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RADIOLOGY
EDITION

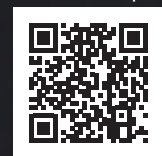


UNIV. DOZ. DR FRANZ FRÜHWALD,
MEDICAL DIRECTOR AND
MANAGING PARTNER

**EMPOWERING
PROGRESS,**
PIONEERING EXCELLENCE

**FRÜHWALD &
PARTNER INSTITUTE**

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FRÜHWALD & PARTNER INSTITUTE

EMPOWERING PROGRESS, *PIONEERING EXCELLENCE*

Univ. Doz. Dr. Franz Frühwald, medical director and managing partner at Frühwald & Partner Institute, is a pivotal figure in the evolution of Austria's radiology sector. His journey underscores a vital insight; achieving progress in any discipline necessitates a unified effort and a steadfast dedication to transformative changes—principles true in medical science and healthcare, where systemic advancements cannot occur in isolation.

Austria's radiology space initially lacked sophisticated technologies such as CT and MRI scanners, relying on traditional diagnostic methods. Navigating the bureaucratic intricacies within the social security framework required considerable time and resources.

Dr. Frühwald vigorously lobbied for political reforms to accelerate advancements in radiology and sought representation in key medical and scientific bodies, as well as in chambers of commerce. In 1989, upon assuming leadership at Frühwald & Partner Institute, he embarked on an ambitious expansion to confront these challenges head-on. By adopting cutting-edge radiology technologies in Austria, Dr. Frühwald guaranteed his institute's access to the latest diagnostic equipment.

His dedication to his work and societal responsibility is palpable.

"I aspire for my business to be unparalleled, accepting the mantle of responsibility to drive radiology forward in my country and elevate industry standards and practices," Dr. Frühwald states.

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Frühwald & Partner Institute is celebrated as Austria's leading diagnostic centre, distinguished by its unparalleled excellence, professionalism and radiological and nuclear medicine expertise. It has been instrumental in introducing revolutionary technologies to the nation, including deploying the first CT and MRI unit outside of hospital settings in 1992. Further achievements, such as the establishment of the nuclear medicine department in 1994 and the acquisition of Austria's first ring-PET scanner in 2002, underscore its leadership. Continuing to invest in cutting-edge equipment, the institute remains at the forefront of technological innovation, acting as a catalyst for change and becoming a front-runner in Austria's healthcare.



Our investment in state-of-the-art technology and high redundancy of machinery not only underscores our dedication to quality patient care but also ensures efficiency and reliability in our services

A Premier Destination for All Things Radiology

Frühwald & Partner Institute stands out for its competent expertise, friendly approach and prompt operational efficiency. Catering to a broad spectrum of diagnostic needs, it is a ray of hope for patients seeking quality care, with a vast array of services covered by health insurance, including X-rays, ultrasound, MRI, dental imaging and nuclear medicine. The facility is not just a medical institute; it is a centre for preventive care, offering crucial screenings for mammography and osteoporosis, among others.

Patients enjoy a streamlined experience characterised by spacious waiting areas and reduced wait times, ensuring comfort and convenience. The procedural duration ranges from mere minutes for standard tests to about two days for certain nuclear medicine procedures, contingent on laboratory processing times. The institute prides itself on its skilled team of competent radiographers and doctors, whose expertise guarantees accurate diagnoses and enhances patient well-being.

Its operational model is designed for peak efficiency and patient satisfaction, utilising a two-shift system to maximise service delivery. Special attention is given to the early detection of cardiovascular diseases (CVD), with a preference for coronary artery CT scans over traditional diagnostic methods for more accurate heart vessel condition assessments. This proactive approach to diagnosing severe stenosis is vital in reducing mortality rates, particularly in high-risk areas.

Frühwald & Partner Institute is at the cutting edge of technology, incorporating artificial intelligence (AI) into various modalities to enhance the reliability of early detections. AI algorithms are employed to process images rapidly, ensuring precise measurements and facilitating early detection of conditions. By leveraging AI technology, it becomes a valuable development partner for companies creating AI algorithms in the medical field. This collaboration aids in validating algorithm effectiveness in clinical settings and refining them for specific radiological procedures.

Commitment to innovation extends to digital accessibility, with the institute leading national efforts in digitisation to ensure swift and secure report delivery. Electronic image exchanges are optimised for efficiency, with critical reports delivered instantly. This emphasis on timely communication is also reflected in its interactions with referring physicians, ensuring a collaborative approach to patient care within Austria's social security-driven radiology network.

A dedication to excellence, innovation and patient-centred care at Frühwald & Partner Institute sets a new standard in radiology and nuclear medicine.

Technological Investment Ensuring Superior Patient Care

In radiology, Frühwald & Partner is at the forefront of patient care innovation, leveraging cutting-edge technology to enhance diagnostic accuracy while prioritising patient safety. Its investments in advanced radiological equipment have reduced radiation exposure, elevated image quality and streamlined diagnostic procedures.

“Our investment in state-of-the-art technology and high redundancy of machinery not only underscores our dedication to quality patient care but also ensures efficiency and reliability in our services,” notes Dr. Frühwald.

The Institute's adoption of rapid pulse sequences in their equipment markedly shortens examination times without sacrificing diagnostic precision, resulting in a harmonious balance between speed and quality.

