FUJIFILM Unveils Synapse Vendor Neutral Archive to Improve System-Wide Data Consolidation

The Associated Press

NEW ORLEANS--(BUSINESS WIRE)--Mar 4, 2013--(Booth #541) – FUJIFILM Medical Systems U.S.A., Inc. announced today the launching of Synapse VNA into Fujifilm's leading informatics portfolio. The technology will enable customers to manage all types of data generated within their healthcare institution. Instead of the data being standards or non-standards based, Synapse VNA technology will catalog and maintain the data in a patient centric model allowing a single access point for EMRs and other systems. Synapse VNA will be showcased at Fujifilm's exhibit at the annual HIMSS conference from March 3-7, 2013 at the Ernest N. Morial Convention Center in New Orleans, LA.

"Synapse VNA has been designed to meet the clinical workflow needs of multiple departments while continuing our history of allowing I.T. departments to utilize the latest technology available," said Jim Morgan, vice president of Medical Informatics, FUJIFILM Medical Systems U.S.A., Inc. "Multi-vendor environments are commonplace and Synapse VNA provides the platform to interface and integrate the data generated by these systems, and provide actionable intelligence." Fujifilm Medical Systems continues to provide innovation to meet its goal of creating superior healthcare experiences and improving patient outcomes. Synapse VNA will enhance image management, streamline workflow, reduce costs and, most importantly, improve patient care. By listening to management teams and I.T. professionals, Fujifilm is helping customers take a giant leap in the right direction by combining their needs and requirements with the best technology available.

Please visit Fujifilm at the HIMSS conference, where Fujifilm representatives will be discussing Synapse VNA at booth #541. For more information about Synapse VNA, please visit www.fujimed.com.

About Fujifilm
FUJIFILM Medical Systems U.S.A., Inc. is a leading provider of diagnostic imaging products and medical informatics solutions to meet the needs of healthcare facilities today and well into the future. From an unrivaled selection of digital x-ray systems, to the Synapse® brand of PACS, RIS and cardiovascular products, to advanced women's health imaging systems, Fujifilm has products that are ideal for any size imaging environment. The Endoscopy Division of FUJIFILM Medical Systems U.S.A., Inc., supplies high quality, technologically advanced, FUJINON brand endoscopes to the medical market. FUJIFILM Medical Systems U.S.A., Inc. is headquartered in Stamford, CT. For more information visit www.fujimed.com and www.fujinonendoscopy.com.

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