



KONICA MINOLTA

Contact:

Vicky Aguiar
Bliss Integrated Communication
Vicky@BlissIntegrated.com
212-584-5470

FOR IMMEDIATE RELEASE

Konica Minolta Medical Imaging Uses Design Thinking to Map Radiology's Future at the Point-of-Care

WAYNE, N.J., NOV. 3, 2015 – Konica Minolta Medical Imaging (KMMI), a market leader in medical diagnostic Primary Imaging Solutions, is collaborating with healthcare providers across specialties and disciplines to improve use of Primary Imaging at the point-of-care. Primary Imaging, such as Digital Radiography and Ultrasound, is the first image before any other imaging; it encompasses 70% of all diagnostic medical imaging studies. Working with KMMI Design Thinking specialists, healthcare providers can customize their Primary Imaging Solutions to their individual, evolving needs. This Design Thinking approach, as well as information regarding new solution enhancements will be available in the South Hall, Booth # 2729 at the RSNA 2015 Scientific Assembly and Annual Meeting in Chicago, Ill.

In today's outcomes-focused healthcare environment, providers use the immediate information provided by Primary Imaging to better diagnose and help choose when to use more expensive, advanced diagnostic tools, such as CT scans and MRIs. When supported by end-to-end IT systems and expert service teams, Primary Imaging data helps healthcare teams collaborate and make informed decisions – quickly, cost-effectively and confidently.

Over the past years, KMMI has been a pioneer in Design Thinking. Collaboration with customers has helped the company co-create solutions that keep pace with emerging needs. Based on customer feedback, the company has now formally integrated Design Thinking into solution enhancements and future Primary Imaging Solutions.

“Fully understanding and anticipating clinicians' needs is the best way to deliver value and innovate,” said David Widmann, President and CEO of Konica Minolta Medical Imaging. “The theme of this year's RSNA Scientific Assembly and Annual Meeting is innovation, which perfectly aligns with Konica Minolta Medical Imaging's Design Thinking strategy. RSNA has been at the forefront of the radiology industry and it is our goal, like RSNA, to remain ahead of the quickly changing healthcare environment to the benefit of our customers.”

“For Konica Minolta Medical Imaging, Design Thinking is not a one-time event,” noted Diane Hunt, Vice President of Marketing, the Americas. “It's our preferred approach to

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uncover each customer's Primary Imaging needs and to jointly design solutions that improve outcomes for patients and practices.”

Recently, Konica Minolta Medical Imaging sponsored Healthovate! Activate!, which is a platform for dialogue on the future of healthcare. At this event, Konica Minolta Medical Imaging conducted a Primary Imaging Design Thinking Lab. With these key learnings, and the discoveries from other Primary Imaging Design Thinking Labs, Konica Minolta Medical Imaging will fine tune its co-creation tool, and continue to engage with healthcare providers at the point-of-care, to deepen its existing findings and implement these ideas into its co-creation approaches and solutions.

Konica Minolta Medical Imaging recently acquired Viztek, a leading provider of complete digital software and hardware imaging solutions, which enhances the company's Healthcare IT software solutions through image sharing and viewing. Be sure to visit the Viztek Booth in the North Hall, Booth #6728, and the Konica Minolta booth in the South Hall, #2729.

Learn more at www.konicaminolta.com/medicalusa or follow us on [Twitter.com/KonicaMinoltaMI](https://twitter.com/KonicaMinoltaMI).

About Konica Minolta Medical Imaging

Konica Minolta Medical Imaging is a world class provider and market leader in medical diagnostic Primary Imaging. With over 75 years of endless innovation, Konica Minolta is globally recognized as a leader providing cutting-edge technologies and comprehensive support aimed at providing real solutions to meet customer's needs. Konica Minolta Medical Imaging, headquartered in Wayne, NJ, is a unit of Konica Minolta, Inc. (TSE: 4902). For more information on Konica Minolta Primary Imaging Solutions, please visit www.konicaminolta.com/medicalusa.

Company name	KONICA MINOLTA, INC.
Headquarters	JP TOWER, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo, Japan
Founded	December 1936
FY 2014 Revenue	\$8.5 Billion
Number of employees	Approx. 41,600 (2015)

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Business Lines

The Konica Minolta Group operates in sectors ranging from business technologies, where our products are typified by MFPs (multi-functional peripherals), and Industrial Business (former Optics Business), where our products include pickup lenses for optical disks, and TAC film, a key material used in LCD panels, to healthcare, where we make digital X-ray diagnostic imaging systems.

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