



GE Healthcare Brings A ‘Trusted Assistant’ To Advancing Precision Medicine in Image Guided Therapies With The Award-Winning Allia Platform

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- *Designed with customers, for customers - the Allia IGS 7 has achieved international recognition as a recipient of the Red Dot Design Award for Product Design*

[GE Healthcare Allia - Red Dot PICTURE CREDIT: GE Healthcare IMAGE/PNG - 2.99 MB](#)

Chicago, US – June 13, 2022 - As demand for minimally invasive surgery continues to grow, GE Healthcare is committed to helping clinicians use image guidance technologies to their full potential by removing barriers in order to provide quality care to patients for better clinical and operational outcomes.

The new **Allia Platform** represents the culmination of a multi-year collaboration with interventionalists and surgeons with the goal of enhancing user experience, improving workflow efficiency, and increasing the adoption of advanced image guidance in daily practice - all important factors in today's constrained healthcare environment.

Nearly 50% of procedures are performed at working positions where clinicians have poor access to user interface, functions and display.^[1] The Allia Platform was designed to address these challenges – with users experiencing the difference immediately upon entering the Interventional or hybrid operating room, where they can access all their essential functions from a personalized workplace through intuitive and compact user interfaces. Allia IGS 7^[2] brings flexibility with its gantry not mounted to the floor nor the ceiling, enabling full mobility in the workplace. In addition, Allia IGS 7 enables collision-free procedures because of its wide-bore C-arm design.

Leveraging the Edison platform, the Allia Platform also harnesses the power of AI with **AutoRight**^[3] –the industry's first AI-based interventional image chain – and **Liver ASSIST Virtual Parenchyma**^{[4] [5]} – a 3D visualization software solution designed to provide AI-based virtual parenchymography to help clinicians simulate injections dynamically and perform liver embolization procedures with confidence.

Designed with customers, for customers, the innovative features and design of the Allia IGS 7 reflect the insights gained from more than 70 interactive sessions^[6]. As a result, users agree that Allia IGS 7 represents a significant advancement in the space of image guided therapy suites to support the evolving practices in interventional radiology, cardiology and vascular surgery, while providing an excellent user experience.^[7]

In addition to the positive feedback from clinicians since its introduction, the Allia IGS 7 has also achieved international recognition as a recent recipient of the **Red Dot Design Award: Product Design 2022**. The origins of the Red Dot Design Award date back to 1955 and its distinction, the Red Dot, is established internationally as one of the most sought-after quality marks for good design.

“By collaborating with clinicians to redesign the image guided therapy suite through a focus on ergonomics, ease-of-use, and workflow efficiency, our technology provides adaptability to the needs of a diverse set clinical specialties allowing physicians to maintain their focus where it belongs, on the patient. Great design isn't just recognized, it's utilized. Receiving the Red Dot Product Design Award for the Allia IGS 7 is wonderful recognition and further reinforces that putting the voice of our customers first is key to unlocking the full potential of our innovation,” – Arnaud Marie, General Manager for Global Interventional.

GE Healthcare will be exhibiting the Allia IGS 7 and more at Society of Interventional Radiology Annual Conference from June 11 to 16. Visit GE Healthcare at booth #325 to find out more.

About the Red Dot Design Award: The distinction "Red Dot" has become established internationally as one of the most sought-after seals of quality for good design. More information is available [here](#).

[1] 47%, according to GE sponsored blind survey conducted with 30 interventional cardiologists and interventional radiologist in the US and Europe.

[2] Allia IGS 7 is FDA 510(k) cleared and CE Marked. Not available for sale in all regions.

[3] AutoRight refers to intelligent image chain features of GEHC's Interventional x-ray systems, from image acquisition to image processing and display.

[4] Liver ASSIST Virtual Parenchyma is 510(k) cleared at FDA and CE Marked. Not available for sale in all countries.

[5] Liver ASSIST Virtual Parenchyma solution includes Hepatic VCAR and FlightPlan for Liver with Parenchyma Analysis option and requires AW workstation with Volume Viewer, Volume Viewer Innova, Vision 2, VessellQ Xpress, Autobone Xpress. These applications are sold separately. FlightPlan for Liver with Parenchyma Analysis option may not be available for sale in all countries.

[6] GE Healthcare Data on File

[7] Result obtained during the evaluation of Allia IGS 7 by 19 clinicians from Europe and the United States, using a simulated interventional lab environment. The statement described here is based on the opinion of these healthcare professionals, who are paid consultants for GEHC and were compensated for their participation.

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About GE Healthcare:

GE Healthcare is the \$17.7 billion healthcare business of GE (NYSE: GE). As a leading global medical technology, pharmaceutical diagnostics and digital solutions innovator, GE Healthcare enables clinicians to make faster, more informed decisions through intelligent devices, data analytics, applications and services, supported by its Edison intelligence platform. With over 100 years of healthcare industry experience and around 48,000 employees globally, the company operates at the center of an ecosystem working toward precision health, digitizing healthcare, helping drive productivity and improve outcomes for patients, providers, health systems and researchers around the world.

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