

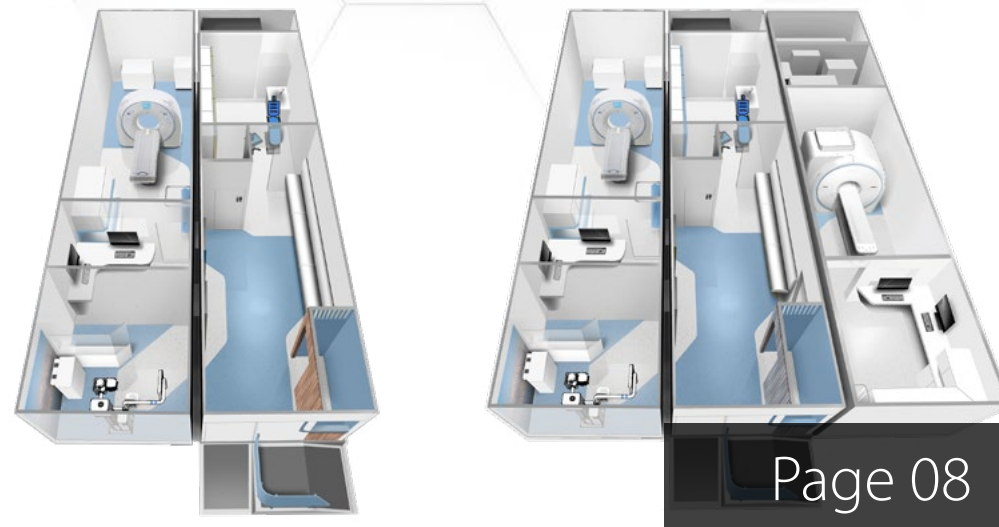
Responding to the challenges of today with a vision for the future

Commercial Solutions from
Canon Medical Systems



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Introduction

With the challenges facing the NHS set to increase, the expectation for manufacturers to provide immediate, affordable and flexible solutions becomes ever more pressing.

Canon Medical systems are responding to these challenges with innovative products and services.

NHS Challenges

Pressures on Imaging Departments:

- Reduction in Capital Expenditure combined with rising demand - 30% reduction in 2017/2018 (source - AXREM annual report)
- Brexit uncertainty - Imports, exports, spare part availability, logistics, human resources
- Shortage of Radiographers and Radiologists - due to large scale retirements over the next few years
- Increased expectations of both clinicians and patients



Who are Canon Medical Systems?

We've provided many solutions to our customers over the years, enabling the NHS not only to acquire cutting edge equipment, but also to provide access to in-depth, long term clinical research - benefiting the wider community.

Thinking about Canon's philosophy "Kyosei" - (a Japanese word that means living and working together for the common good,) regardless of whether you offer healthcare services in the private or public sector, Canon Medical Systems have a team of experts with a proven track-record in providing advice, products and service solutions.

Whatever your challenges, and whether you're a private or public organisation, we have proven expertise that will deliver the outcome you're looking for.

"Fast response for any problems. Efficient service times reducing down time to a minimum. Friendly staff across all aspects."

Canon Medical Systems customer and 2018 Customer Satisfaction Survey Respondent



Inside on



e of the 1.5T MRI relocatable units

How Canon Medical Systems can help

Canon Medical Systems are proud to have a long history of successfully providing solutions to help to solve these challenges.

We have managed to do this by expanding our network of specialist partners to provide best-in-class flexibility.

- Flexible financial structuring
- Mobile and relocatable equipment
- Rental and leasing
- Community imaging centres
- Bespoke solutions

By coming to Canon Medical Systems, you will not only receive clinical expertise directly from our experts, but also gain unparalleled access to funding solutions, logistics capabilities, artificial intelligence products, advisory services, the applications for life programme, educational events and project management via our partner programmes. This will help you manage the challenges in your department to improve efficiency as well as patient outcomes and satisfaction.

MRI and CT when and where you need it

Canon Medical Systems is incredibly proud to run a fleet of British built Mobile and Relocatable CT and MRI units which are in use throughout the UK.

The Mobile Fleet:

As well as providing a flexible financial option, the patient and user experience was at the top of the agenda when these units were designed. People are often surprised when they see how spacious the units are, and other elements such as dimmable lighting, wall and ceiling art and calm music combine to make the patient feel right at home.

The relocatable units are designed to feel like a distinct building, as part of the hospital, and they are at ground level, so no need for staircases. Beautifully spacious, the units provide both operator and patient with plenty of room to move.

