

Company Key Info

SIRONA**Founded:** 2018**Headquarters:** San Francisco, CA**Initial Investment:** 2021**Website:** www.sironamedical.com

What Is It?

Sirona Medical leverages Modularity Theory and a disruptive value network to create a more efficient experience for radiologists and to enable the widespread adoption of artificial intelligence in diagnostic imaging. Sirona solves both problems by **increasing radiologists' productivity, enabling them to offer higher value-added services while also improving their work experience.**

Radiology Is At a Crossroads

Today's radiology workflow is fragmented, broken, and expensive because every part of radiologists' work is supported by different, mutually incompatible IT providers. Meanwhile, there is a nationwide shortage of radiologists because many medical students have avoided the specialty, believing that they are likely to be replaced by AI. Caseloads for existing radiologists have increased even as reimbursement rates have fallen, putting intensified financial pressure on practices and worsening the work experiences of radiologists. The long-anticipated and transformative impact of AI in the space has largely yet to materialize, but is needed more than ever.

Radiology's first unified cloud-native workflow platform.

- ✓ Diagnostic Viewer
- ✓ Reporter
- ✓ Universal Worklist
- ✓ PACS/archive
- ✓ Intelligence Augmentation

Sirona's Integrated Solution

Modularity Theory predicts that in circumstances where prevailing solutions provide levels of performance below what customers are willing to pay for, those with interdependent product architectures are the most likely to succeed and accrue economic profits. Sirona Workspace is **the first cloud-native, fully integrated software stack for radiologists.** Its integrated approach not only allows for a more efficient, enjoyable, and reliable user experience, but is also an on-ramp for empowering radiologists with 3rd party AI and machine learning models. As a leading integrated solution in the radiology IT landscape, and one that is also backwards compatible with legacy PACS and dictation solutions, Sirona improves radiologists' productivity, lowering cost per case, and allows them to provide and monetize higher value-added services, taking a radiology practice's IT stack from a cost to an asset. Sirona's integrated systems have also allowed it to build substantial ever-growing datasets of radiology imagery that are reflective of clinical practice, a key step in the development of clinically-useful radiology AI systems. By helping radiologists to operate more efficiently, while delivering more valuable services, Sirona Medical addresses the key Jobs To Be Done of both individual radiologists and their practices, while also improving the functioning of a key component of the healthcare system.

