

# 25 years of ITEA Roadshow – Netherlands

## Philips

25 May 2023 | Utrecht  
Mark van Helvoort

# Philips

*We're a **health technology** company  
improving people's  
health and well-being  
through **meaningful innovation***

- 25 years active in ITEA
- ITEA Founding Company
- Involved in 63 projects



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## Introduction to MR-Radiotherapy



Elekta

• Elekta

PHILIPS  
MR imaging

• PHILIPS

Source material: <https://youtu.be/2xO2inYpiWE> and <https://youtu.be/PVwruYBZEIq>

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## Some examples of successful ITEA projects

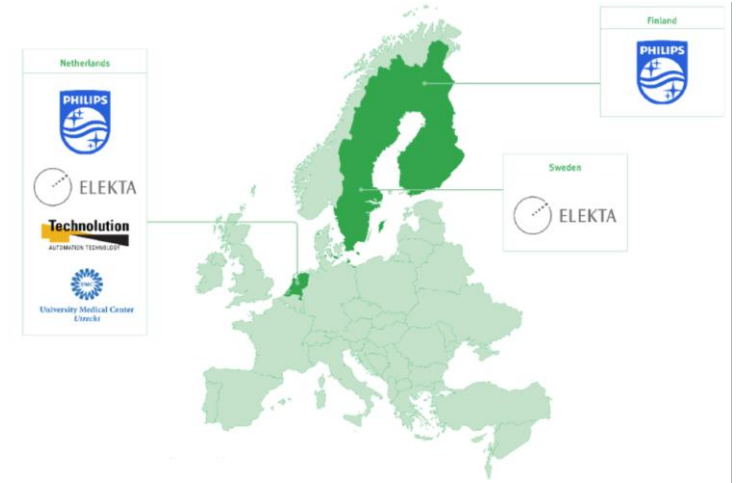
**SoRTS** developed a system of real-time systems to support healthcare professionals in the transition from invasive, open surgery to minimally invasive, image-guided intervention and treatment.

The follow-up project **STARLIT** developed technology to improve treatment accuracy and to minimise the unintended dose in image-guided radiation therapy.

### More information

<https://itea4.org/project/sorts.html>

<https://itea4.org/project/starlit.html>



## The successful examples of SoRTS and STARLIT

### Main outcomes of these collaborative projects

#### SoRTS

- Elekta Unity, combining Elekta's radiation therapy system and Philips' 1.5T digital MR imaging technology
  - enabling the delivery of the radiation dose while simultaneously visualising the tumor and surrounding healthy tissue with high-quality MR images

#### STARLIT

- Improved software for Unity to speed up imaging
  - allowing a number of intervention and monitoring processes to be carried out in real time

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## The successful examples of SoRTS and STARLIT



### Impact highlights of these collaborative projects

#### Societal impact

- Higher confidence and control of the treatment delivery for physicians
- Reduced number of treatments and side effects for patients
- Increased number of patients treated as less treatments are needed

#### Business impact

- Long-term partnership between UMCU, Philips and Elekta
- New market, new opportunities – many systems already sold
- Innovative reconstruction adopted by nearly all diagnostic customers

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## Some other successful ITEA projects optimising healthcare

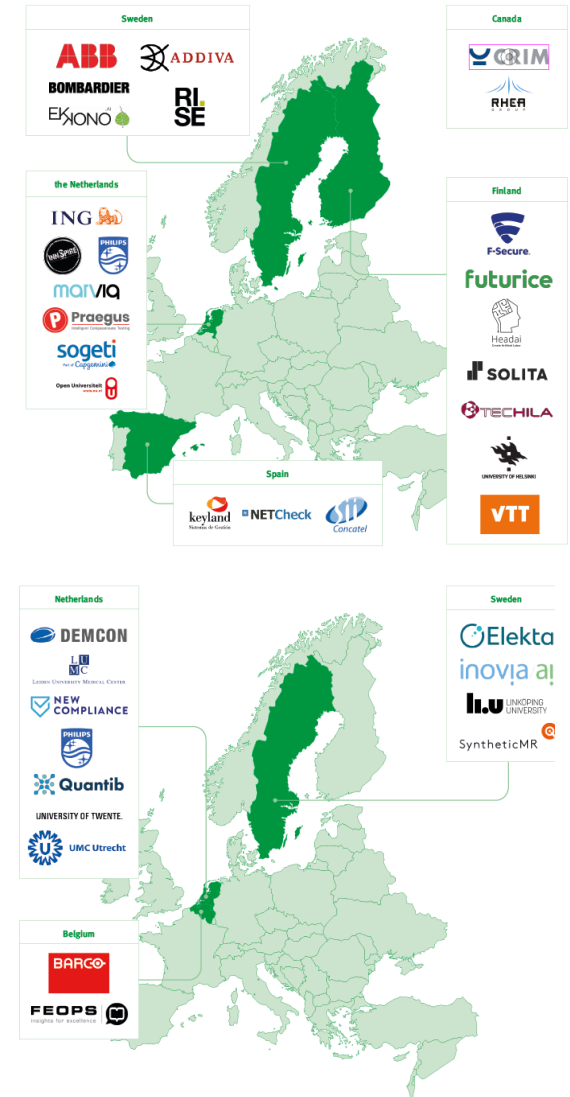


### IVVES 🇨🇦 🇫🇮 🇮🇹 🇪🇸 🇸🇪

- The IVVES project has developed new methods to use AI for verification and validation of evolving systems and for the verification and validation of AI applications.

### IMPACT 🇧🇪 🇮🇹 🇸🇪

- IMPACT has accelerated data analysis for clinical business intelligence, reducing the time needed for data analysis to less than five minutes, compared to the days or weeks it previously took.
- And many more!



# Unique aspects/benefits of the support of ITEA & RVO

- Realize new paradigms
- Increase pace of innovation
- Excellent framework for collaboration
- Strong support (family feeling)
  - Consortium building (Berlin, September 12&13)
    - Presence of RVO → Reflecting on ideas
  - ITEA Project Mentor
  - Review and Reporting focused on success
  - Flexibility
  - Public Relations





# Advice for participants of large industry

## Consortium with a common ambition

- Focus
- Natural collaboration

## Single domain or cross-domain?

- Healthcare domain: minimal invasive therapy
- Cross-domain: V&V of AI in Evolving Systems



Staff project with people who love to work together with others

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