

Healthcare

Dubai, 20 January, 2009

Arab Health 2009

Siemens to showcase its truly integrated portfolio, from device to enterprise at Arab Health 2009

Siemens Healthcare, one of the world's largest suppliers of integrated and comprehensive healthcare solutions, today announced its participation at the Middle East's largest healthcare exhibition and congress, Arab Health 2009.

As a single-source supplier of comprehensive, broad-based solutions, Siemens is ideally positioned to address some of the toughest challenges currently facing the healthcare market.

Global population growth is rising at unprecedented rates; it is predicted that within the next 30 years, the world's population will have reached nearly 9 billion. Due to rapidly aging societies and increased wealth in emerging markets, the demand for healthcare services, cost pressures and the need to provide high quality, patient oriented services is greater than ever. Therefore, to address these challenges, it is essential that solution providers to the healthcare sector offer a complete and integrated portfolio of products and solutions.

As an industry leader and a reliable provider for healthcare solutions with proven outcomes, Siemens Healthcare is committed to providing a comprehensive range of products and integrating medical technology, information technology, infrastructure and services within the total supply chain.

Maurice Faber, Vice President Siemens Healthcare Middle East and West Asia said: "At Arab Health 2009, Siemens will demonstrate how our products and services seamlessly integrate along the entire continuum of care – from prevention and diagnosis, to treatment

and patient care – and why this integration is essential to our customers’ success. Through this, we will showcase our unmatched ability to create high-quality, turn-key solutions that streamline all critical areas of healthcare operations: clinical and administrative processes, diagnosis and therapeutic processes, and infrastructural support processes. This end-to-end, device-to-enterprise approach means that Siemens can deliver on its promise of true integration in the healthcare system.”

As a highlight of the show, Siemens Healthcare will be showcasing a 3-D model of a hospital demonstrating Siemens’ integrated product range and holistic portfolio approach. This year’s stand will display some of Siemens most advanced modality solutions, including the Somatom Definition Flash, a new dual-source CT that sets the new standard for speed and dose reduction by delivering the fastest scanning speed (43 cm/s) and extremely reduced radiation dose (spiral heart scan with less than 1 millisievert). The stand will also showcase the new Acuson S2000 Automated Breast Volume Ultrasound; an important breakthrough for follow-up or secondary breast exam procedures. Also on display will be the Magnetom Verio MR scanner, bringing 3T field strength, 70 cm Open Bore and Tim™ (Total Imaging Matrix) together in one powerful system.

Siemens Healthcare has developed a strategy that relies on continued innovation in applicable technologies and through the optimization of relevant processes. In addition to our advanced modality solutions, Siemens leverages its clinical IT products to generate an integrated solution that enables the seamless transfer of data between doctors, hospitals and laboratories and enhances patient care by monitoring medications and eliminating costly duplication of clinical procedures.

“As patients and healthcare providers advance along the healthcare continuum, Siemens is dedicated to continually provide innovative and integrated solutions to improve patient care reduce costs and increase healthcare operational and clinical efficiencies. At Siemens, we ensure providing customers with an extensive portfolio that covers all fields of health system ranging from medical technology in prevention, diagnostics, intensive care and therapy, to information technology in medical IT and system solutions, infrastructure solutions in building medical and IT communications, and services,” added Faber.

Visitors of Arab Health 2009 will have the opportunity to interact with Siemens technologies at its stand located in Hall 3, Stand 20.

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The Siemens Healthcare Sector is one of the world's largest suppliers to the healthcare industry. The company is a renowned medical solutions provider with core competence and innovative strength in diagnostic and therapeutic technologies as well as in knowledge engineering, including information technology and system integration. With its laboratory diagnostics acquisitions, Siemens Healthcare is the first integrated healthcare company, bringing together imaging and lab diagnostics, therapy, and healthcare information technology solutions, supplemented by consulting and support services. Siemens Healthcare delivers solutions across the entire continuum of care – from prevention and early detection, to diagnosis, therapy and care. Additionally, Siemens Healthcare is the global market leader in innovative hearing instruments. The company employs more than 49,000 people worldwide and operates in 130 countries. In the fiscal year 2008 (Sept. 30), Siemens Healthcare reported sales of €11.17 billion, orders of €11.78 billion, and group profit of €1.23 billion. (Preliminary figures) Further information can be found by visiting www.siemens.com/healthcare.