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# Philips collaborates with Cent to advance preventive diagnostics and early risk detection in India

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**Strategic collaboration to explore advanced imaging technologies, AI-enabled innovation**



Philips, a global leader in health technology, has announced a strategic collaboration with Cent to advance preventive diagnostics and early risk detection in India.

Bringing together Philips' advanced imaging innovations and Cent's preventive health screening model, the collaboration aims to explore new approaches to identifying health risks earlier and supporting a more proactive approach to healthcare.

Globally, healthcare systems are evolving from reactive disease management towards predictive and preventive care, and the need for advanced technologies that enable earlier risk identification has become increasingly important.

As part of the collaboration, Philips will deploy its helium-free, wide-bore 70 cm 1.5T MRI systems equipped with AI-enabled SmartSpeed image acceleration at Cent preventive health screening centres. The collaboration is intended to support enhanced screening experience for individuals, high-quality imaging and more efficient MRI workflows, while enabling the evaluation of neurological, spine and oncology-related indications and risk assessment pathways.

It will also evaluate MRI protocols, clinical workflows and operational requirements necessary to support preventive screening and risk assessment in asymptomatic individuals.