

Education on the stand

UKRC

THE COLLEGE OF RADIOGRAPHERS
INDUSTRY
PARTNERSHIP
SCHEME



Forget the free mugs! Look out for the CPD opportunities in the exhibition

FREE ENTRY Monday 2 – Wednesday 4 June 2008 | Birmingham

Companies exhibiting at UKRC are planning 'bite size' education opportunities on their stands. Many are accredited by CPD Now and can be used by radiographers as continuing professional development opportunities.

The idea of 'Education on the Stand' spots is attracting a lot of interest from radiographers with several manufacturers already reporting high demand for their sessions.

"It is advisable if at all possible to book a time with the industry partner who is holding the CPD opportunity before you go to UKRC. Some sessions are likely to be very busy," says Sean Kelly, the CPD Officer at the College of Radiographers.

"Delegates will be able to select relevant opportunities for their CPD portfolio. This will also provide managers with confidence that when they release their staff to attend the exhibition and conference, there will be tangible benefits."

Answering the questions

Monday 2 June, Tuesday 3 June and Wednesday 4 June
Siemens Stand 650

The latest advancements in the field of MR, CT, surgical imaging, ultrasound and mammography will be unveiled on the Siemens stand at UKRC this year.

They include the new adaptive Definition AS CT scanner and full field digital mammography system, Inspiration.

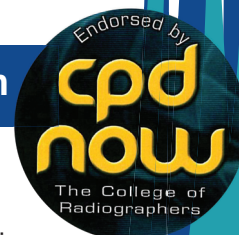
Short training sessions will be delivered by Siemens' experts during the event to assist radiographers with developing their knowledge of imaging, oncology and women's health technologies. This will include demonstrations of the devices, practical workshops on software applications and previews of the benefits that can be delivered to departments and patients. Visit stand 650, 2-4 June 2008.

CAD Chest – What is it and why do we need it?

Demonstration, Monday 2 June 10am and 2pm,
Tuesday 3 June 10am and 3.45pm
Philips Stand 600

An introduction to the need for, and benefits of a CAD chest system in a modern radiology department, with an overview of the technology behind CAD. Demonstrations will show how CAD Chest works and how it can be implemented in any department.

To reserve a place contact Rob Dewick at Global Services, rob@globalservices.co.uk, or call 07970 267064



UKRC 2008 Exhibition Pre-registration Form

To register for the UKRC 2008 Exhibition please complete this registration card as fully as possible. In BLOCK CAPITALS or attach a business card. Please note the fields marked * will appear on your badge.

*Title: Prof Dr Mr Ms Mrs Miss Other _____
*Forename: _____
*Surname: _____
*Hospital/Organisation name and department (maximum 30 characters): _____

Address: _____
Town: _____ Postcode: _____
County: _____
Daytime tel: _____
Fax: _____
Email: _____

PROFESSION (Please tick only one box)

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Radiologist | <input type="checkbox"/> Radiotherapist/Oncologist |
| <input type="checkbox"/> Radiographer | <input type="checkbox"/> Business Manager |
| <input type="checkbox"/> Physicist | <input type="checkbox"/> Procurement |
| <input type="checkbox"/> Academic | <input type="checkbox"/> Hospital Manager |
| <input type="checkbox"/> Student | <input type="checkbox"/> Other (Please specify) _____ |
| <input type="checkbox"/> IT | |
| <input type="checkbox"/> Commercial | |

MEMBERSHIP (Please tick all those which apply)

- | | |
|---|------------------------------|
| <input type="checkbox"/> BIR | <input type="checkbox"/> PEM |
| <input type="checkbox"/> COR | <input type="checkbox"/> RCR |
| <input type="checkbox"/> Other (Please specify) _____ | |

Postal confirmation of your registration will be sent in the week commencing 5 May 2008

- Please send me more information and a booking a form for the social events
 Please send me more information on the conference programme

The closing date for pre-registrations is 16 May 2008

For additional forms, please call +44 (0)20 7307 1420 or email exhibition@ukrc.org.uk. Alternatively, photocopies will be accepted. From time to time we may like to contact you with further UKRC information. If you wish to receive these please tick here:

We may also periodically pass on your details to other organisations who may wish to send you relevant information and offers. If you wish to receive these please tick here: Code A B C D E F H I

Musculoskeletal Ultrasound Session

Afternoon, Monday 2 June, Lodge Rooms, Austin Court.
Toshiba Stand 310
A range of Toshiba dynamic ultrasound systems will be used for scanning.

An overview and explanation of the latest Philips ultrasound technologies

Demonstration and lecture, Monday 2 June 10.30am and 2.30pm, Tuesday 3 June 10.30am and 2.30pm
Philips Stand 600

A review of Philips' patented technology - SonoCT Real-Time Compound Imaging Technology. XRES technology, Philips' proprietary diagnostic ultrasound image processing technique will be explained, together with Philips' latest technology, volumetric imaging. These technologies will also be demonstrated using Philips' equipment.

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Advanced technology with cardiac and oncology applications in multi-detector CT

Lecture, Monday 2 June 3pm, Tuesday 3 June 11am
Philips Stand 600

This short lecture covers three of the hottest topics in CT today, beginning with the very latest in new developments in Philips CT, including Philips' new Brilliance iCT 256 wide area array CT. New MDCT scanners are designed to support the latest applications developed to tackle the key diseases that face our population today. The second part of the lecture looks at the key developments, capabilities and applications utilising the latest model-based segmentation techniques for full cardiac analysis and electrophysiology planning. The final section focuses on the innovations in oncology CT simulation workflow and respiratory-gated applications for radiotherapy CT.

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Other manufacturers are developing 'Education on the stand' initiatives and these will be published in the May issue of *Synergy News*.

Dynamic Volume CT: Only more slices or a new future?

Satellite session, Tuesday 3 June, 9-10 am
Toshiba Stand 310

Lecture Title 1: Technological Challenges and Future of Dynamic Volume CT. Speaker: Joerg Blobel PhD, Chief Clinical Science, CT Systems Division, Toshiba Corporation.

Lecture Title 2: New Clinical Applications with Dynamic Volume CT. Speaker: Professor Patrick Rogalla, Charité CM, Berlin.

Ambient experience for healthcare: From concept to new reality

Satellite session, Wednesday 4 June, 10.15-11.15
Philips Stand 600

Jos Stuyfzand, Philips Global Director, Ambient Experience Design, describes the creation of an entire environment that is sensitive to patient experience and clinical workflow needs and personalised to these requirements, in order to deliver better healthcare. He describes the patient-centric design approach, and explains how this is enabling hospitals to create added value and differentiate themselves whilst improving workflow efficiency and both patient and job satisfaction levels.

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On-line Learning Centre

Demonstration
Philips Stand 600

More than 145,000 healthcare professionals are registered users of the Philips On-line Learning Centre, taking advantage of more than 250 self-directed and professionally accredited learning activities. The centre offers a flexible way to expand your CPD portfolio through a combination of on-line learning activities. Registration is easy and fast; navigation through the site is quick and intuitive.

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UKRC Exhibition Registration
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London
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