

Intelligent Endoscopy Ecosystem

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As the MedTech leader for endoscopy-enabled care, we are harnessing the opportunities enabled by digital technologies to bring about an Intelligent Endoscopy Ecosystem, for the benefit of our customers and patients, and to reach the quadruple aim of healthcare.

To Meet Healthcare Challenges, We Will Elevate Our Unique Capabilities

The rise in chronic diseases and our aging populations require the healthcare community to overcome the challenge of better outcomes for more people, with better care team and patient experience, at lower cost.

Many needs around endoscopy have remained the same for a long time. For example, gastroenterologists who perform lifesaving procedures are constantly looking to deliver improved clinical outcomes but are faced with an increasing cognitive burden due to a rising number of procedures with growing administrative workload. At the same time, hospital administrators are looking to manage staff shortages which is a reality in many markets today.

We believe there is an opportunity for significant progress in “intelligent” endoscopy, leveraging digitalization and automation. Data and connectivity, powered by AI, enable intelligent insights to help address clinical and operational needs.

We will elevate our unique capabilities from advanced visualization to intelligent cognitive support, from precision treatment to intelligently guided precision treatment and from value added solutions to intelligent insights and solutions. With the Intelligent Endoscopy Ecosystem, we envision a future where care givers focus more of their valuable time on helping more patients in need of care.

Intelligent Endoscopy Ecosystem Enabled by New, Modern Software Platform and Business Model

Today, Olympus provides best-in-class endoscopy products and services with strong stand-alone value propositions. However, we believe that the value potential of integrating the Olympus portfolio by data and AI is significantly higher than the sum of its individual elements.

Our advanced digital endoscopy ecosystem will be driven by a state-of-the-art software platform, meeting current and future clinical and operational needs, empowering clinicians and healthcare administrators to elevate patient care standards. With the latest core technologies, including AI, it offers actionable insights from data throughout the patient journey, ensuring efficient and optimal outcomes for Olympus customers.

It will also enable a transition from a “Hardware only” business model, which depends on longer upgrade cycles, towards a model where continuous software enhancements can provide “always-on innovation” via over-the-air upgrades and on-demand apps on the Olympus platform.

As a result, patients and caregivers can benefit through more precise detection, diagnosis and treatment.

Data-driven and automated workflow solutions can contribute to efficiency and improved patient safety by reducing human factor risk. We also believe that this can contribute to both retaining HCPs and attracting next-generation HCPs due to a combination of easier and more scalable training, as well as the reduced mental burden at work.

Furthermore, non-clinical hospital staff can benefit through automated administration services. Data-driven inventory management, investment optimization services and transparent asset management are just some examples that could contribute to more efficient endoscopy programs. Olympus is uniquely positioned to shape the future and help customers to derive endoscopy insights by collecting and leveraging data.

The Intelligent Endoscopy Ecosystem will increase the potential and realize the full synergetic value of the broad Olympus endoscopy portfolio.

