

Siemens encourages pupils to get involved in Healthcare, Science and Technology

UK schools sign up to 'Be the Best You Can Be' initiative

Siemens Healthcare recently partnered with Gold Fever on the 'Be the Best You Can Be' initiative, which brings entertaining, interactive and motivational goal setting workshops to students at schools across the UK.

Siemens, who is the high performance partner of GB Rowing, is hoping to help encourage schools across the UK to sign up to the project. Ian Brown, UK Operations Manager at PETNET Solutions, a division of Siemens plc, recently attended a session at Heywood Community High School based in Rochdale, Greater Manchester. He was involved in group presentations to pupils about innovations in healthcare, science and technology and how entering any of these fields should not just be seen as a career, but as a chance to make a real difference in the future.

"I was delighted to attend the event at Heywood School and witness first hand the enthusiasm of the students to participate in break-out sessions and to start thinking about life goals," said Ian Brown, UK Operations Manager at PETNET Solutions. "It was a great occasion for pupils to learn about the opportunities that exist in the healthcare sector and the potential for contributing to important medical and technological research."

The programme has been running since 2007 and is partly facilitated by former Olympic rowing gold medalist, Martin Cross. Workshops are based on a structured and interactive four stage 'tool kit' to help pupils develop their academic, personal, or health-related potential to the maximum.

“This project is all about achieving your highest potential at any stage in your life by unlocking the champion that is in us all,” said Martin Cross, former Olympic rowing gold medalist and co-facilitator of Gold Fever. “Our workshops with students are designed to help unlock that champion and inspire students to be the best they can be; teaming up with Siemens will take that to a higher level.”

PETNET Solutions delivers products and services that expand the value of PET to providers, referring physicians and patients. It was the first organisation to open two production facilities in the UK to increase reach to clinical and research PET imaging facilities. These are located at Nottingham City Hospital and Mount Vernon Hospital in Middlesex.

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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.

About Gold Fever

Gold Fever for schools was developed by Martin Cross and Ian Rowe in 2007; Martin is a former Olympic Champion and history teacher alongside his work as the rowing journalist for The Guardian, rowing commentator for the BBC and a successful motivational speaker and coach. Ian is a successful businessman with a portfolio of interests ranging from property management to public relations consultancy and motivational presenting. Gold Fever has been delivered in two versions to both Primary and Secondary Schools, receiving very positive feedback from students, teachers and parents. For more information visit www.gold-fever.net

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Picture caption: Martin Cross talks to some students about the 'Be the Best You Can Be' programme.

