



## **PRESS RELEASE**

### **Diana Bracco: “Artificial Intelligence will assist radiologists in making increasingly accurate and reliable diagnoses”**

*The Human Technopole, situated in the heart of the MIND technology district, was the venue for this year's Bracco Innovation Day. Focusing on the theme of Artificial Intelligence and its impact on Life Sciences in general and on diagnostic imaging. Winding up the discussions was a talk delivered by Anna Maria Bernini, Minister of Universities and Research, who reviewed the regulatory challenges that AI poses for political bodies both at home and abroad.*

*Milan, September 18, 2023 – Unlocking the AI Revolution - A Symposium on the future of the Healthcare Industry and Diagnostic Imaging in the era of Artificial Intelligence is the title describing the theme of the 2023 edition of Bracco Innovation Day. This event took place at the Human Technopole Auditorium, situated in the heart of the MIND technology district.*

**Fulvio Renoldi Bracco**, Vice President and CEO of Bracco Imaging opened the proceedings with a talk in which he observed: “Artificial Intelligence is significantly impacting our lives and its adoption in diagnostic imaging will greatly benefit both patients and healthcare providers. Therefore, we have long since built a dedicated AI team that collaborates with prestigious universities, hospitals, and private companies and that aims to develop algorithms and smart solutions capable of improving the diagnostic performance of contrast media, resulting in increasingly accurate and predictive imaging. Moreover, we are investing in digital innovation with the goal of achieving better and more efficient data usage. Our experience from research conducted in the last few years has proved the complementarity of data extracted from biomedical images and other clinical data”. The CEO of Bracco Imaging also added: “Beyond diagnostic imaging, our desire, coherently with the nature of our company, is to understand the role that AI can play in our areas of interest

such as: drug discovery, omics sciences and pharmaceuticals manufacturing. These are among the most important themes for scientific advancements that will benefit patients first and foremost through a better understanding of diseases and facilitate access to targeted treatments.”

The symposium included three sessions with important international keynote speakers, and concluded with final remarks by **Anna Maria Bernini**, Minister of University and Research. The first one, which looked at the new capacities of Artificial Intelligence in drug discovery, omics sciences, and pharmaceutical manufacturing, highlighted how AI is destined to play a significant role in many aspects of medicine and the healthcare industry. Specifically, AI will: accelerate the speed of development of new engineered drugs for specific targets, facilitate the study and management of large amounts of omics data for the prevention and treatment of human diseases, and streamline the production sector to maximize yields and minimize environmental impact.

The second session was dedicated to the impact of AI in radiology, where significant topics regarding the adoption of AI in diagnostic imaging were addressed. The session emphasized how AI can improve diagnostic accuracy and efficiency while optimizing clinical workloads at the same time. Various speakers engaged in discussions on the subject, bringing academic and industrial insights to the floor.

The final session – attended by **Gianmario Verona**, President of Human Technopole and representing European and regional institutions, **Claudia Colla**, Head of the Regional Representation of the European Commission in Italy and **Alessandro Fermi**, Councillor for University, Research, and Innovation for the Lombardy Region – addressed the numerous ethical, political and regulatory aspects that national and international institutions are currently addressing in the face of the AI revolution.

This final session was opened by **Diana Bracco, President and CEO of Bracco Group**, who spoke of the growing importance of diagnostic imaging for patients' health, a sector in which the company is a global leader. “Imaging is consolidating its status as a pillar of contemporary medicine and as an essential tool for the identification of pathologies and the development of innovative medical treatments. Indeed, it is universally understood,” she said, “that an early diagnosis not only enables personalized and targeted medicine but also helps address diseases in their initial stages, resulting in significant cost savings for healthcare services. Precision imaging - thanks also to its non-invasive nature and minimal risk for the patient - will increasingly take center stage in the medicine of the future, where diagnosis and therapy appear to be more closely integrated.” **Diana Bracco** then turned her

attention to the potential and risks of the AI revolution for diagnostic imaging. "Artificial Intelligence will assist our radiologists in their work, supporting them in producing increasingly precise and reliable diagnostic reports. I am thinking, for example, of the greater accuracy that AI can provide in image interpretation and lesion detection. Of course, we all know that this new, powerful technology also comes with risks, starting with those related to the protection of patients' personal data or the vulnerability of data systems. Therefore, AI presents new challenges to institutions that are simultaneously technical, regulatory, social, ethical and political."

In addition to the many visitors, Bracco Innovation Day was attended by invited researchers from Bracco facilities in Italy, Switzerland, Germany, the United Kingdom, the United States and China. During the session dedicated to 'AI in radiology,' the results of an important study published in the prestigious journal *Investigative Radiology* were presented. This study was authored by, among others, Alberto Fringuello Mingo, Sonia Colombo Serra, and Giovanni Valbusa, three young researchers from Bracco Imaging. Through the use of Artificial Intelligence, the team successfully 'trained' a neural network using an innovative approach to enhance the contrast in Magnetic Resonance Imaging of the brain, all without any impact on the current clinical protocol. This neural network has proven to be a potentially valuable tool for radiologists in their diagnostic work, improving the visibility of small enhancing structures. The introduction of this technology, which received positive evaluations from experienced neuro-radiologists in clinical settings at the Erasmus Medical Center in Rotterdam and the Centro Diagnostico Italiano (CDI), holds significant promise as it substantially increases contrast enhancement while using standard doses of contrast agents.

At the end of the Bracco Innovation Day, the Group inaugurated a new office at THE HIVE, located in the MIND Milano Innovation District.

**Carolina Joyce Elefante**

*Press Office*

*Corporate Communication & Image*

**Gruppo Bracco**

Via Cino del Duca, 8 - 20122 Milano

Email: [carolina.elefante@bracco.com](mailto:carolina.elefante@bracco.com)

Cell. +39 3334263484 Tel. +39 0221772279

Web: [www.bracco.com](http://www.bracco.com)