

IHI Call Days | Call 12

● **Streamlining Medical imaging Processes with integrated Learning and user-centric innovative Functions for radiology with Artificial Intelligence (Simplif.AI)**

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Link to the IHI brokerage platform: [IHI Call 12- Simplif.AI](#)

Challenges and objectives

Challenge

Unmet need



Rising demand in radiology

Patients at risk

- **Missed early diagnosis** → poorer outcomes
- **Missed disease progression and relapse detection** → delayed treatment
- **Unequal access** to advanced imaging



Rising clinicians' burnout

Clinicians under pressure

- **More scans, aging population & cancer burden**
- **+40% increase in imaging demand**
- **Fragmented workflow** → rising burnout



Rising healthcare cost

Hospitals challenged

- **Inefficiencies cost EU healthcare billions**
- **Low productivity** & rising burn out
- **AI tools exits but lack of integration** → poor adoption

Why Now?

Urgency

rising cancer burden
radiologist shortage
diagnosis & treatment delays

Technology readiness

AI maturity
interoperability standards

Policy push

Europe's Beating Cancer Plan, EU AI Act, Health Data Space demand safe, integrated, people-centred diagnostics

Global race

Non-EU players moving fast — without action, Europe risks widening diagnostic gaps

Simlif.AI Approach

Simlif.AI aims to overcome fragmented imaging workflows by developing integrated evidence-based diagnostic ecosystem that enable earlier diagnosis, precise disease progression and relapse detection, and reduce clinician burnout.

Approach			
Workflow integration Embedding AI tools in hospital IT systems	Foundation model-based AI assistant Supporting clinicians with explainable AI	Precision diagnostic early diagnosis & precise disease monitoring	Implementation science & adoption Co-developed with users

Is your project suitable for IHI?

Creating a clinically validated, interoperable and AI-powered diagnostic ecosystem requires co-innovation between hospitals, academia and the health industry.

Clinical Partners & Academia

- Define clinical needs and ensure patient-centered design
- Provide real-world validation through multicentric trial
- Evaluate clinical, workflow and health economic impact
- Develop evidence and adoption frameworks compliant with MDR, GDPR and EU AI Act.

Industry Partners

- Develop and integrate AI and digital technologies into clinical workflow and imaging platforms
- Provide scalable, interoperable infrastructure
- Ensure compliance and certification under MDR, GDPR and forthcoming EU AI Act



Outcomes and Impact

Category	Outcomes
Diagnostic accuracy	Early cancer detection ; reliable monitoring of disease progression & relapse
Workflow efficiency	Reduced delays, errors, and lower clinician workload
Interoperability	Seamless connection between healthcare data and AI systems
Patient impact	Safer, faster, people-centred diagnostics and follow up
Health system value	Cost savings from fewer repeat scans; improved resource use



For patients

Improved early detection & treatment decision
Reduced stress & unnecessary procedures



For clinicians

Integrated, interoperable workflows across clinical & digital tools
Lower workload and burnout, more time for patient care



For healthcare systems

Efficiency gains and cost savings through automation and better data use
Standards-based interoperability



For EU

Strengthens EU's leadership in safe, effective, digital health

Expertise and resources

Expertise

- Clinical partners
- AI/software development
- Interoperability & hospital IT integration
- Technical validation & modelling

Missing Competencies

- Regulatory science
- Platform hosting & integration
- Pharma (oncology)
- Patient organizations

Philips: IKOP+ IKAA contribution