

Delivering Excellence through Partnership in Denmark

TOSHSCAN Denmark, the well-known face of Toshiba in Denmark, provides a full range of imaging products and service to the Danish market. Established 13 years ago in response to demand for Toshiba's systems in the country, TOSHSCAN Denmark has developed a robust business within the technophile Danish healthcare landscape. Epitomizing Toshiba's core values of dedicated partnership, high quality and innovative solutions and service, the organization is highly regarded across the country. VISIONS talked to Bjarne Alhøj, Managing Director of TOSHSCAN Denmark, to find out more about why excellence and partnership are such key ingredients in success.

A STORY OF SUCCESS

Bjarne has led TOSHSCAN Denmark since 2001. He joined the organization with a burning ambition to make Toshiba's pioneering technology widely available to public hospitals and private clinics in Denmark. He built the organization from scratch, using a focused, modular approach – a strategy to consolidate growth, modality by modality, eventually encompassing them all to ensure solid development. TOSHSCAN Denmark's initial focus was on Toshiba's CT and Ultrasound capabilities, because Bjarne felt its offer in this was particularly strong and addressed the greatest immediate needs within the Danish market. X-Ray was later added as an additional focus.

"I studied medical engineering and worked as a healthcare engineer before joining TOSHSCAN Denmark. Throughout my career, I worked closely with Toshiba, knew how high quality their products were and was familiar with Toshiba's background, the stability of the company and its products," he explained. "I also knew that many Danish healthcare specialists had recognized the same qualities and wanted to purchase Toshiba's scanners, however, at the time, they weren't available here. When I was offered the position of Managing Director of the new TOSHSCAN Denmark organization, it was the perfect opportunity to build a dedicated Toshiba organization in Denmark and bring Toshiba's products to the specialists that appreciated and wanted them."

Providing a supportive and professional service alongside Toshiba's high quality products and technology, TOSHSCAN Denmark has many satisfied customers nationally and has also enabled many Danish specialists contribute to the global medical imaging technology platform, by engaging them in open, two-way partnerships, for example, in R&D. This is particularly true of the Rigshospitalet Copenhagen in Denmark's capital city - a large, specialized hospital with significant capabilities. Toshiba systems and long term support from TOSHSCAN

Denmark has helped equip the radiology department to the highest standards and help it emerge as a center of global excellence.

"One of my very first priorities was to support the prestigious Rigshospitalet Copenhagen, which at the time, were using just a few Toshiba ultrasound systems at the hospital. My ultimate goal was to supply Toshiba technology in all modalities, because I knew this could help the Radiology Team realize their ambitions," he continued. "When we first approached the Team, they were impressed by Toshiba's products, but had concerns that service would be provided from Toshiba headquarters in Japan, which, of course, would have been impractical. I believe that both high quality products and equally high quality support in optimizing their application are the most vital aspects of our work. Therefore, we provided the hospital with dedicated local service and have since supplied the majority of the department's CT solutions, including, most recently, those for the hospital's new Trauma Center – the first in world to be equipped with two CT systems set within a gantry that moves over the patient on the surgery table"

Because of the sheer number of Toshiba systems that the department now has, TOSHSCAN Denmark has a dedicated service engineer located onsite for maintenance of the systems.

PRESTIGIOUS PARTNERSHIP

TOSHSCAN Denmark's relationship with the Rigshospitalet quickly evolved into a truly two-way partnership. Danish specialists are globally renowned for their interest in innovation and what technology can offer, as well as their professionalism. With its strong active focus on research and medical education, alongside clinical practice, the hospital provides a prime example of how Toshiba's strategic priority to incorporate 'The Voice of the Customer' helps advance products and service.



Bjarne Alhøj

"We listen intently to all our customers and even involve many of them in evaluating new systems and software, incorporating their feedback into Toshiba's R&D activities," explained Bjarne. "Quite often, feedback from customers is implemented into Toshiba's technology. We worked closely together with the Rigshospitalet to develop the unique CT system - incorporating two Toshiba Aquilion LB 32 slice Sliding Gantry CT scanners - that we created for the hospital's new Trauma Center, and the Radiology Department is exploring software, such as research into the latest Vitrea developments. In addition, specialists at the hospital host international CT workshops on new techniques jointly organized between TOSHSCAN, Toshiba and the Radiology Department."

Bjarne insists that the key to Toshiba and TOSHSCAN Denmark's success in collaborations is strict specificity about the scope of the cooperation, open communication and planning, which leads to better productivity and lasting relationships:

"Everyone at TOSHSCAN Denmark is well known by everybody at the Radiology Department of the Rigshospitalet, particular our onsite service engineer, who is regarded as a member of the hospital's staff" he says. "And the Radiology Team work together regularly with Toshiba R&D experts in both Europe and Japan. Since I have been dealing with Toshiba for more than 25 years, I know the organization very well and have been friends for years with many Toshiba colleagues. For me that's also very important. Good quality, long term relationships are an essential in this business."

ELEGANT SOLUTIONS

Partnership at this level enables the inevitable challenges of advancing medicine and delivering specialized diagnostics and patient care to be overcome. Equipping the

"We listen intently to all our customers."

Rigshospitalet's new Trauma Center presented such a big challenge. The hospital has created a Level I Trauma Center – the first public facility of this standard outside the United States (US). However, the specialists weren't entirely sure how to progress their plans. TOSHSCAN Denmark and Toshiba provided the idea to install two CT large bore scanners both enabled to move from and to the fixed couch, so patients are not moved during the scanning and/or treatment. The Radiology Department didn't think this was possible, but TOSHSCAN Denmark and Toshiba further developed the proposal and made a plan to successfully install the systems.

