

FUJIFILM SYNAPSE RIS HELPS RADIOLOGY PRACTICES STAY COMPETITIVE; SAVES TIME AND MONEY

EMR integration and workflow tools enable Imaging Associates to increase exam volume by 6% without adding staff

Stamford, CT, November 24, 2015 (Booth #4165, South Building, Hall A)—[FUJIFILM Medical Systems U.S.A., Inc.](#) will present its next generation Synapse® RIS platform, one of the most advanced Radiology Information Systems on the market, at the 101st annual meeting of the Radiological Society of North America (RSNA) held November 29-December 4, 2015 at McCormick Place in Chicago, Ill.

“Today’s radiology practices and hospitals are operating in an increasingly competitive environment. Synapse RIS delivers interoperability solutions and productivity-boosting features that can be game-changers in their ability to serve clients for them to stay competitive,” said Jim Morgan, vice president of Medical Informatics, FUJIFILM Medical Systems U.S.A., Inc.

At RSNA, Fujifilm will present enhanced functionality of its Synapse RIS, a full-featured, workflow management system suited to the needs of outpatient facilities, radiology groups, and hospitals. Synapse RIS offers CT lung screening, patient portal, business intelligence analytics, teleradiology tools, and has complete EHR certification for Meaningful Use in radiology.

Practice Delivers Better Service to Referring Physicians, Patients

Ward Hinger, CEO of Imaging Associates, associated with the largest radiology practice in Alaska, notes how Synapse RIS is contributing to the practice’s strategic growth in several key ways. For example, Hinger says with the help of Fuji, he is able to offer referring physicians EMR integration that is scalable from results only to bi-directional. The innovative platform allows Imaging Associates to tailor their services and leverage relationships with a vast number of EMR vendors. The demands of Meaningful Use and EMRs have meant more data entry, less productivity and slower throughput for referring physicians. Hinger says the EMR integration initiative is creating “an easy button” for referring physicians when it comes to ordering exams, receiving results, and viewing the images—which in turn has helped increase exam volume for Imaging Associates.

“It’s a win-win for us and our customers. Fujifilm has always listened well to our needs working to remove obstacles for referring physicians and provide them with optimal service,” said Ward. “Because of that, they’ve provided us with a solution that delights our referring physicians and their patients.”

Community Hospital Gains Efficiencies, Cost-Savings

Hospitals are also benefitting from Synapse RIS. Cory Cino, Imaging Informatics administrator at Wyoming County Community Health System, values how Fujifilm continues to expand the Synapse RIS platform to meet the evolving needs of radiology. He says “that by upgrading core features, Synapse RIS has eliminated manual processes and reduced the need for investing in third party products, saving the hospital time and money”.

“Synapse RIS offers so many features in the core product like QA tools, peer review, dose management, critical results reporting, and now the release of CT Lung Screening,” said Cino. “While many other vendors seems to stop updating core functionality, Fujifilm distinguishes themselves in the market by constantly adding to the RIS. It’s very refreshing to work with a partner that is so in tune with the needs of their clients.”

To register for a product demonstration at RSNA, please click [here](#). For more information, please visit: www.fujifilmhealthcare.com.

About Fujifilm

FUJIFILM Medical Systems U.S.A., Inc. is a leading provider of diagnostic imaging products and medical informatics solutions to meet the needs of healthcare facilities today and well into the future. From an unrivaled selection of digital x-ray systems, to the Synapse® brand of PACS, RIS and cardiovascular products, to advanced women’s health imaging systems, Fujifilm has products that are ideal for any size imaging environment. The Endoscopy Division of FUJIFILM Medical Systems U.S.A., Inc. supplies high quality, technologically advanced FUJINON brand endoscopes to the medical market. The TeraMedica Division delivers healthcare informatics, and is the leading provider of vendor neutral, enterprise-wide solutions for unrestricted medical image management. FUJIFILM Medical Systems U.S.A., Inc. is headquartered in Stamford, CT. For more information please visit www.fujifilmhealthcare.com and www.fujifilmendoscopy.com.

FUJIFILM Holdings Corporation, Tokyo, Japan brings continuous innovation and leading-edge products to a broad spectrum of industries, including: healthcare, with medical systems, pharmaceuticals and cosmetics; graphic systems; highly functional materials, such as flat panel display materials; optical devices, such as broadcast and

cinema lenses; digital imaging; and document products. These are based on a vast portfolio of chemical, mechanical, optical, electronic, software and production technologies. In the year ended March 31, 2014, the company had global revenues of \$23.9 billion, at an exchange rate of 102 yen to the dollar. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit: www.fujifilmholdings.com.

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