



Siemens Healthcare Consulting

Driving performance. Together we rethink.

www.siemens.com/medical-consulting

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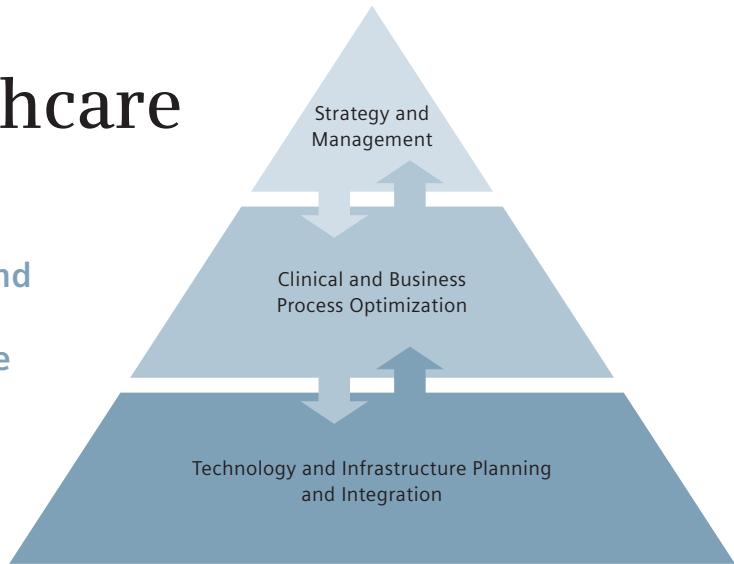
The Siemens Healthcare Consulting Team goes beyond IT and medical technology. Leveraging the experience and know-how of a specialized team we're focused on helping you achieve measurable results. One project at a time. One goal at a time. We can help you achieve new levels of patient care and efficiency. Our solutions are scalable and projects range in size and complexity to encompass everything from facilitating a reorganization along a cardiovascular service line, to managing your equipment, to building an entire hospital from the ground up. These engagements can last a few weeks or span several years, but each transforms healthcare – and delivers measurable results. Thanks to more than 125 years of experience and innovation, we enable you to step into the future and realize your fullest potential.

Driving performance. Together we can.

Together

Siemens Healthcare Consulting

Linking strategy, processes and technology is the greatest challenge faced by healthcare providers today.



Before we act, we first spend time listening. Because no one knows your enterprise the way you do. And understanding your organization, along with its pressure points and challenges, is key to identifying the best plan to move forward.

We bring to the table our extensive experience and detailed knowledge of healthcare systems. Our team is made up of specialists with expertise in process analysis, medical technology, medical IT and clinical management.

Our consultants can support your organization in the following areas:

- Strategy and management
- Clinical and business process optimization
- Technology & infrastructure planning and integration

By analyzing and optimizing your capacities and processes, we support you in concentrating on your core competencies and achieving measurable progress in key sectors.

We work together with you to acquire a differentiated understanding of your current situation, and develop an effective plan of action based on best-practice standards. We can assist you in the implementation of your decisions. We can do all of this for specific divisions of your organization or for the entire healthcare enterprise.

Our partnership can give you a lasting competitive edge.

we rethink.

Strategy and management

A coherent business strategy for successful growth is critical to succeeding in an increasingly competitive market. We work together with you to develop an individualized concept with the objective of improving quality and lowering costs.

Efficient investing

We create a plan of action based on facts gleaned from market and portfolio analyses, risk, benefit and efficiency assessments. This gives you an ideal decision making foundation to optimize your services or to choose entirely different services, so your investments enhance the efficiency of your overall system over the medium to long term.

Strategic business fields

The first step is for us to join you in asking the critical questions: What are the opportunities and risks offered by external cooperation, integrative care concepts or (partial) privatization? Which sectors provide you with cash flow, which core competencies should you expand? What can you delegate to service providers?

What's more, we know the real challenges that face your business as a result of such decisions – the demands placed on the interfaces at different departmental levels.

From these questions we work with you to develop new strategic business fields and innovative organizational models – such as medical specialty centers, hospitals within hospitals or integrated systems – while assessing site-specific aspects and information relevant to your competitiveness.

Together with you we develop customized, innovative organizational concepts that optimally equip your business for the future. With a strong strategy in place, we can help you take the next step in implementing your strategy – optimizing workflow.

Recognize



opportunities
and use them.



Improving

Clinical and business process optimization

Our experts for clinical and business process optimization support you in transforming workflows and implementing pragmatic, real-life solutions. Once new solutions have been implemented, we then check the operative results achieved by our actions.

Breaking down department barriers

Together with you we perform a detailed analysis of your clinical processes to optimize services across departmental boundaries. From this we develop organizational and structural improvements for a smooth workflow. We work with you to define measures and responsibilities, and we make sure everything is implemented successfully: Case rate (DRG, CMG) analyses, benchmarking and best practice recommendations bring you closer to your goals. Our solutions cover such areas as radiology, cardiology, oncology and neurology.

