

An innovative solution tailored to the needs of modern imaging centers

A major global player in the diagnostic imaging market thanks to the established reputation of its contrast media products, Guerbet is much more than a mere supplier of contrast agents. In addition to its core business of developing and marketing high quality contrast media for diagnostic imaging, Guerbet also provides a wide flexible range of injection systems, digital solutions and services. Appreciating that their customers benefit from these products and perceive their value not only as individual items but rather as forming a combination of interconnected solutions, Guerbet has introduced a new concept, the UNIK solution, designed to facilitate the decision-making process of healthcare professionals as they guide patients through their healthcare journeys. We wanted to find out more about UNIK so we spoke to David Hale, Chief Commercial Officer.



David Hale.
Chief Commercial Officer, Guerbet

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Q So, what is UNIK?

The starting point is our recognition that a modern imaging center is composed of many, very busy healthcare professionals who all face daily complex challenges and needs. Some of these needs are shared; others are unique, depending on the specific role and place of the professional in their organization. These needs cover issues such as reducing costs and minimizing the time spent in imaging procedures, not just for the patient, but also for the radiographers and the back-up staff. Other challenges are the constant need to improve quality and ensure traceability and regulatory compliance. In short, to cover all facets of the whole diagnostic imaging process from contrast media through injection solutions to digital and technical support services.

Putting ourselves in our partners' shoes we realized that by optimizing processes and intelligently combining products and services we could create tailored solutions that exactly fit healthcare professionals' requirements.

The important word here is tailored. UNIK is not a collection of disparate products, nor is it a

commercial package covering an aggregation of prices — it really is a flexible solution designed to create value by reflecting the healthcare professionals' specific needs and improvement areas, targeted for excellence.

Of course to provide this we need to understand fully the particular characteristics of the customers' processes. In doing so, we build a mutually beneficial long-term partnership, as opposed to being a mere provider of various products.

And since we cover the whole range of everything associated with contrast-based imaging, we can be the key partner, which is simpler for the customer and allows the development of mutual trust.

Q What does UNIK comprise?

UNIK is a tailored solution, providing healthcare professionals and decision-makers with an ecosystem of additional value beyond our individual products.

These include our high quality contrast media for MRI as well as CT and cath lab. Then we have our large range of injectors and associated disposables, expert technical support, as well as innovative digital solutions: Dose&Care for

radiation dose monitoring and Contrast&Care for monitoring patient injection data and tracking contrast media usage.

Q What does UNIK bring to healthcare professionals?

There are many tangible benefits, ranging from efficiency and optimization of the work flow, patient (and staff) safety; traceability and control of the injected contrast media; improved clinical performance through optimal product combination. and interoperability.

Another tangible benefit, and not the least, is cost-saving, which is achieved through integration, improved workflow and smart financing services.

In addition, UNIK provides the full organization with the ability to identify areas of value creation, to improve processes and guidelines, reporting the evidence of their excellence through traceability and certifications. Necessary in the modern world of imaging, the high performances can however be challenging for each professional to maintain on their own. UNIK, within the Guerbet excellence partnership, allows the diagnostic imaging organization to help healthcare professionals meet this challenge.