

# TOSHIBA

Leading Innovation >>>



## COMPANY PROFILE

BRINGING INNOVATION TO LIFE


# LISTENING TO OUR CUSTOMERS, WE INVENT WHAT THEY NEED

Displayed as a window sign in his original workshop in 1875, this motto guided Hisashige Tanaka, co-founder of Toshiba, to build a leading, global business from a small factory in Tokyo's Ginza district. As one of Japan's greatest inventors of his time, Hisashige Tanaka continuously fostered creativity and passion, contributing to the wealth of society. Today, at Toshiba Medical Systems we live up to that commitment through best quality solutions that serve the needs of patients, healthcare providers, and a simply wonderful thing called life. Continuous #1 ratings in independent customer satisfaction surveys are both incentive and commitment to us. Our product development is driven by our customers' requirements and focuses on values that you told us are most important to you: uncompromised image quality, state-of-the-art ergonomics and workflow support, economic efficiency, longevity, and sustainability.



## Uncomplicated and responsive customer service

While each organization is unique, as a healthcare provider you want two things when an issue arises: immediate access to your service provider and prompt resolution of the issue. Toshiba's award-winning customer service organization delivers just that. Our holistic approach of customer service, clinical application and sales coming out of one hand ensures unsurpassed lifetime customer support.



**SAFETY IS YOUR TOP PRIORITY.  
WE'VE GOT YOU COVERED.**



We understand that diagnostic imaging safety goes beyond radiation dose and extends to all areas of patient and staff safety. Toshiba's 360 Degrees of Safety program puts you and your patients first by providing comprehensive coverage, guidance and expertise. From corporate programs that support industry safety to modality features that protect your patients and staff, at Toshiba we have made safety a priority in everything we do.



### Wide, open and low

Designed to make CT safer for patients and staff, the Aquilion™ product line boasts the industry's best lateral and vertical range of motion.

Tech Assist Lateral Slide allows all patients, including bariatric patients, to be easily centered on the couch with a touch of a button.

The ability to be lowered to 33 cm above the floor increases access for pediatric, elderly and emergency patients.

# INNOVATIVE SOLUTIONS SOLVING YOUR CLINICAL CHALLENGES

COMPUTED TOMOGRAPHY

## SETTING STANDARDS IN COMPUTED TOMOGRAPHY

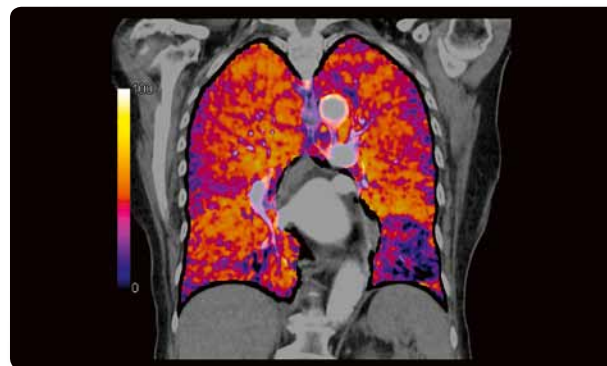


With over 30,000 systems installed, specialists from around the globe appreciate the outstanding image quality, usability and reliability of Toshiba CT scanners. All systems in our CT portfolio are standard equipped with Adaptive Iterative Dose Reduction AIDR 3D Enhanced, our state-of-the-art low-dose technology, reducing patient dose by up to 75% in routine scans.



### **Safer imaging. Clearer outcomes.**

Toshiba's revolutionary PUREVISION detector makes CT imaging safer for all patients. Delivering up to 40% increased efficiency it enables superior imaging with significantly reduced radiation dose and iodine.



### **Adaptive Diagnostics**

To make complex exams easier, to minimize patient dose, and to improve diagnostic accuracy and reproducibility, Toshiba introduces Adaptive Diagnostics technology to its CT systems.



### **Metal Artifact Reduction**

Toshiba's innovative SEMAR™ technology virtually eliminates metallic artifacts, improving visualization of implants, supporting bone and the adjacent soft tissues for a clearer and more confident diagnosis.



MAGNETIC RESONANCE IMAGING

# UNIQUELY DESIGNED TO MAKE YOUR PATIENTS COMFORTABLE



## GET EXCITED FOR THE QUIETEST MRI AVAILABLE

Toshiba MR systems are unique in the industry in considering all aspects of patient care. The wide field of view and extensive range of standard and specialty coils ensure accurate diagnosis. The systems' ultra-short open bores, feet-first imaging and the quietest operation thanks to our patented Pianissimo technology support patient comfort. And a variety of non-contrast angiography techniques simplify examination and enhance patient safety.



### Quiet MRI for all scans

Toshiba's patented Pianissimo™ technology significantly reduces the noise in and around the MRI environment, making exams more comfortable and easier to complete.



### Minimizing patient risk

To minimize the potential risks associated with gadolinium-based contrast agents Toshiba provides clinicians with unique, non-contrast MRA sequences that minimize risk to patients while producing exceptional images.

