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Korea's Samsung Medison partners with Italy-based Bracco Imaging for diagnostic ultrasound technology

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The collaboration aims to improve ultrasound contrast agent utilisation and image resolution



South Korea-based Samsung Medison and Italy headquartered Bracco Imaging have signed a Memorandum of Understanding (MoU) to pioneer a new area for diagnostic ultrasound device and contrast agent.

The MoU is expected to create synergy in research and development and market exploration by combining the techniques and marketing capabilities of Samsung Medison and Bracco Imaging. The two companies are considering collaborative research to develop protocols for high-frequency and super-resolution imaging for diagnostic purposes.

"Through this MoU agreement with Bracco and global collaboration, we will strengthen our capability in diagnostic ultrasound field, and create an opportunity to enter future ultrasound treatment field," says Yongkwan Kim, CEO of Samsung Medison.

This collaboration will also be focused on global marketing activities, healthcare provider education and joint participation in strategic events and exploring the possibilities in ultrasound-targeted contrast enhanced drug delivery technologies in conjunction with pharmaceutical agents.

Samsung Medison and Bracco Imaging will collaborate on research to diversify the use of ultrasound contrast agents and increase image resolution in different settings and specialties. These efforts aim to translate device features into diagnostic and clinical benefits for users and patients, including workflow.

Bracco Imaging's quantitative diagnostic analysis software will be integrated with Samsung Medison's diagnostic ultrasound equipment to enhance image reporting and improve convenience for medical staff.

Image caption- Yongkwan Kim, CEO, Samsung Medison and Dr Fulvio Renoldi Bracco (L), CEO, Bracco Imaging