

Siemens Healthcare Diagnostics opens state-of-the-art customer training and education centre

New UK-based Siemens Academy facility to deliver clinical and operational programmes to customers selecting Siemens as their pathology partner

The Siemens Academy Training and Education Centre has been officially opened by Andreas Goss, Chief Executive of Siemens, UK and North West Europe. The 700m² facility is based at Siemens' headquarters in Frimley, Surrey. The centre comprises seven fully equipped training suites, which can train up to 42 people at a time across the complete Siemens Healthcare Diagnostics product portfolio. Representatives from 20 large NHS Trusts joined Siemens Healthcare Diagnostics staff at the ribbon cutting ceremony.

Comprehensive instrument training courses lasting an average of three days will cover immunoassay, clinical chemistry, haematology, molecular testing, microbiology or Point of Care testing. Disease state management areas in immunology, cardiac, virology, infectious diseases and liver fibrosis will feature on the clinical agenda. Siemens will also use the centre to extend training capabilities to include laboratory workflow management, using systems such as the ADVIA[®] LabCell[®], which is used to combine disciplines into fully integrated Blood Science Laboratories. The centre's dedicated team will support high quality training to both customers and company employees.

"The opening of our new training and education facility is an exciting part of our continuing commitment on customer excellence and supporting our partners over the long term," said David Budd, Head of Marketing at Siemens Healthcare Diagnostics. "The Academy branding supports our customers' needs to be informed not only in instrument operations, but supported on care pathways, clinical outcomes, and the understanding of how diagnostic testing impacts overall patient care."

“Our ethos for the centre is to provide the highest quality education and training to customers and Siemens employees,” said Giovanni Nicolaci, Training Manager for The Siemens Academy Training and Education Centre. “The investment we have made here is ahead of other diagnostic companies and sets a new expectation of what NHS Trust laboratories should expect from their suppliers and partners.”

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About Siemens Healthcare:

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Siemens is the only company to offer customers products and solutions for the entire range of patient care from a single source – from prevention and early detection to diagnosis and on to treatment and aftercare. By optimising clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective. Siemens Healthcare employs some 49,000 employees worldwide and operates in over 130 countries. In fiscal year 2008 (to September 30), the Sector posted revenue of 11.2 billion euros and profit of 1.2 billion euros. For further information please visit: www.siemens.com/healthcare.

Approximately 329 words

14 September 2009

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Picture caption: The Siemens Academy Training and Education Centre has been officially opened by Andreas J. Goss, Chief Executive of Siemens, UK and North West Europe, accompanied by members of the Siemens Healthcare Diagnostics Management Team.

Left to right: Gary Hammond, Head of Service; David Budd, Head of Marketing; Andreas J. Goss, Chief Executive of Siemens, UK and North West Europe; Ruth Powell, Head of Business Services; Adrian Ralph, Head of Sales; Geoff Emmess, Head of Project Management.

