcare information technology (IT) knowledge, healthcare IT deployments, and healthcare IT security. Fujifilm approaches systems integration from the healthcare IT perspective, which is completely different from other vendors in the OR integration space, all of which are in the endoscopic and laparoscopic camera side of the business. Fujifilm’s innovation, therefore, is born from its vast understanding of, and experience in, the medical IT space. Fujifilm offers a systems integration solution that seamlessly marries medical imaging in the OR with back-end IT.

Fujifilm Offers Complete Health System Interoperability

During surgical procedures, clinicians often view previously collected picture archiving and communications system (PACS) and endoscopic images using a quad view, picture-in-picture, or side-by-side format on their surgical or wall monitors. Fujifilm’s category-leading quad channel recording and multiple display options offer surgeons the best viewing and image capture of all images and videos related to a specific procedure. Moreover, while competing products force a clinician to spend time manually searching for patient information and images, Fujifilm’s Intelligent Launch™ offers quick connectivity to the current patient’s file and quickly presents images and data on OR displays in just a few clicks. Fujifilm Systems Integration easily connects the OR to its enterprise imaging products, which no other competitor in the market presently offers. Fujifilm offers its VNA with mutual archives,

“Fujifilm systems integration solution offers a holistic view to the OR staff, encompassing endoscopy, digital radiography, imaging, and other departments in a single solution.”

- Dr Bejoy Daniel, Senior Industry Analyst

partners with VNA teams, and sells an enterprise viewer called Synapse® Mobility. Through a mobile or web interface, the Synapse® VNA is used to visualize radiography, cardiology, surgery videos, visible light imaging, or any kind of clinical image or data captured in departments throughout the hospital.

Specific for systems integration, the use of Synapse Mobility has been extended into surgery. Fujifilm developed Intelligent Launch to aid clinicians during surgical procedures, allowing the OR staff and surgeon to view patient diagnostic images in real time, at the touch of a button to support surgical procedures. When viewing the surgical monitor in the OR, the clinical staff can use Synapse Mobility to compare previously collected images with the current endoscopic images. Surgeons find this solution useful because they can conduct quick surgical planning and preparation in the OR prior to each procedure.

Through Fujifilm’s systems integration solution, specific user actions or actions based on the automatic phase detection during surgery can be time-stamped, which can later be utilized with an AI engine to accomplish operational or clinical goals.

Offering Customized Support to Match Customer Needs

Fujifilm's systems integration solution supports image and data integration in ORs, endoscopy suites, and interventional rooms. The company's IT and imaging experts tailor each engagement to meet specific business needs through a four-part consultative process of discovery, fulfillment, implementation, and support. In addition, Fujifilm offers a higher functionality, lower cost routing solution specifically for gastroenterology (an underserved market in systems integration) and ensures a seamless footprint, with their in-wall monitor console as well as the enterprise imaging integration, through Intelligent Launch, Synapse Mobility, and Synapse VNA. Fujifilm's scalable AV over IP (AVoIP)-based solution enables it to accommodate multiple ORs with one server compared to competitors that take a single OR per server approach, as well as accomplish active remote monitoring and support.

Ensuring Reliability and 24/7 Support for Customers

Fujifilm takes a unique approach to service and support through its exclusive Pulse Remote Managed Service Platform powered by Diversified. This same platform supports Times Square and other critical centers, such as mission-critical environments (e.g., 911 call centers) and electronic security. The Pulse platform provides remote 24/7 support and dispatch, assuring customers that their experience will be reliable and consistent no matter where they are located.