# BETTER OUTCOMES FROM DETECTION TO TREATMENT

## DIAGNOSTIC ULTRASOUND

### SUPERIOR IMAGING FOR FAST AND SECURE DIAGNOSTICS

At Toshiba we believe that only the best image quality allows a diagnosis to happen quickly and with confidence. Each of our unique imaging technologies provides you with better image quality by reducing noise, strengthening signal and improving visualization. Crystal clear images consistently across a wide variety of clinical specialties and an abundance of expert tools ensure you can always get your diagnostic answer quickly and reliably.



#### **Making the unseen visible**

Toshiba's innovative SMI ultrasound technology on the Aplio™ Platinum Series provides a safe and contrast-free way to examine the microvasculature, advancing diagnostic accuracy and patient outcome.



#### **Adding information enhances confidence**

Smart Fusion allows you to view different imaging modalities side by side in real-time to faster locate difficult lesions and to improve the accuracy during ultrasound-guided interventional procedures.



#### **Performance meets intelligence**

Toshiba's unique iStyle™+ productivity suite provides a full host of technologies that offer ergonomic relief by reducing keystrokes, improving workflow and raising the consistency of exams.



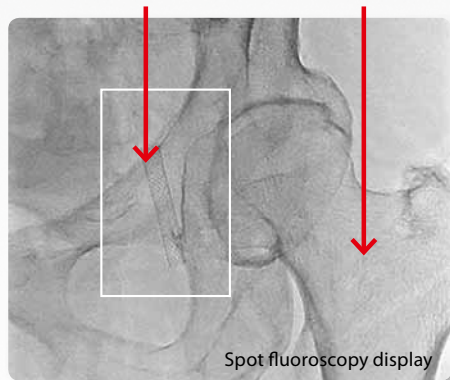
INTERVENTIONAL X-RAY

# IMPROVING THE QUALITY OF LIFE IS OUR MISSION

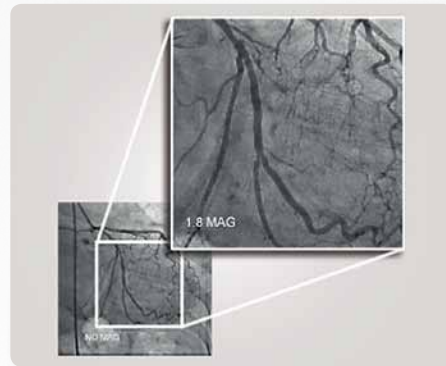


## SPOT ON LOW DOSE

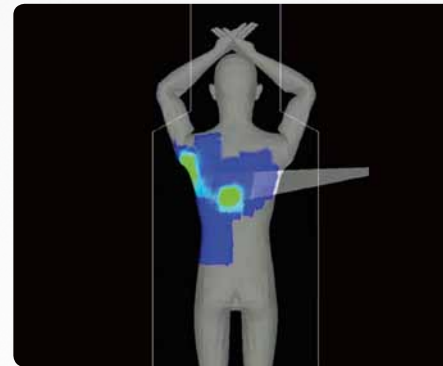
Dose management is an important issue for everyone. Interventional procedures have become increasingly complex, resulting in a significant increase of the average fluoroscopic time of interventions. Toshiba's DoseRite™ technology is a comprehensive dose management solution covering a wide range of dose-saving and dose management tools.



Spot Fluoro provides asymmetric, lesion-focused collimation while maintaining the full field of information without increasing the dose.



Live Zoom allows magnifying anatomy without increasing the detector input dose.



Toshiba's unique Dose Tracking System provides continuous real-time information on skin dose delivered to the patient.





# INNOVATION IS OUR COMMITMENT

## FPD RADIOGRAPHY & FLUOROSCOPY

We understand both the specific clinical demands and broader healthcare challenges you face in translating imaging systems into a high standard of patient care. Toshiba's digital X-ray systems provide a combination of seamless hospital network integration, ergonomic features, and high image quality with inbuilt dose management to ensure your patients receive fast, safe and precise care wherever they need it.



### **Improved access to the patient**

Ample work space is provided on both the left and right sides of the tabletop, making it safer and easier to perform endoscopic, ultrasound and catheter studies.



CUSTOMER SERVICE

# DOING WHAT'S RIGHT TAKES THE RIGHT ORGANIZATION

*“When it came time to talk about a service agreement, Toshiba’s approach was unique. It felt less like a ‘sell’ and more like a consultation to help us design the most effective solution.”*



## DELIVERING A SUPERIOR EXPERIENCE

Putting our customers first starts with an investment in our own people and facilities. While we have steadily outpaced our market share growth we maintained a low ratio of customers-to-engineers and customers-to-service managers to help ensure our promise of greater than 98% uptime.

### We're here when you need support

Toshiba offers a full range of service agreements ranging from maintenance contracts for individual machines to full service agreements and Managed Equipment Services for your entire facility. Each of our service plans is fully customizable to meet the specific needs of your facility.

