

## **Frost & Sullivan Bestows Product Line Strategy Leadership Award to VTS Medical Systems, LLC**

The Frost & Sullivan '2009 European Medical Imaging Display Monitors Product Line Strategy Leadership Award' is presented to VTS Medical Systems, LLC, for its proactive approach in addressing the unmet needs of European hospitals with its value-added products and service offerings. With the development of the ergonomically designed VividImage® series, the company is set to achieve increased market penetration and customer base expansion in the European medical imaging display monitors market.

With the addition of the VividImage® 26HD to its existing product line in 2008, the company has been able to offer an ergonomic solution to address the daily challenges faced by surgeons and operating room (OR) staff. The display monitor scores ahead of the competition owing to its superior circuit design.

"The sophisticated design has ensured that cable failure owing to mishandling of the wires is minimised in the critical environment inside the OR, even while the display monitor dissipates the heat generated through an enclosure, making it ideal for surgical suites," notes Frost & Sullivan Research Analyst Krishanu Bhattacharjee. "The ergonomic design also allows display functions to be changed from the front panel, saving critical time during surgeries."

The value proposition offered by VTS Medical Systems is further complemented by its unique system integration services. As both a product and service oriented company, VTS is exceptional in the medical imaging display monitors market. Apart from developing and supplying medical grade display monitors, the company is actively involved in designing and constructing ORs and gastrointestinal (GI) procedure rooms.

"The company is a pioneer in developing efficient solutions that allow state-of-the-art workplace and better room utilisation for surgical suites," states Bhattacharjee. "This further adds to the VTS's value offering by ensuring better room turnover and higher surgical or GI procedures per day per room."

VTS Medical Systems is also distinguished from the competition by its vendor-neutral products and solutions. All its products coexist within the heterogeneous environment of an OR or GI room.

"The company allows the integration of multi vendor endoscopic cameras to video conferencing systems, allowing surgeons to communicate and use the same for teaching

purposes," remarks Bhattacharjee. "It allows better scalability of all existing devices within a hospital and designs its systems to ensure integration of future third party technologies to the same."

Every system designed and integrated by the company is customised for different clinical applications. In the surgical display monitors market, where most products are categorised under one segment by vendors, VTS Medical Systems has made significant efforts to design tailor-made solutions for different kinds of clinical procedures.

This includes separate system designs for gastrointestinology, ORs and cardiovascular procedures. Similarly within a surgical suite, the company has pioneered the designing of customised solutions for neurology, paediatric, orthopaedic, gastroenterology, cardiac and general surgeries.

VTS offers training programmes for biomedical engineers to propagate the basic fundamentals of audio-video technology in surgical suites. It equips hospital staff with adequate knowledge and skills to ensure self sufficiency for most kinds of technical support and servicing.

Each year, Frost & Sullivan presents this award to the company that has demonstrated the most insight into customer needs and product demands. The recipient company should have optimised its product line by leveraging products with the various price, performance, and feature points required by the market.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

### **About VTS Medical Systems LLC**

Founded almost 30 years ago, the mission of VTS Medical Systems is to provide solutions for the healthcare industry which enable positive patient outcomes and improve overall productivity of the healthcare professional. As a holder of numerous patents for innovative products, VTS designs, develops, manufactures and integrates solutions for healthcare facilities in the Americas, EMEA and APAC.

Engineered and manufactured by VTS, its VividImage® surgical grade monitors provide reliable procedure imaging. VTS' integration services provide seamless access to multi-vendor medical equipment from a single point of control within the procedure room

allowing real-time collaboration between healthcare professionals. Among its many accomplishments, VTS conducted the first real-time HDTV broadcast in the medical industry.

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