Optimal patient care – efficient delivery

Through the course of treatment a patient interacts with physicians, administrative staff, technologists and nurses. From the patient perspective there is only one flow. Our goal is to help your organiza-

tion to optimize this flow – to improve efficiency, to improve the patient experience, to improve the clinical outcomes. We work with you to help your clinical processes evolve into unique, interdisciplinary treatment paths. This is based on your own in-house standards, incorporating best practices and guidelines. Here, too, we accompany you along the entire path in close cooperation – a joint project from conception to implementation.

This work is supported by understanding the role of support services in any interface. Then process enablers in the form of technology, software and facility design are analyzed to give your organization concrete recommendations for the way forward.

process efficiency.

Technology & infrastructure planning and integration

High quality and the efficient use of modern technology and infrastructure in patient care decisively enhance the attractiveness of your facility to patients, referring doctors and personnel – and also play a significant role in your long-term success. Our common objective is the optimal balance between medical requirements and the protection of your investment.

Enhancing your

Technology Roadmapping

We support you in planning your infrastructure and investments in medical technology and IT. This includes diagnostic and therapeutic modalities, administrative and clinical applications, and communication and building automation systems. Siemens' long-standing and in-depth expertise in the healthcare sector makes us your ideal partner.

Performance specifications of today and tomorrow, user demands, and current technological developments: these are the foundation of an optimal technology strategy for your business – and for sectors such as telemedicine as well.

Process-oriented analysis of your infrastructure planning

We investigate various options for you based on your clinical and operational processes and the demands of building planning, working in close cooperation with you and your service providers. Infrastructure measures usually require a significant capital investment, so it's especially critical here that the planned systems ideally support your strategy.

That's why we help you make the right decisions ahead of time when you're planning construction projects.

Complete concepts with clinical, business and technological expertise

We work to verify and support the efforts of your own architects, healthcare planners and engineers. Our consultants' knowledge of processes and the current and future state of medical modalities put them in a unique position to carry out this work.



delivery
capabilities.

Customer statements – succeeding together

“Siemens works hand in hand with us as we create an integrated care model addressing the assessment and treatment of cardiovascular disease. Working together we are able to be as sharp operationally as we are clinically and financially.”

Patrick Christiansen, Ph.D., Vice President of Professional Services
St. John’s Mercy Medical Center, St. Louis, USA

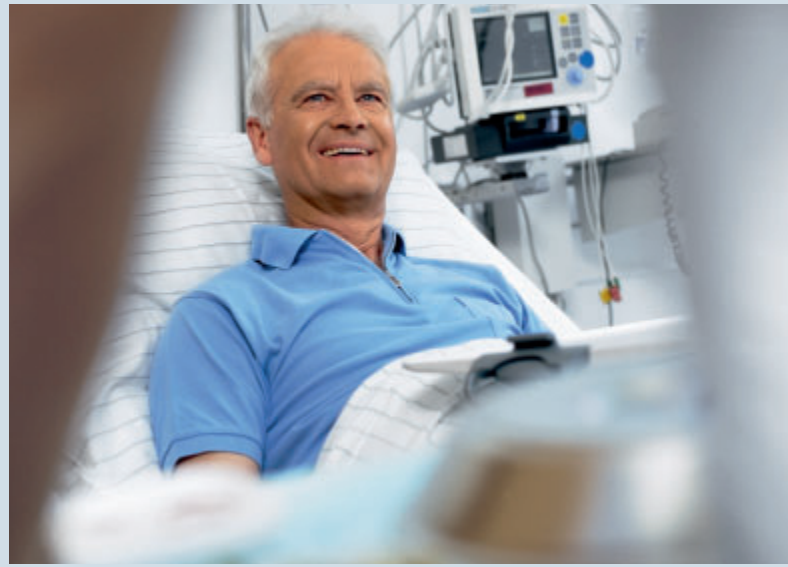
Together

“Highly involved targeted care, ability to empathize with the problems confronting the customer, highly competent, professional consulting services.”

Dr. Jens Bauer, Project manager of Image Management
University Clinic, Tuebingen, Germany

“Florida Hospital looked to the Siemens Compass consulting study to provide an unbiased analysis of our targeted market. The consultants worked closely with our team to provide an individualized business model based upon thorough research and proven methods. Based upon their expertise, we were able to approach this endeavor with confidence in the success of our development.”

Roberta Cove, Assistant V.P. of Ancillary Services
Florida Hospital Heartland Division, USA



we can

- Weigh the pros and cons of expanding a clinical service line
- Optimize the return on investment of your existing medical technology and IT
- Review a cardiology center's existing processes and propose improvement strategies
- Analyze the risks and benefits of opening a new outpatient surgery centre
- Improve patient access and physician affinity for cardiology and imaging services

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