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QUOTED. 25 June 2019. Bert van Meurs.

by

Bert van Meurs, chief business leader of Philips' image-guided therapy business, recently spoke with *Medtech Insight* about two new product launches to add to the Azurion angiographic platform and the new partnership with Microsoft's HoloLens 2 mixed reality technology, among other new developments. See what van Meurs said about it here.

"So, I believe that the greatest opportunity is in the digitization and the application of artificial and adaptive intelligence to have a first-time-right diagnosis but also a more effective treatment. The other opportunity that we see, and of course that's one of the main areas I'm responsible for, is in minimally invasive treatments." – Bert van Meurs, chief business leader, Philips' image-guided therapy business

- Find out more: [Exec Chat: Philips' Bert Van Meurs Discusses Innovation And Plans For Image-Guided Therapy Business Unit](#)

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