



# Staff Matters

- EDITORIAL, *C. MAROLT*
- WORKPLACE CONFLICT, *C.M. PATTON*
- ON HIRING, *L. ADLER*
- THE SIMU-LEADER PROGRAMME, *M. ROSEN ET AL.*
- CRITICAL COMPASSION, *T. CUNNINGHAM*
- HUMAN FACTOR APPROACHES: IMPROVING EMR USABILITY AND SATISFACTION, *R. DUNSCOMBE*
- WILL ROBOTS TAKE YOUR JOB IN HEALTHCARE? *B. HYACINTH*
- ESTABLISHING COMPETENCE IN RADIOLOGY: A UK PERSPECTIVE, *W. RAMSDEN & C. RUBIN*
- THE POWER OF THE #HASHTAG, *A. BRINDLE*
- CAPTIVATE STAFF WITH ANIMATION, *M. KEEN*

HOW THE SIMPLE INGREDIENT OF DELIGHT CAN TRANSFORM HEALTHCARE, *K. KAS*

HOW CAN RADIOLOGISTS ADAPT TO THE KNOWLEDGE AGE?  
*P. CHANG*

PUTTING THE PATIENT AT EASE: 10 STEPS TO BETTER COMMUNICATION, *M. EVENTOFF*

THE BOUNDARYLESS HOSPITAL, *M.C. VON EIFF & W. VON EIFF*

HOW ARCHITECTURAL DESIGN IS BREAKING DOWN HEALTHCARE SILOS, *L. NELSON HOPKINS*

THE NEED AND SPEED OF COOPERATION INSTEAD OF COMPETITION IN RESEARCH, *P. KAPITEIN*

SPACE TECHNOLOGY MEETS HEALTHCARE, *E. GRAVESTOCK*

CLINICAL DIAGNOSTIC REFERENCE LEVELS IN MEDICAL IMAGING, *J. DAMILAKIS & G. FRIJA*

SUCCESSFUL QUALITY MANAGEMENT SYSTEM IN A RADIOLOGY DEPARTMENT, *N. STAVER & D. CARAMELLA*

FOLLOW-UP BREAST CANCER IMAGING WIDELY VARIABLE, U.S. STUDY FINDS, *C. PILLAR*

THE HEALING POWER OF DIGITAL ART IN HOSPITAL ENVIRONMENTS, *K. KIM*



# HERA W10

## Introducing Samsung's new ultrasound platform

At this year's ISUOG, Samsung is launching new premium-grade ultrasound system for obstetrics and gynecology, HERA W10. HERA stands for Hyper-aperture Enhanced Reconstruction Architecture, which include CrystalBeam™, a massive parallel beamforming technology that combines multi-beam and synthetic aperture. Built on the powerful beamforming platform, HERA W10 is specifically designed to increase diagnostic confidence and simplify workflow for clinicians by reducing unnecessary procedures to repeat scans.

The new platform offers high resolution images with uniformity. The HERA W10 provides image quality, advanced features, and enhanced workflow that enable users to scan and treat patients better.

The system is powered by CrystalLive™, which is an image processing engine that creates photorealistic fetal images, allowing deeper connection between fetus and expecting mother.

Among its features, ShadowHDR™ provides a shadow suppressed image especially applicable to highly attenuated regions such as fetal head and spine. It also has LumiFlow™, which provides three-dimensional visualization of continuous and detailed blood flow images.

HERA W10 has efficient workflow and intuitive ergonomics that meet every need. It has a wide control panel moving range from forward to back and left to right, with swivel mechanism. To improve efficiency of usage, Samsung developed QuickPrep™, which allows users to save probe setting time with a simple grab of the probe. When the user holds the probe, the preset is automatically executed.

A new ultrasound solution SonoSync™ will be introduced, software which provides network service that transmits real-time ultrasound examinations<sup>[1]</sup>. With SonoSync™, clinicians on both sides can simultaneously view the image scanned by sonographers and share markings



during discussion. It can be easily connected to various appliances, increasing utility for clinicians' teaching and training.

Samsung will showcase innovative form factor ultrasound system called HERA I10, which improved usability by applying ergonomics design that goes beyond current form factor. HERA I10's Probe Supporter prevents users from heavy scan stress. ■

<sup>[1]</sup> SonoSync™ is not for diagnostic use. Its availability may vary in different countries, according to regulatory approvals.

\*Devices and Features mentioned in this article may not be commercially available in all countries. Their availability may vary in different countries, according to regulatory approvals.