"It took a while to develop the installation for the Trauma Center at the hospital, with many challenges along the way, but we have provided an elegant solution, the likes of which I have never seen before in my career," remarked Bjarne. "Its development has been made possible by people collaborating well together."

TAILORED APPROACH

Identifying which customers could potentially benefit from Toshiba's offer is an important sales focus. Daily cooperation with key customers is not always easy, but is vital to build a framework for future business together. TOSHSCAN Denmark considers all its customers unique and considers quality service as that focusing only on promoting products that can add value to individual customer's needs.

"TOSHSCAN Denmark is known as a company that is dedicated to supporting its customers," said Bjarne. "We supply all modalities, but focus on each individual customer's needs and finding the right solutions for each client. We do not press if a customer is satisfied with equipment from another vendor and fully respect a customer's decision in choosing equipment. Too many companies try to sell their whole palette of products, when sometimes, it may not be required."

DISCOVERING NEW POSSIBILITIES

Denmark has a strong and well-established research culture. Danish customers generally have much experience with research and development and want to be at the forefront of developments. Denmark provides a structured research environment because individual patients can be followed for many years due to its excellent national healthcare record-keeping system. In addition, Danish healthcare authorities are supportive of good scientific research. In association with the University of

Copenhagen and the Danish University of Technology, the Radiology Department at the Rigshospitalet Copenhagen has a strong active research program and has some dedicated research equipment within its resources.

Bjarne has also found that Danish customers are particularly interested to get the most possible from new developments and optimize the use of equipment. The versatility and advanced capabilities of Toshiba's systems mean that customers themselves may find new opportunities in clinical practice and research that had not been previously explored. For example, the Rigshospitalet Copenhagen, have discovered that Toshiba systems can support outstanding CT Perfusion studies.

"Sometimes, it is the customer, who discovers new applications for our systems, because Toshiba's technology has so many facets that even our own developers may not be completely aware of the full capabilities," explained Bjarne. "When these offer benefits for patients they create new research and development avenues for the company. Toshiba provides support to selected specialists for larger scale research to explore promising new techniques in some cases."

DISSEMINATING KNOWLEDGE

Rigshospitalet Copenhagen has hosted a number of high-level, international CT workshops with the support of Toshiba and TOSHSCAN Denmark. Attended by specialists from all over the world, they provide a chance for physicians to promote new techniques, demonstrate the capabilities of Toshiba technology and raise the profile of the hospital internationally. The courses also create opportunities to gather feedback, ideas and experience from other specialists and users. Most recently, the Rigshospitalet's seminar on Advanced Myocardial CT Perfusion performed on 2nd generation 320 Row Detector CT, run by Dr. Klaus Kofoed, Cardiologist at Rigshospitalet.

MEETING THE CHALLENGES OF CHANGE

While the specialist consultants at Rigshospitalet Copenhagen are convinced of the capabilities of Toshiba systems and work closely with TOSHSCAN Denmark, they are not the only ones involved in TOSHSCAN Denmark's partnerships.

"We also work closely with purchasing departments at our customers because they are an integral part of the decision-making team in Denmark," said Bjarne. "Toshiba technology offers many new exciting clinical and research options, but of course, this has a price. We keep both clinicians and purchasers informed of what technology is coming up and what it costs."

Denmark's healthcare system includes an increasing proportion of governmental national tenders, in which certain equipment is purchased for hospitals across the country. Over the next six years, it will focus on the

development of six new 'super hospitals' - located in each of the five regions in Denmark and incorporating a full range of medical specialization. The system is also being revised to put patients firmly at the center of care, which will result in better care, but also drives changes for healthcare providers.

"TOSHSCAN Denmark and Toshiba are geared to meet the challenges of change head on," said Bjarne. "We must meet the increasing demands on equipment, but also continue to develop new things. While we are advancing fast, there are still huge opportunities to improve the speed and accuracy of diagnosis and help patients become healthy again through exploring new areas that continually emerge in our industry. One of the biggest challenges is defining how to structure healthcare in the best way and how we can improve our support, so that the benefits to hospitals and patients are optimized. We sell solutions, not just equipment - TOSHIBA Made for Life."

ENVIRONMENTAL PRIORITIES

In line with growing focus on sustainability and the environment, TOSHSCAN Denmark implements Toshiba's environmental policy, as well as its own.

"In addition to the environmental benefits offered by Toshiba's systems, such as energy-saving features, reduced packaging and other eco-standards, TOSHSCAN Denmark strives to contribute to making our business more sustainable in any way that we can," said Bjarne. "We want to ensure that our staff and our customers and their patients have safe, healthy and environmentally-compatible surroundings. This is also a personal goal for me."

AWARD-WINNING

Guided by Bjarne's careful strategic approach and delivering on TOSHSCAN Denmark's substantial promise of high quality support and service in providing Toshiba's innovative diagnostic solutions, the organization has established an unparalleled reputation in Denmark with customers and the medical imaging industry alike. Its long term clients include prestigious world class medical establishments, like the Rigshospitalet Copenhagen. The organization has recently been recognized with Toshiba Medical Systems Europe awards for Outstanding Performance 2012 DABO Region North and Outstanding CT Performance 2012.

BRIGHT FUTURE

Now comprising a strong, modern organization, TOSHSCAN Denmark continues to grow year by year. In 2012, it became Denmark's market leader in CT systems.

"Further growth is important, but we must ensure that this is stable and only grow in a way that creates a solid, sustainable organization that will be around to support its clients, their patients and contribute to the global Toshiba organization well into the future," concluded Bjarne.