The mobile units provide excellent support for any Trust, whether to cover a period of planned system downtime, or to meet peaks in demand, they can be deployed to wherever they are needed in the country.

We currently offer CT and MRI services to Trusts, often as part of a turnkey solution. Before arrival, we arrange for a detailed site survey to

be carried out and will work with your teams to manage all of the logistics to ensure a seamless delivery.

For further information, please contact us today:

sales.uk@eu.medical.canon
01293 653 700

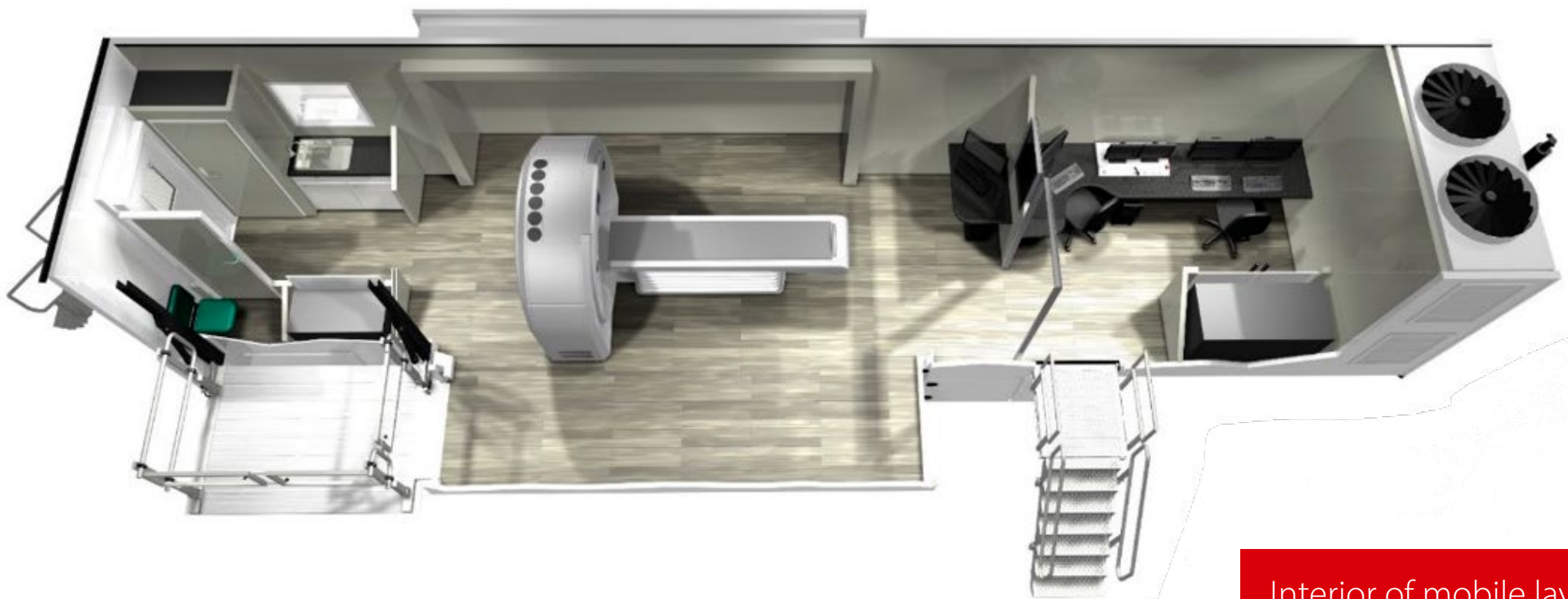
**In a recent independent survey
99.2% of our customers rated our
people from good to excellent!**



Worlds first Aquilion ONE
GENESIS Edition Relocatable CT



Mobile Aquilion Prime SP



Interior of mobile layout



Figure A. An example of a modular build format

Imaging Centres

Canon Medical Systems provide bespoke, cutting edge imaging facilities based on your individual requirements to overcome your challenges and support you in delivering your targets. These imaging centres can utilise limited space and can be instantly deployed as a combination of multiple relocatables (figure B.1 and B.2), or as a modular fast build imaging centre, from small through to medium and large (figure A).

These centres can house imaging equipment such as CT, MRI, X-Ray and Ultrasound systems and can also be designed to enhance the patient experience by including a reception area or changing room. These solutions are tailored to be as simple or as complex as your needs require.

