

**PHILIPS**

The fragile fabric of memory

With nearly two decades of experience and a long-standing focus on AI-driven dementia imaging, Dr. Suzie Bash, has become one of the most respected voices pushing the boundaries of early detection. As neuroradiologist she has dedicated her career to changing the trajectory of Alzheimer's disease.

When memory fades

"Memory is a big part of how humans love," says Dr. Suzie Bash, a neuroradiologist who has

dedicated her career to changing the trajectory of Alzheimer's disease. "Bonds occur through shared experiences. Alzheimer's disease erodes the fabric of our life story, one memory at a time. And when enough memories are lost, and that story essentially disappears, you lose a sense of identity."

This is not just clinical observation. It is a powerful call to action - a reminder of the human impact behind the global healthcare mission.



A crisis of late diagnosis

Today, over 55 million people worldwide live with dementia. In the United States alone, over 7 million individuals aged 65 and older have Alzheimer's disease.¹ Over half of all patients

with Alzheimer's are diagnosed too late — after the window for early treatment has closed, and when therapies can no longer offer their full potential to slow the disease.²

"What I'm most passionate about in terms of changing the trajectory of Alzheimer's disease is helping move the needle towards diagnosing patients earlier."

Dr. Suzie Bash, Neuroradiologist and Medical Director



"Patients do much better on the medication when you can diagnose them at the beginning of the treatment window. The sad fact is, over 50% of patients with Alzheimer's disease are diagnosed too late and are not eligible for anti-amyloid therapy."

Dr. Suzie Bash, Neuroradiologist and Medical Director

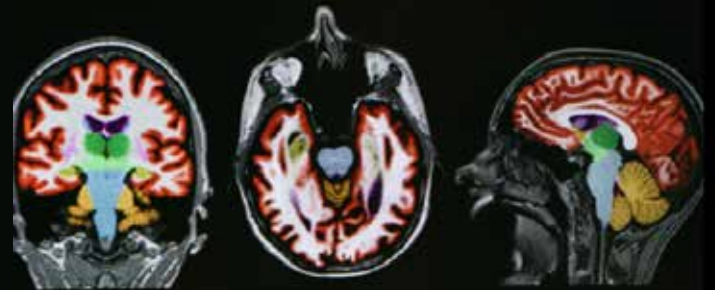
The critical question: aging or neurodegeneration?

Detecting these types of disease can be tricky for families, as the line between normal aging-based memory loss and degradative diseases can be blurry and difficult to discern.

The clinical perspective on this distinction has evolved. Diagnosis is no longer based solely on clinical observation but on biomarkers, objective biological measurements that reveal what the eye cannot see.

"One of the most important questions is whether memory changes reflect normal aging or an underlying neurodegenerative disease like Alzheimer's."

Dr. Suzie Bash, Neuroradiologist and Medical Director



How AI and quantitative MRI are changing the game

Artificial intelligence is now playing an essential role across the entire imaging pathway - before, during, and after image acquisition.

"AI tools such as quantitative MRI are very important because they actually measure the exact volume of structures that are pertinent for dementia, like the hippocampi, which helps you form memories," Dr. Bash explains. "And it compares that volume to a large age and gender matched normative database."

This is the power of quantification. Instead of describing atrophy subjectively with terms like "mild," "moderate," "severe," the radiologist can now receive precise volumetric data.

This transforms ambiguity into clarity and supports the standardization of clinical pathways across patient populations.



Smart Reading: intelligence at the scanner, zero clicks

One of the most promising advances is the integration of AI directly into the MRI workflow. Philips' Smart Reading is embedded directly on the scanner, enabling protocol optimization and quantitative post-processing with zero clicks.

Dr. Bash says. "This is a very important tool for improving workflow accuracy and efficiency while

integrating advanced imaging into routine clinical practice."

This integrated workflow facilitates scans being acquired correctly the first time, supports protocol standardization, and provides automatically generated quantitative reports, without adding steps to the radiologist's already-heavy workload.

"Philips' Smart Reading is embedded directly on the scanner, enabling protocol optimization and quantitative post-processing with zero clicks. This is a very important tool for improving workflow accuracy and efficiency while integrating advanced imaging into routine clinical practice."

Dr. Suzie Bash, Neuroradiologist and Medical Director

Why early diagnosis matters: time is brain

The concept 'time is brain' may ring a bell for readers who have previously heard it in association with stroke. However, it is not the only pathology where the principal applies.

"You often hear 'time is brain' with regard to stroke, but time is brain with regard to Alzheimer's disease as well," she states.

Early diagnosis allows patients to receive treatment while they still have the greatest potential to benefit. It buys back something irreplaceable; precious time with loved ones.



A message for families

With treatment options now available, the focus has shifted to timely diagnosis.

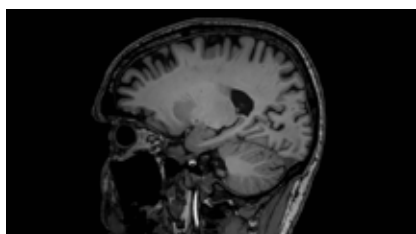
With advanced imaging, AI-powered quantification and integrated workflows, the neuroradiologist now plays an indispensable role in opening that window of hope.

"If you are experiencing memory loss and you're worried about it, please go see your doctor and get screening."

Dr. Suzie Bash, Neuroradiologist and Medical Director



Explore more



MRI for Alzheimer's Disease

Explore solutions that support earlier, faster, and more precise diagnosis and treatment monitoring of Alzheimer's disease.

[Learn more ›](#)



Explore MRI stories

Read articles on latest trends and insights, MRI best practices and clinical cases, application tips and more by and for Philips MRI users.

[Learn more ›](#)



Magnetic Resonance

Discover innovative MRI solutions for precision diagnostic imaging and exceptional patient experience. Learn more about Philips MRI technologies.

[Learn more ›](#)

Key Data References

Statistic Source

- 1 Over 55 million people worldwide live with dementia Alzheimer's Disease International, World Alzheimer Report 2023 <https://www.alzint.org/resource/world-alzheimer-report-2023/> Nearly 7 million Americans aged 65+ have Alzheimer's Alzheimer's Association, 2024 Facts and Figures <https://www.alz.org/alzheimers-dementia/facts-figures>
- 2 <https://pmc.ncbi.nlm.nih.gov/articles/PMC11714633/> <https://onlinelibrary.wiley.com/doi/10.1002/gps.70129> More than 50% of patients are diagnosed too late Dr. Suzie Bash / Clinical trial data

© 2026 Koninklijke Philips N.V. All rights reserved.
Specifications are subject to change without notice.
Trademarks are the property of Koninklijke Philips N.V.
or their respective owners.

00001664-00-00 * JUL 2026



How to reach us
Please visit www.philips.com/mri