

Taking diagnostics to the next level

UK lab managers join together at inaugural Siemens Academy to increase knowledge and prepare for commercial change

More than 250 UK and Irish laboratory managers recently met in London to participate in Siemens Healthcare Diagnostics' first annual Siemens Academy meeting. The three-day event provided an engaging and enlightening forum to learn commercial skills, understand the need for long-term pathology planning, embrace business tools and absorb scientific best practice from peers spearheading change.

Specialist lectures, real laboratory case studies and open debate sessions were combined to draw together all the key topics facing pathology. Guest speakers, Siemens representatives and the hundreds of delegates were able to discuss openly the current challenges and solutions facing pathology today.

"We are in long term partnerships with NHS laboratories and one of our responsibilities is to support them beyond the basics of laboratory and equipment operation. Equipped with extra scientific, management and commercial knowledge, Siemens partners are better prepared to develop a vision and strategy from inside," states Luis de Luzuriaga, Managing Director of Siemens Healthcare Diagnostics. "The Siemens Academy has been developed to help prepare the pathology landscape for change and raise knowledge to a new level."

Topics discussed included the commercialisation of pathology; the impact of both the Carter and Darzi reports; the strategies needed to address an ageing scientific workforce; advances in point of care testing and laboratory automation; plus effective business management and leadership skills to move pathology forward. Customer speakers included University Hospitals Bristol NHS Foundation Trust,

Cambridge University Hospitals NHS Foundation Trust, Norfolk and Norwich University NHS Trust, King's College Hospital NHS Foundation Trust, NHS Grampian and Partnership Pathology Services.

Delegates were also introduced to NHS Pathology Plus, a Siemens led partnership programme that helps leading NHS Trusts to respond effectively in the evolving diagnostics marketplace. The partnerships provide Siemens customers with the commercial support needed to extend their reach into primary care, and to other secondary care partners. "NHS Pathology Plus keeps strategic choices fully within the control of the NHS Partner – a clear advantage to other joint venture models," states Dr. Ian Fry from Partnership Pathology Services in Surrey.

The next annual Siemens Academy event is scheduled for June 2010. Academy meetings are by invitation only and available to Laboratory Managers and Section Heads. If you would like to attend a future meeting, please send an e-mail with your details and areas of interest to info.diagnostics.med.gb@siemens.com, with 'Siemens Academy' in the subject line.

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About Siemens Healthcare

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 €11.2 billion, orders of €11.8 billion, and Sector profit of €1.2 billion. Further information can be found by visiting <http://www.siemens.co.uk/healthcare>.

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Picture caption: The inaugural Siemens Academy brought together 250 lab managers to learn commercial skills, understand the need for long-term pathology planning, embrace business tools and absorb scientific best practice.



Picture caption: The Siemens Academy events ran at several locations throughout London, including the Queen's House, Greenwich.

