

### **Royal Hampshire County Hospital sows the seeds of success with Siemens Healthcare**

#### **Alan Titchmarsh opens new Artis zee system for interventional procedures**

Royal Hampshire County Hospital, part of the Winchester and Eastleigh Healthcare NHS Trust, recently welcomed Alan Titchmarsh, celebrity gardener and television presenter, to open its new Artis zee™ Multi-purpose (MP) interventional imaging system from Siemens Healthcare. The system offers rapid image acquisition and post-processing capabilities, helping to improve departmental workflow. It is suited to interventional procedures and features high contrast resolution to improve accuracy during image-guided procedures at low dose. Equipped with large displays and an ergonomic design, the Artis zee provides staff with ease of use and a greater level of functionality.

The new system replaced an existing Siemens multipurpose system that the hospital had been using for the past nine years. The Artis zee MP is being used for a wide range of procedures, including angiography, barium studies, pacemaker insertions and fluoroscopy. A full clinical and technical analysis was completed before the hospital selected the system. An excellent existing relationship with Siemens, staff familiarity with Siemens' products and confidence in Siemens' technology compounded the hospital's decision to upgrade its existing system with the Artis zee MP.

"We chose the Artis zee MP because our previous Siemens system had served us very well and we were keen to upgrade to the latest version," stated Christine Saunders, Medical Imaging Operational Manager at the Royal Hampshire County Hospital. "We were confident that an upgrade would benefit departmental workflow and the new system has already provided us with excellent image quality. Patients can also see that they are being treated in a modern facility, boosting their confidence in procedural outcomes."

“We are extremely impressed with the Artis zee MP and there is a significant improvement in image quality compared to the previous Image Intensifier based system,” stated Dr. Andrew Page, Clinical Director of Radiology at the Royal Hampshire County Hospital. “This, in combination with the significant dose reduction achieved for all fluoroscopy and interventional procedures undertaken, is of great benefit to both patients and radiographers. The improved image quality will allow us to expand the complexity and range of interventional procedures that we are able to offer within the hospital.”

“The Artis zee MP is a versatile system ideally suited to a busy radiology department,” said Paul Vaughan, Regional Sales Manager at Siemens Healthcare. “The official opening by Alan Titchmarsh was a great success and staff and patients at the hospital are already benefitting from improved workflow and low dose during imaging procedures.”

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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 51,000 employees worldwide and operates around the world. In fiscal year 2011 (to September 30), the Sector posted revenue of 12.5 billion euros and profit of around 1.3 billion euros. For further information please visit: [www.siemens.com/healthcare](http://www.siemens.com/healthcare).

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**For more information or images please contact:**

Marc Gossage / Thomas O'Neill  
Media Safari  
T: 01225 471202  
E: [thomaso@mediasafari.co.uk](mailto:thomaso@mediasafari.co.uk)

Siemens Healthcare  
Laura Bennett  
T: 01276 696374  
E: [laura.bennett@siemens.com](mailto:laura.bennett@siemens.com)  
W: <http://www.siemens.co.uk/healthcare>

**Picture caption:** Alan Titchmarsh, the Siemens Healthcare team and Royal Hampshire County Hospital staff, open a new Artis zee MP™ at the hospital. (From left to right) Elizabeth Hall, Senior Radiographer; Heather Skinner, Department Sister; Sarah Hearn, Senior Radiographer; Corrina Connolly, Senior Radiographer; Beverley Rutter, Radiographer at Royal Hampshire County Hospital; Andrew Clarke, Product Specialist at Siemens Healthcare; Jane Whittaker, Angiography Business Manager at Siemens Healthcare; Paul Vaughan, Regional Sales Manager at Siemens Healthcare; Christine Saunders, Medical Imaging Operations Manager and Dr. Andrew Page, Clinical Director of Radiology at Royal Hampshire County Hospital.

