

OUTLOOK

Siemens Healthcare Diagnostics

Issue 1/2008

Answers for life.

SIEMENS



Current perspectives on activities in the UK

Siemens Healthcare Diagnostics, the leading clinical diagnostics company, is committed to providing clinicians with the vital information they need for the accurate diagnosis, treatment and monitoring of patients. Our comprehensive portfolio of performance-driven systems, unmatched menu offering and IT solutions, in conjunction with highly responsible service, is designed to streamline workflow, enhance operational efficiency and support improved patient care.

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Product availability may vary from country to country and is subject to varying regulatory requirements. Please contact your local representative for availability.

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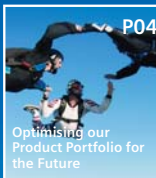
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Optimising our Product Portfolio for the Future



CLINITEK Status number 50,000!



Managed Pathology Services

Welcome

Outlook was conceived to give you a perspective on what is happening on an ongoing basis in our company and with our partners as we start to realise our goal of taking diagnostics to the next level. Together.

The name of our new magazine 'Outlook' was submitted and selected by our employees. It has a variety of meanings, including 'an attitude that determines how you will respond to situations' and 'a belief in the future.' The term goes to the heart of our belief that Siemens is doing things differently compared with our competitors and that we are truly able to have an impact on the way that diagnostic medicine is re-defined in our future. We hope that through Outlook, you can join us on this journey, as ultimately our success can only be achieved with your engagement and support.

From research activities to user meetings, to new diagnostic parameters and sharing the success of our customers, we hope that Outlook becomes part of our regular dialogue with you and helps to answer some of the questions facing you each day.



Luis de Luzuriaga
Country Manager
Siemens Healthcare Diagnostics

ACB Focus Awards

Siemens Healthcare Diagnostics presented 5 awards at the annual FOCUS meeting held in Birmingham. Having sponsored the event for over 20 years, the 2008 awards included the Siemens Plenary Award Lecture, presented to Dr Linda Thienpont for her lecture on 'Standardisation of Thyroid Function Tests.' This was presented to Dr Thienpont by Luis De Luzuriaga, Country Head for Siemens Healthcare Diagnostics in the UK (pictured below).



Congratulations to Siemens Medal Award winner Jane McNeilly (pictured above with Graham Beasall (Past ACB President) and David Budd, Head of Marketing for Siemens) and Marianne Barr for their accomplishments.

Siemens also once again supported the poster sessions, awarding Best Poster Presentation to Dr Brian Tennant of Prince Charles Hospital, Merthyr Tydfil, who received a bursary to support either attendance at a scientific meeting, or for a research project. Runner-up was Catherine Diben from Northern General Hospital Sheffield, who also received a bursary.





Optimising our Product Portfolio for the Future

Strong investment and continuous development deliver additional benefits and solutions... you can partner with Siemens with confidence.

Throughout 2007 and 2008, Siemens has been working diligently to harness the strengths of our three founding companies, Diagnostics Products Corporation (DPC), Dade Behring, and Bayer Diagnostics, under the new Siemens Healthcare Diagnostics family. In this premier issue of Outlook, it is an excellent opportunity to inform you about the product development and launch plans in the UK.

Our goal is to deliver new innovative products to customers by merging future product development pipelines and intellectual know-how, to form integrated solutions that would have not been possible had the three companies continued independently. Existing instrumentation purchased from Bayer, DPC and Dade, will continue to be supported by Siemens. These products were purchased by you because they offered superior clinical service and value and they continue to do so today. In the case of the cellular pathology product lines from Sakura Finetek and the Primus systems from Trinity Biotech the responsibility for distributing, ongoing sales and support has been returned to the original manufacturer.

The opportunity to merge development pipelines has occurred where our founding companies were pursuing next generation systems of similar testing platforms. Many of our discipline specific solutions, such as ADVIA haematology, Microscan microbiology, Versant molecular biology and RapidSystems point of care solutions, do not have competing offerings from our founding companies. As such, their product development plans will continue as anticipated, albeit with added focus, now possible through the larger Siemens entity.

For areas of product overlap such as Clinical Chemistry, Immunoassay and Laboratory Automation, each area has been reviewed globally to optimise the

development plan. Within the UK, we have also had the opportunity to further define our offerings to a range that is appropriate and provides the required benefits to the high volume nature of our laboratory environment.

Clinical Chemistry

The high throughput ADVIA chemistry range will continue to be supported and developed. Within the UK, in the last year the number of chemistry installations has more than doubled, illustrating laboratories' appreciation of ADVIA's ability to manage increasing volume of test in an efficient and effective manner. The next addition to the product line will be a range of specific concentrated reagents for many of the high workload assays, which will improve productivity and reduce hands on time between reagent changes. For lower volume and specialty testing, and for laboratories seeking added workflow benefits, the integrated Dimension family development will continue as planned. Dimension Vista, currently in its controlled entry programme in the United States and in continental Europe, is to be introduced to the UK at the end of that cycle following a UK market evaluation. We estimate this to be in the 2009-2010 timeframe.

Immunoassay

AD VIA Centaur, AD VIA Centaur XP, AD VIA Centaur CP, Immulite, Immulite 2000 and Immulite 2500 together provide more immunoassay testing by volume than any other manufacturer within the UK. The Siemens Healthcare Diagnostics broad assay menu offers the widest test range from a single manufacturer, from routine assays to allergy testing and infectious diseases.

