

Customer Communication in the DX Age

1. Introduction

In January 2022, the Trinias angiography system area in the Medical Center showroom at Shimadzu's Head Office (Nakagyo-ku, Kyoto) reopened after renovations. The renovations included a new digital platform and create a space that will be used for value co-creation and to support improvements in medical technology for customers around the world. After this reopening, the Trinias area can now be visited both in person and also remotely via the Internet (Fig. 1).

The COVID-19 pandemic created an unprecedented disaster experienced on a global scale and has triggered a dramatic acceleration in digitalization and IT modernization across all fields. Online interactions have begun to enter every part of our lives and form a new normal in the with-COVID era, with online gatherings becoming a feature of not only our private lives but also business lives or various academic meetings. These changes exactly mirror digital transformation (DX), a process defined as "IT that permeates to change every aspect of peoples' lives for the better."

Shimadzu is also working proactively to introduce support to be able to describe products and their clinical usefulness to customers remotely. Shimadzu intends to integrate these new activities with a communication space built in the showroom with greater online connectivity, helping its customers improve their quality of medical care and creating new value.

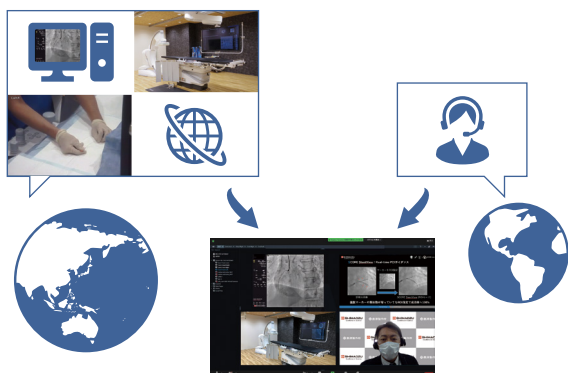


Fig.1 Trinias Area in Concept

2. Overview of Trinias Room

An examination room has been created in an area 7 m by 6.7 m, similar in size to a common cath lab, that will be used as a showroom for parties of several people to view a system, to perform simulated procedures for up to 10 people, and other uses. The room is also equipped for activities involving X-ray radiation, with X-ray protection measures on the system as well as radiation protective apron, neck guards, and protective glasses used by operators. Network cameras are also installed on the ceiling (three in the examination room and one in the control room) to share images of operators and their manual operations online.

Live images, reference images, and other images output by the angiography system are also networked and sent to a streaming PC together with the video camera images mentioned above. Remote meeting software such as Zoom and Microsoft Teams installed on the streaming PC can then be used to distribute these images over the Internet (Fig. 2).

Presented below are several ways of using this setup along with specific case examples.

3. System Viewing

- **Case 1: A customer wishes to verify system features but is unable to visit in person.**
- **Case 2: Several people are unable to attend a system demonstration in person.**

System operation and manual manipulation of tableside modules are streamed via images from video cameras, and viewers are given the same explanations as an in-person demonstration (Fig. 3). Because system viewings can be simultaneously streamed online, in-person and online activities can be combined to offer a versatile range of viewing plans.

