



Most Innovative Companies to Watch 2025

As one of the most common buzzwords in business and management today, innovation has evolved beyond the simple concepts of 'creativity' and 'idea generation.' Today, innovation encompasses not only the generation of ideas but also their commercialization. Successfully launching those ideas into the market is also part of the process of innovating products and services.

Innovation is often viewed as the design of new global consumer products and services. However, the concept goes far beyond launching new products and services; it equally prioritizes new processes and business models. Nowadays, companies often misinterpret innovation management to be all about the latest tools and techniques. In reality, building an innovative company requires more than just the "latest" approach.

This new edition of The CEO Views features ***"Most Innovative Companies to Watch 2025."*** These companies went beyond the **"one-size-fits-all approach"** and embraced innovation in its true sense.



Company:

RDG

Key Person:

Dr. Anatoly Budylev

Category:

Most Innovative Companies
to Watch 2025

Designation:

CEO



Transforming Radiology Services with Innovation



RDG Imaging is established at the intersection of rapidly evolving medical innovation and the sluggish pace of traditional radiology services. Working as a catalyst for integrating innovation into outdated radiology processes, it has transformed the interpretation of radiological exams into a faster, higher-quality, and more patient-centric service. Keeping innovation at the core of what it does, RDG emerged as an innovative endeavor in the radiology industry.

An Evolution

Incepted in 2023 by Dr. Lilian Atlan, Dr. Rabeeh Fares, and Dr. Anatoly Budylev, RDG is an amalgamation of the distinct expertise of three radiologists. Since then, it has evolved from a small, physician-led initiative to a highly dynamic and rapidly progressing company, serving patients, hospitals, clinics, and digital health platforms. RDG aims to create a modern and agile group led by skilled and capable physicians who can bridge the gap between medical innovation and slackened radiology services.

The company now proudly offers a comprehensive suite of services, from routine imaging interpretations to subspecialty readings in neuroradiology, musculoskeletal imaging, and nuclear medicine. The CEO, Dr. Anatoly Budylev, while talking about the company's biggest evolution, has shared, *"One of our most significant evolutions has been the establishment of the RDG Academy, through which we train the next generation of radiologists and support residents in preparing for their exams."*

A Cutting-Edge Approach

Innovation is at the DNA of RDG. Since its inception, the company has introduced several key advancements that set it apart from conventional radiology providers. The proprietary double-reading system, significantly enhancing diagnostic accuracy, is one of the first major advancements made by RDG. For example, PET-CT exams are interpreted by two experts, one in diagnostic radiology and the other in nuclear medicine.

RDG now operates online entirely, and that is the second advancement the company has made. This cutting-edge approach has allowed it to build a borderless, highly responsive service model. It enables seamless patient access, including secure storage of imaging tests and shareable links for patients to present during consultation, even from their phones.

Lastly, the collaboration with different AI medical tool providers globally positions RDG at the frontier of radiological innovation without compromising the human expertise essential to quality care.

Harnessing Technology

AI and machine learning are revolutionizing radiology by making radiologists more efficient and precise. The team at RDG is deeply involved in implementing AI into their workflows, particularly cardiac imaging. RDG collaborates with leading AI developers and is currently involved in real-world implementations in hospitals across Israel. The company also participates in feedback cycles for product refinement, helping tailor AI tools to clinical realities.

One of the most promising innovations RDG is working with is **FFR-CT (Fractional Flow Reserve from CT scans)**—a non-invasive way to assess the significance of coronary artery blockages using AI. Instead of sending patients directly to invasive procedures like catheterization, FFR-CT uses advanced software to analyze standard heart CT scans and determine whether a blockage is actually restricting blood flow. This technology helps cardiologists make more accurate decisions while avoiding unnecessary procedures, and RDG is proud to be the first in Israel to implement it in clinical practice.

Decoding "Double Reading"

The "double reading" system is one of the cornerstones of RDG's clinical model. This collaborative approach, where two radiologists interpret imaging exam results from two perspectives, reduces the risk of error, enriches diagnostic insights, and enhances physician and patient confidence in the final report. It's effective in complex cases where nuanced interpretation directly impacts treatment decisions.

USP that Sets Apart RDG

Several factors set RDG apart from other radiology service providers. Here are some of its USPs-

- RDG is a physician-led company founded by radiologists who understand the field's clinical, academic, and human dimensions.
- It has a fully digital and borderless service, accessible to any patient or institution with an internet connection.



Dr. Anatoly Budylev
CEO

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Our vision is to balance technological advancement with clinical expertise, ensuring AI supports—not overshadows—our responsibility to each patient.



- RDG focuses on communication. The team explains findings to patients in clear, understandable language and offers multilingual support.
- It has a deep educational commitment through the RDG Academy and our structured mentorship for young radiologists.

Ethical Considerations in Technology Integration

RDG has implemented a secure, cloud-based infrastructure that complies with international standards for medical data protection, including GDPR and HIPAA equivalents. ***“All communications are encrypted, and we use platforms that ensure full auditability and traceability of medical data access,”*** shares Dr. Anatoly.

Combating Challenges

The radiology industry faces critical challenges like a global shortage of trained radiologists, increasing imaging volumes, and the fragmentation of services. In many places, reports are still delayed, inconsistent, or difficult for patients to access or understand. RDG addresses these issues with a fast, standardized, and highly accessible remote model built on clarity, collaboration, and continuity of care.

To Lead in the Future

Dr. Anatoly sees the future of diagnostic imaging as dominated by personalization, AI, and connectivity. AI will handle pattern recognition and triage, freeing radiologists to focus on complex decision-making. Genetic and clinical data will make imaging more personalized, and remote diagnostics will expand. RDG is all set to build the infrastructure to lead in the future.

Seamless Patient Experience

RDG is built as a global-native platform capable of supporting patients and providers regardless

of location. The company has a website, services, and reports available in multiple languages with a diversified team. One of RDG’s most compelling success stories comes from Malta, where a patient received urgent radiological consultation from specialists in both Canada and Israel—within just 30 minutes. This rapid, cross-border collaboration enabled timely diagnosis and intervention, ultimately saving the patient’s hearing. It’s a powerful example of how modern radiology, when done right, can truly transcend borders.

Cultivating Innovation

A culture of innovation is fostered by empowering RDG’s physicians to lead projects, test new technologies, and provide honest feedback. Each team member is encouraged to think beyond their daily workflow and suggest improvements in systems, training, and patient interaction. Also, with RDG Academy, the company is growing a culture of excellence and curiosity. By collaborating with startups, academic centers, and AI developers, RDG stays at the forefront.

Looking Ahead

The team at RDG envisions the company as a leader in teleradiology and clinical interpretation services, recognized for speed, accuracy, compassion, and innovation. In five years, RDG plans to expand its academic wing, launch formal fellowships, and integrate more advanced AI partnerships into its workflow. It also aims to develop a proprietary software platform tailored to its needs and continue expanding its presence in Europe, the Middle East, and North America.

Inspiring Healthcare Entrepreneurs

Dr. Anatoly inspires aspiring healthcare entrepreneurs to surround themselves with people who challenge them and inspire them. He encourages them to understand the medical need from the inside out and then apply innovation and business strategies to succeed.