This focus on technological enhancement has not gone unnoticed, as evidenced by the steady demand for

the institute's services. Regular updates and upgrades to the equipment portfolio underscore a relentless pursuit of operational excellence, facilitating swift scheduling of appointments and prompt emergency responses. This commitment to technological advancement correlates with heightened patient care standards and satisfaction levels.

In a notable innovation, the institute introduced an anatomy and procedure coding (APPC) system within the electronic health file system (ELGA), streamlining the process of retrieving and reviewing historical CT or MRI studies. This development, recognised as an Integrating the Healthcare Enterprise (IHE) standard, marks a significant milestone in enhancing healthcare efficiency and interoperability in healthcare.

Acquisition of a dual-source CT machine represents another stride in diagnostic precision, enabling the institute to conduct targeted coronary artery scans with exceptional clarity of a continuously beating heart. This improves diagnostic accuracy while optimising patient throughput.



Understanding the importance of patient comfort, especially for those experiencing claustrophobia during MRI scans, the institute has incorporated design features that ensure a more comfortable and reassuring experience. Innovations such as extra-wide bores, short magnets, and, if necessary, the provision of Psychopax drops prior to examinations are a testament to its holistic approach to patient care.

By partnering with leading equipment manufacturers like Siemens, General Electric, Philips and Hologic, the Frühwald & Partner Institute guarantees access to the forefront of medical technology. This collaboration, coupled with its reputation, ensures priority access to the latest advancements, reinforcing its position as a leader in delivering superior patient outcomes through innovation.



Our mission is clear; to be one of the best and second to none

Regulatory Advocacy for Enhanced Healthcare Access

The Frühwald & Partner Institute is pivotal in shaping regulatory frameworks, particularly within social security contracts. Under the leadership of Dr. Frühwald, the institute navigates and refines these processes, ensuring that radiological services and equipment receive the necessary coverage and approvals within Austria's social security system. This guarantees access to essential radiology services and positions the institute as a key contributor to the European Radiology Congress. Here, they share valuable insights on emerging technologies, driving forward the discourse and innovation in radiology.

In a recent push for uniformity, the institute spearheaded efforts to standardise social security contracts for radiologic services nationwide. This initiative aimed to eliminate disparities, securing financial advantages for all parties involved. A notable achievement is Dr. Frühwald's instrumental role in the development of Austria's comprehensive breast cancer screening program. The program started 2014 and offers biennial tomosynthesis screenings, supplemented by ultrasound and MRI options, to a wide age demographic. It is designed to be decentralised, enhancing accessibility, including personalised annual screenings for individuals with high-risk profiles and ensuring adherence to European healthcare standards. Dr. Frühwald still is representing the Austrian chamber of medical doctors in all matters of the Austrian Breast Cancer Screening Program (BKFP).



The integration of tomosynthesis into screening protocols till now has seen an 89 percent adoption rate among practitioners, underscoring the effectiveness and acceptance of this advanced diagnostic method. The institute's specialised women's diagnostic centre exemplifies its commitment to incorporating cutting-edge technologies in breast cancer screening and assessment of suspect lesions, improving diagnostic precision and patient care outcomes.



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A decade into its operation, the screening program has exceeded European benchmarks, reflecting Austria's commitment to healthcare excellence. Dr. Frühwald's ongoing involvement ensures the program's sustained success, reinforcing the institute's status as a beacon of innovation and quality.

Archetype of Visionary Leadership

In an era where profit often precedes compassion, Dr. Frühwald champions conscience-driven entrepreneurship, striving to leave a legacy of technological advancements and patient-centric healthcare.

With a distinguished career spanning radiology and nuclear medicine, his expertise is rooted in specialist training in Vienna, culminating in a habilitation at the University of Vienna. He assumed leadership in the radiological representation in the Medical Chamber of

Austria in 1998, later serving as vice-chair since 2014 and till now. Throughout his tenure, he played a pivotal role in negotiating radiology-related regulatory processes, including contracts, regulations and advancements like breast cancer screening and electronic patient files. With approximately 80 articles published in esteemed scientific journals such as Lancet, European Journal of Radiology, RÖFo and US in der Medizin, Dr. Frühwald has significantly contributed to various aspects of image diagnostics.

After his tenure at the medical university clinic in Vienna, Dr. Frühwald became a visiting professor of radiology at Lubbock Texas Medical School. This experience left an indelible mark on his career, inspiring significant personal and professional growth. Upon his return to Austria, he integrated the lessons, such as the importance of spacious environments and efficient air conditioning, into his clinic. Today, his clinic spans an impressive 3,500 square meters, providing ample space and comfort. Since 1989, Dr. Frühwald has practised radiology in St. Pölten while serving as Frühwald & Partner Institute's medical director and managing partner, demonstrating his commitment to advancing healthcare and medical education.

Elaborating on this, Dr. Frühwald adds, "I always motivate my team to remain at the forefront. Our team of university-trained radiologists and personnel always stays abreast of the latest advancements. Our mission is clear; to be one of the best and second to none."

Dr. Frühwald and his advocacy for technology-based development set the stage for purpose-driven advancements in medical imaging and patient care. His team's efforts not only elevate industry standards but emphasise the importance of empathy in healthcare. Frühwald & Partner Institute is truly an archetype of organisations, impacting millions of lives with its efforts and demonstrating the transformative power of combining technology with genuine care. **HB**