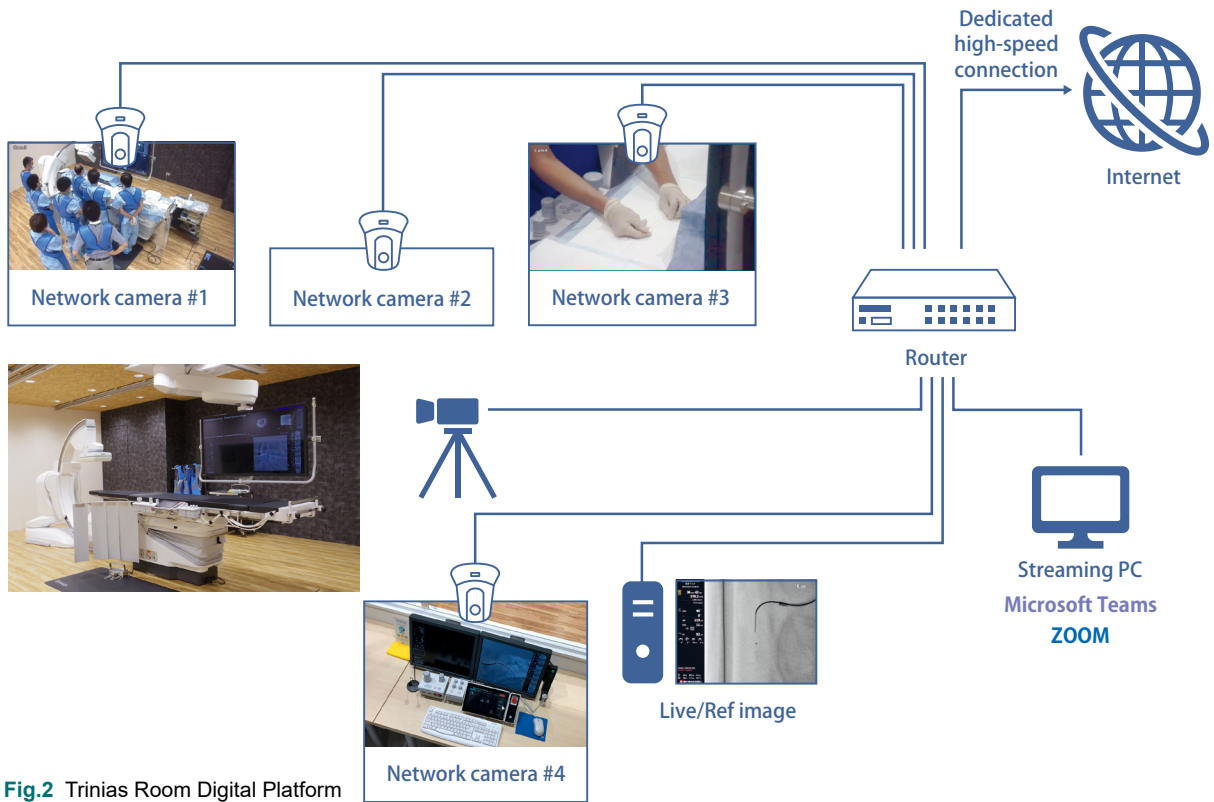


Fig.2 Trinias Room Digital Platform

4. Workshops and Training Sessions (Paid Plan)

- **Case 3: A customer wants to receive immediate training in an unused feature.**

Customers can be trained over the Internet. The Trinias room can be used for expedited training to show customers actual working system interfaces and how to operate the system (Fig. 4). Training sessions streamed online can also be presented to the client as screen recordings to reference at a later date.



Fig.3 Online Streaming Screen



Fig.4 Joint Workshop with Device Manufacturers to Train Customers in Correct Use of Medical Devices

- **Case 4: A customer wants to conduct training workshops to be attended by a wide selection of team members of multiple facilities.**

Shimadzu offers the Trinius room and also meeting rooms and can organize experiments and workshops involving X-ray irradiation upon request. Team members unable to attend in person can participate online or be sent screen recordings of the workshop.

5. Value Creation

- **Potential case 5: Promote new technologies or ideas to improve medical practice.**

Shimadzu will assemble various manufacturers of peripheral equipment used in catheterization procedures to distribute new technical information. Shimadzu is planning events that can be attended both online and in person.

- **Potential case 6: Events that create ideas for new features.**

Shimadzu will create new value by holding “ideathons” with customers to exchange ideas on product and application development.

Shimadzu is always taking on new challenges and working to improve the quality of healthcare for its customers.

If you are a healthcare professional and interested in what is featured in this article, please contact a Shimadzu sales representative.

This article may contain references to services that are not available in your country, as of September 2022. Please contact us to check the availability of these services in your country.

Microsoft Teams is a trademark and/or registered trademark of Microsoft Corporation in the United States and/or other countries.

Zoom is a trademark of Zoom Video Communications, Inc.

Unauthorized reproduction of this article is prohibited.