

## Atul Gupta M.D. Appointed Chief Medical Officer for Philips' Image Guided Therapy Business



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Effective from April 4, 2016, [Atul Gupta](#) M.D. has been appointed Chief Medical Officer for Philips' Image Guided Therapy business. Bringing clinical insights gained during more than 15 years as a practicing interventional radiologist, Atul will help to guide the business group's vision of supporting physicians to decide, guide and confirm the right therapy for each patient in real time during interventional procedures.

Widely recognized as an expert and thought leader in interventional radiology, with numerous awards to his name, Atul has considerable media experience and will act as a key clinical spokesperson for the Philips Image Guided Therapy business group. He joins Philips from his previous position as director of Interventional Radiology at Main Line Health System's Paoli Hospital in Philadelphia (US).

Atul Gupta: "I went into medicine to improve and save the lives of patients, and as a practicing interventional radiologist I have been able to treat 8 to 10 patients per day. Joining Philips gives me the opportunity and privilege to improve the lives of patients on an exponentially larger scale. Being able to provide medical guidance and support for the clinical vision and strategy of Philips' Image Guided Therapy business allows me to reach many more patients than I could have ever imagined."

Bert van Meurs, CEO Image Guided Therapy at Philips: "Over the last few years, we have followed a deliberate strategy of creating a successful and leading Image Guided Therapy business through investments in R&D, technology licenses, acquisitions and partnerships. We combine our extensive technology capabilities with deep clinical expertise and clinical research programs. The appointment of Atul as Chief Medical Officer of this business is therefore a logical next step in our journey to improve existing image-guided therapies and enable new ones."

**Source & Image Credit :** [Royal Philips](#)

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