Fujifilm provides customers with a unique 24/7 active remote monitoring service, which no other vendor currently provides. Many competitors in the OR integration space require a costly service program that includes a salaried employee being onsite. In contrast, Fujifilm ensures its availability to customers by providing a proactive remote monitoring service with failure prediction and prevention. The company can remotely determine a problem, alert the customer, conduct an analysis, and in many cases solve the issue before it takes an OR offline. Network operating centers in the United States, the UK, and Australia support this remote service platform, with a team of individuals working in the operation center 24/7 to solve potential problems in ORs. The end result is the ability for healthcare professionals

"The real need is to have a full-fledged enterprise imaging strategy with a VNA solution and data link to save the data and make it accessible from a single source. Fujifilm is the only vendor in the OR space that provides such a solution because it has its own VNA."

- Dr Bejoy Daniel, Senior Industry Analyst

to provide better care to patients and worry less about the equipment, and for hospitals to keep their ORs operating at maximum capacity. With its remote monitoring platform, Fujifilm has a high uptime track record, with 68% of all issues resolved remotely.

Ensuring High Remote Resolution and Quality

Fujifilm offers an enterprise network-based solution, providing it with an extra edge in the industry. The company's research and development (R&D) spend is \$5 million daily, with significant investment in AI. Fujifilm's AI initiative, known as Reili, has produced some amazing solutions for radiology products. The technology allows radiologists, who have to view thousands of readings each day, to automatically rank and prioritize the more critical readings. In terms of systems integration, AI technology can improve surgical training, clinical evaluation, and scale assessments. Reili was also successful in using Fujifilm Sonosite ultrasound to help detect COVID-19 in patient lungs.

Fujifilm is expanding outside of the OR and hybrid OR with its recent focus on systems integration in the endoscopic rooms of hospitals. With its strong presence in endoscopic imaging, Fujifilm has launched a specific systems integration product for customers with unique endoscopic needs, spanning its comprehensive core GI, interventional GI and endoscopic surgery, solutions. According to Frost & Sullivan analysis, Fujifilm is expanding beyond the basic OR and can service any interventional space in the hospital or ambulatory surgery center.

Fujifilm is unique because it has taken its core technology from consumer and professional-grade film and has transferred it for use in a variety of healthcare fields – ranging from diagnostic imaging to regenerative medicine. This expansion of these core technology competencies has helped to diversify the company. For example, collagen, a component of film, plays an important role in regenerative medicine. Moreover, the company's digital radiology products have transitioned from traditional X-ray images, positioning the company as a market leader. This expertise allows Fujifilm to design and innovate.

Fujifilm's healthcare pillars include digital radiography, computed tomography, magnetic resonance imaging, enterprise imaging, endoscopy, endosurgery ultrasound, computed tomography, and mammography, and in-vitro diagnostics, thus diversifying and expanding beyond its traditional core competencies. Fujifilm is differentiated in the OR integration space because it aligns itself with its own technology on the image generation side, as well as any other vendor-neutral source, and then sends it to any destination, including the Fujifilm VNA and PACS systems.

Offering Unique Solutions at a Better Price

Fujifilm Systems Integration helps customers obtain the most out of their products from a single vendor in the IT space, imaging space, and image generation space, providing a single point of contact across a hospital's multiple divisions. Fujifilm's integrated image capture solution includes up to four channels, minimizing the need for customers to purchase multiple separate products, saving thousands of dollars per OR. In addition, with its Intelligent Launch application through Synapse Mobility, Fujifilm eliminates the need for a PACS PC in the OR, saving space and money.

Conclusion

With its long-standing history of innovation in diagnostic imaging and technological advancements in medical informatics, Fujifilm has become the leader in end-to-end image management across multiple platforms. As a leader in medical informatics, the company improves customers' total cost of ownership by providing a framework that allows for adoption of future technology, which in turn will extend the functional life of the product.

Frost & Sullivan research indicates that Fujifilm's technology is currently disrupting the OR space and is in turn ensuring healthcare professionals to provide better care to patients and worry less about the equipment, as well as enabling hospitals to keep their ORs operating at maximum capacity.

For its strong overall performance, Fujifilm earns Frost & Sullivan's 2021 New Product Innovation Award in the global OR systems integration industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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Frost & Sullivan’s proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

