



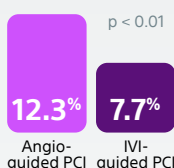
INTRAVASCULAR IMAGING (IVI) ADOPTION

EVIDENCE IS STRONG – TIME TO PUT IT INTO PRACTICE

IVUS SAVES LIVES

Greater use of imaging in PCI
is associated with improved
patient outcomes

TVF in complex patients
after 3 years*



ESC/EACTS

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IVI
penetration Europe
despite guideline
support

~15%



1. Acceptability

How IVI is perceived
before use

2. Acceptance

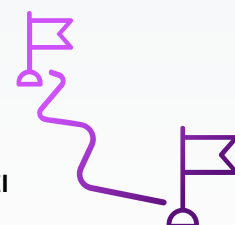
Clinician's perception
after initial use

3. Adoption

System-wide integration of
IVI into routine practice

JOURNEY TO ADOPTION

A pathway for clinical uptake of PCI



DRIVE IMAGING FORWARD

What can you do today?

Roadblocks

Educational
gaps

Low
reimbursement
alignment

Limited
healthcare team
engagement

Data under-
utilization

Practice
variability

Driving actions

Education
redesign,
modernize
training
models

Guideline
evolution &
reimbursement
alignment,
align incentives
with guidelines

Multidisciplinary
empowerment,
Involve nurses,
techs, referrers,
patients

Routine data
integration,
standardize IVI
data & reporting

Scalable, tailored
local strategies

ROADBLOCKS

DRIVING ACTIONS

*Joo Myung Lee et al, Intravascular Imaging-Guided or Angiography-Guided Complex PCI, the RENOVATE COMPLEX PCI Study, N Engl J Med 2023;388:1668-1679 ; DOI: 10.1056/NEJMoa2216607

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