As well as being available for scanning, these imaging centres can provide space for hands on learning for clinicians and for research projects. In the future further sites throughout the country will be opened, in order to provide additional much-needed imaging resources.

We are here to help

Our experts are available to guide you through bespoke solutions to meet your needs, no matter how large or small, across the whole suite of diagnostic imaging facilities.



Figure B.1



Figure B.2

We can tailor the Imaging Centres to your requirements

Canon



Interior of the cardiac screening unit

A mobile solution for cardiac screening

New for 2019 and a World's first, we are launching a mobile Ultrasound Cardiac unit. This consists of an exercise bike, VO_2 analyser and a state-of-the-art Canon Medical ultrasound system (Aplio i900).

FA regulations state that players should have a stress echocardiogram performed to pick up any cardiac anomalies. This mobile unit has been developed to reduce risk of unexpected player deaths from previously undetected heart problems, and the concept will be scaled to support NHS Trusts across the country (where risks are apparent).

This mobile is available for rental and for screening at sports institutes, universities and schools for cardiac health.



Cardiovascular optimised Aplio i-series



Exterior view of the cardiac screening unit



Interior view of the cardiac screening unit



Financial Solutions to suit you

Responding to the challenges of today with a vision for the future.

Rental

Canon Medical Systems provides multiple ultrasound units to Trusts across the country on a rental basis. We also have static CT and MRI systems available for rental. We understand the demands on capital expenditure budgets and will work with you on ways of providing equipment with the cost spread over time (including looking at operational expenditure budgeting options).

Managed Equipment Service

The scale of rented equipment to hospitals and Trusts can be varied from one ultrasound unit on a flexible or short-term basis, to looking at Managed Equipment Services for ultrasound. This enables clinical teams to stay up to date with the latest technological developments and enhancements as well as the risk of ownership, maintenance and removal/replacement of the equipment being managed by Canon Medical Systems.

Pay Per Use

Depending on patient volumes and financial structure preferences, our pay-per-use offering is another option that works for some hospitals. You pay per scan, which can keep costs down during quiet periods.

Get in touch to find out more about the offering:

sales.uk@eu.medical.canon

01293 653 700

In a recent independent survey 98% of our customers rated our products from good to excellent!



Sponsoring life saving research

Why we do it:

Over recent years we have invested in various research initiatives that provide a benefit to the wider medical and patient community. Continuing our approach to **Kyosei** – (a Japanese word that Canon use to describe their corporate philosophy meaning “living and working together for the common good”), participation and support in these research projects is key to improving the general population’s well-being.

Focusing on these types of projects enables us to install systems in ever more diverse settings, which in turn provide excellent feedback to our UK and internationally based research and development teams.