### We listen to our customers

Our first step in customizing your service plan is simple: we listen. We'll take your input and, combined with learning from other customer experiences, we build a bespoke plan around your choice of service agreement with a single goal in mind: achieve the best solution for you and your organization.

# SUPPORT BUILT AROUND YOU

TRAINING AND EDUCATION

## TEACHING YOUR TEAM IMPROVES EFFICIENCY AND SAFETY

Our world-class Training Academies located in Europe and across the globe provide offsite and onsite training for clinicians, biomedical engineers and technologists, allowing you to use your equipment to its fullest potential. Despite our guaranteed response times, we believe better trained in-house staff can be a vital part of your efficiency.



Making sure your systems deliver from day one is an important part of our relationship. Experienced clinical application specialists will help you and your team to maximize the potential your diagnostic imaging equipment has to offer.



As part of our life-long partnership promise we frequently organize and sponsor CME-accredited seminars through our local and international training academies as well as through professional medical associations.



Service training courses with the same methodology as those our own engineers go through. Hands-on sessions deliver up-to-date information on new techniques and best practices to your technologists.

# QUALITY AND SERVICE ONLY TOSHIBA CAN DELIVER



As the original equipment manufacturer, Toshiba Secondlife is the ideal source for reliable refurbished imaging systems. Our refurbishment program is meticulous and demanding to meet the high standards of quality and reliability you can expect from Toshiba. All imaging systems considered for the Secondlife refurbishment program undergo the same process from careful selection, professional de-installation and refurbishment, installation and after-sales support.



To bridge new equipment installations or temporary high workloads, we provide short-term installations and a wide range of mobile solutions through our Secondlife refurbishment program.



From sourcing pre-owned equipment to delivering fully refurbished and factory-certified scanners – Toshiba Secondlife delivers a full-spectrum service ensuring best quality products and an outstanding customer experience.



With comprehensive test and repair capabilities for standard and specialty probes, our Secondlife program can supply a wide range of pre-owned transducers.



LONG-TERM PARTNERSHIP AGREEMENTS

## THE FREEDOM YOU WANT THE CERTAINTY YOU NEED

### SHARING BEST PRACTICE SOLUTIONS MEANS IMPROVING YOUR BUSINESS

In a world of growing demands and limited budgets, managing the costs of healthcare is very challenging. A Toshiba Managed Equipment Service (MES) partnership is a valuable option for your facility to reduce the financial and operational risks of your medical equipment planning while delivering better patient care.

Each Toshiba MES partnership is tailored to your organization's clinical, operational and financial needs. From single modality or departmental solutions to full-service agreements covering all aspects of your medical technology requirements including equipment and asset management of new and already installed equipment, financing, maintenance, servicing, training and performance improvement – Toshiba provides the expertise to make optimum use of your equipment and to streamline your processes.

#### Equipment & technology management

Partnering with a leading healthcare provider such as Toshiba under the umbrella of a Managed Equipment Service partnership enables you to focus on delivering the best patient care while we manage your equipment with the highest standards of quality and efficiency at fully projectable cost. Imagine the convenience of one reliable partner covering all your medical equipment needs.

#### Financing & capital asset management

A Toshiba MES partnership helps you to take the key risks and spikes out of your medical equipment capital spending. While we assume those risks and manage your assets, you can plan your operations with fully projectable and pre-determined monthly payments covering everything from equipment service and maintenance to new purchases and financing, as well as staff training.

#### Process & performance optimization

With many years of experience in the widest variety of hospital environments our teams of clinical, technical and finance professionals provide expert advice helping you to optimize diagnostic procedures, capital asset utilization and financing strategies. Our Six Sigma-trained specialists can assist in optimizing hospital processes and patient pathways – all with the aim to improve efficiency while delivering best clinical services.

# WHERE THERE'S ELECTRICITY – WE ARE THERE

With over 200,000 employees and 600 subsidiaries around the globe Toshiba is not only one of the world's leading manufacturers of electronic devices and components, we also pride ourselves of delivering the highest quality products and customer-centric solutions. Our global network and vast expertise in a wide range of services provide an excellent foundation for framework agreements and large-scale projects on a local, national or international level.

The Tokyo Skytree<sup>SM</sup> – tallest free-standing broadcasting tower – is equipped with high-speed, high-capacity elevators from Toshiba.



The Louvre in Paris, home to some of the world's greatest pieces of art, is illuminated by LED lighting from Toshiba as part of a long-term partnership agreement.



As an integral part of our smart grid strategy Toshiba provides clean energy solutions for solar, wind and geothermal power.



At Toshiba we are working on the smart community of the future. In multiple large-scale projects around the world we have successfully demonstrated our know-how and expertise ranging from smart grids for using energy efficiently to water management, traffic control, healthcare, disaster prevention and security. For full information please visit [www.toshiba-smartcommunity.com/EN](http://www.toshiba-smartcommunity.com/EN)



# Made for Life

## **TOSHIBA MEDICAL SYSTEMS EUROPE**

**[www.toshiba-medical.eu](http://www.toshiba-medical.eu)**

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