



## News Release

# Siemens Healthcare UK wins EFQM Award for 'Adding Value for Customers'

**Recognised for customer care, developing long-term relationships and offering advanced tailor-made solutions**

[Siemens Healthcare](#) UK has been awarded a prize for 'Adding Value for Customers' from EFQM (formerly known as the European Foundation for Quality Management) at an award ceremony recently held at BMW World in Munich. After a rigorous assessment, the panel of judges concluded that Siemens Healthcare demonstrated exceptional customer care and dedication to providing advanced tailor-made solutions to meet customer needs.

Ten of the 18 finalist organisations received awards from the jury for demonstrating exceptional business behaviour. Each were judged against criteria including: leading with vision, inspiration and integrity; managing processes; succeeding through people; nurturing creativity and innovation; building partnerships; taking responsibility for a sustainable future; and achieving balanced results.

This recognition is added to a string of recent awards for Siemens Healthcare including overall winner of the British Quality Foundation's Business Excellence Award in both 2006 and 2010 and finalist in EFQM's award process in 2007 and 2011.

"In 2010, Siemens Healthcare UK won the national UK Excellence Awards. Only one year later, it is a European champion. This proves great commitment and drive to learn. Moreover, the current results, trends and forecasts only provide confidence that this positive performance will be sustained in the future," commented Pierre Cachet, Chief Executive Officer, EFQM.

“We were mostly impressed by the excellent brand loyalty results, especially compared to those of Siemens competitors,” comments Sabine Kern, delegate of the Jury. “Siemens Healthcare is successfully and robustly driving brand loyalty through people and processes.”

“We have worked for many years to become a benchmark for customer excellence,” explained Gunter Dombrowe, Managing Director of the Siemens UK and North West Europe Healthcare Sector.

“Together with our continuous drive for innovation and with the skills and commitment of our people, this strong customer focus and deep understanding of customer needs is the key ingredient for us to have created sustainable business relationships and long-term success.”

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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 offers its 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 48,000 employees worldwide and operates around the world. In fiscal year 2010 (to September 30), the Sector posted revenue of 12.4 billion euros and profit of around 750 million euros. For further information please visit: [www.siemens.com/healthcare](http://www.siemens.com/healthcare).

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***Picture caption:***

Siemens Healthcare receives an award for 'Adding Value for Customers' from EFQM at an award ceremony held at BMW World in Munich. (Left to right) Ian Clarke, Director of Business Process Improvement at Siemens Healthcare; Mr. Marc Duhem, Chairman of EFQM Board of Governors; Gunter Dombrowe, Managing Director of the Siemens UK and North West Europe Healthcare Sector.