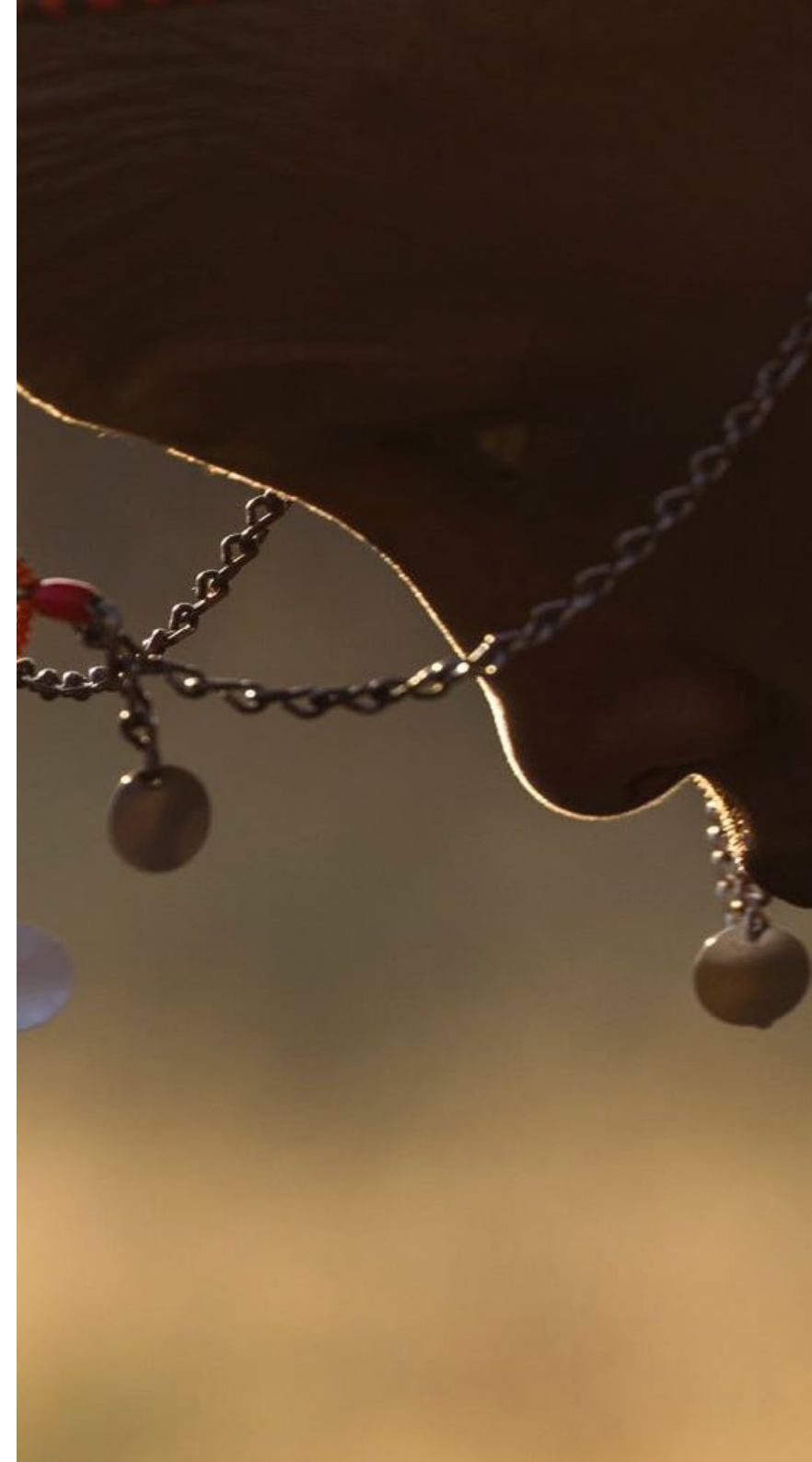
This allows us to continue to provide the very best technology to the NHS. By solving day to day challenges and working with the

UK’s leading and pioneering clinicians, we can enable innovative patient journeys and improved outcomes.

Artificial Intelligence:

In 2019 we will be launching new system software that uses Artificial Intelligence to do deep learning reconstruction from a database of both normal and abnormal scanned images. This then compares thousands of images to determine what image noise to remove in order to improve the new image quality very rapidly.

This then leads to faster, and more accurate, diagnosis and improved patient pathways.





Projects we support:

Here are some of the projects and partners that have benefitted from Canon Medical Systems commercial solutions.

Bristol CRIC (Clinical Research & Imaging Centre)

This project directly led to the development of our mobile ultrasound cardiac unit. We have donated Cardiovascular Aplio i900 Eco Cardiology systems to help research designed to prevent sudden death from previously undetected congenital heart anomalies.

University of Cambridge

Supporting Ultrasound research with an Aplio 500 Ultrasound to quantify vascularity of plaque leading to "probability score" of stroke incidence.



Commonwealth Games 2014

Canon Medical Systems provided world class CT, MRI, X-ray and Ultrasound imaging technology for 6,500 athletes and team officials from 71 nations around the world in Glasgow. The equipment, in our mobile vehicle, was available to athletes across 17 sports, including track and field events.

Tour de France

For the fourth year in a row, Canon Medical has provided on-site support to Tour de France teams through one of its mobile imaging units (Centre Medical Mobile).

Accompanying the riders on each stage of the race, the Mobile is equipped with the Ultrasound Aplio A450 and digital radiology capabilities.



Why come to Canon Medical Systems?

For help resolving budgetary and capital expenditure issues we would be delighted to work with you.

We have a wide variety of solutions we could explore together and would welcome the opportunity to discuss these with you. Our outstanding imaging equipment is matched by our outstanding customer support and commercial solutions.

Our exceptional customer support is demonstrated in our recent customer satisfaction survey by an independent agency, revealing industry leading results with 99.2% of our customers rating our people from good to excellent!

We are deeply embedded in the UK, with global product research and development located in Scotland, a uniquely British mobile and relocatable fleet and our UK based research projects.

Canon Medical Systems truly are a flexible partner looking to work with you to provide innovative solutions and products.

We look forward to hearing from you:

sales.uk@eu.medical.canon

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