While we continue to invest in assay development and system enhancements for AD VIA Centaur and Immulite, the next generation instrument plan of these systems is now combined. We plan to introduce a very high throughput immunoassay system based on magnetic technology that has a broad assay capability, combining the strength of these two separate systems. This next generation system will be available as a stand alone, dual integrated, or tracked system, providing full scalability for any testing workload. Unique assay, such as the ELF™ liver fibrosis markers, will enhance the unique capabilities of the system. For current Immulite users, we plan a new system that will retain the core and esoteric assay range, but improve the user experience, reflex testing capabilities and introduce pause operation, whilst also supporting our continued investment in Immulite assays.

Automation

AD VIA LabCell and WorkCell are extremely successful systems. Together, they are the most accepted automation tracking solution worldwide. They are particularly well suited to the UK's high volume testing requirements. The ability to add additional high throughput discipline specific modules to a track of up to 25m in length makes the solution scalable and future proof.

AD VIA LabCell and AD VIA WorkCell benefit from very strong development programmes that will continue to make it the system of choice in the UK. This includes next generation centrifugation, decapping and recapping and sample management capabilities.

A new range of mid volume automation solution is currently being developed for our customers. VersaCell is a unique concept that will ultimately

allow the combination of multiple chemistry systems, chemistry to immunoassay etc. While other diagnostic companies provide integrated platforms, they offer no flexibility in throughput, performance, or menu within the integrated design. VersaCell is unique in the marketplace by offering a range of 'best in class' options that you can then tailor to meet your specific testing needs. You can achieve many of the workflow benefits of tracked automation without the cost, space requirement or size of investment. The new VersaCell product will be discussed in the next issue of Outlook.

Conclusion

Siemens is supporting and improving its core product portfolio.

Strong investment in today's products mean you will continue to realise additional benefits of these solutions and that you can partner with Siemens with confidence.

Siemens has a proud record of consistently having well over 60% of products in the portfolio that are less than 3 years old. Investment of 9% of turnover in research and development is driving our next generation of products that will deliver even more value added solutions to you. Working on these projects in collaboration with our customers will enable Siemens to take diagnostics to the next level. Together.

ADVIA 120 Celebrates 10 Years at Mid Staffs

Stafford Hospital, part of Mid Staffordshire NHS Foundation Trust, is celebrating 10 years of offering clinical haematology services using their ADVIA 120. Installed in 1998, the system is one of the longest serving in the UK, being purchased at the time of launch.

A birthday cake was enjoyed by all departmental staff including Jane Connolly (BMS4), Emma Warrington (BMS1), Chere Hammond (BMS1) and Ross Davies from Siemens.

Happy Birthday!



UK Customer takes delivery of 50,000th CLINITEK Status

The 50,000th Siemens CLINITEK Status® Urine Chemistry Analyser recently rolled off the production line in Sudbury, Suffolk. At a special ceremony to mark the occasion, Donal Quinn, Chief Executive Officer of Siemens Healthcare Diagnostics handed over the instrument, which was especially marked with a commemorative plaque, to one of the company's customers, Lynda Petley, Point of Care Manager, Pathology Partnership Services in Surrey at "This 50,000th placement marks a milestone for Siemens. The CLINITEK Status analyser has been popular amongst customers since it was launched in November 2003, and continues to be adopted because it fulfils customers' needs for automated, accurate urinalysis readings," commented Donal Quinn. "Siemens has a legacy and long lineage in urinalysis testing and continues to be the global leader. I would like to personally thank all of our customers worldwide for their long-term partnerships."

"We have a large number of CLINITEK Status analysers in use in both secondary and primary care settings" said Lynda Petley. "They are robust, easy to use, reliable and provide the audit trail that is so important in today's healthcare setting. The analysers also allow time and cost savings to be achieved as highly trained clinical staff can be freed up from urinalysis testing to undertake more important tasks. The use of

automation removes subjectivity of eye-read tests and the printout reduces transcription errors. Furthermore when you combine these benefits with the excellent training and support of the Siemens Nurse Educator Service. The whole package offers the solutions we are looking for."

To mark the occasion, a commemorative gold medal was presented to the production site and each individual employee. Celebratory events will also take place shortly at the Siemens R&D sites in Elkhart, Indiana and Edgewater, Massachusetts, USA.



Managed Pathology Services™

In each issue of Outlook we will show you how a Siemens Managed Pathology Service is making life easier and more efficient for our customers. Here, Steve Hall, Professional & Technical Head of Pathology Services at Barnsley Hospital NHS Foundation Trust tells us more.

The scope of the Siemens Managed Pathology Service at Barnsley Hospital NHS Foundation Trust allowed the Pathology Department to have a complete reconfiguration to LEAN principles, without the risk and capital outlay associated with the purchase of equipment. This involved extensive building works and laboratory redesign to combine the disciplines of clinical chemistry, haematology and immunodiagnostics into a single, automated Blood Sciences Laboratory – all without any interruption in the service provided.

When our chemistry, immunoassay and haematology analysers were coming to the end of their lease, we started to look at how we could provide an affordable, modernised service. Faced with ever increasing workloads and under enormous financial pressure, we were looking to reduce costs without compromising on quality. We realised that we had scope to introduce automation and we invited companies to offer solutions. The track-based automated solution was the most attractive option for us as it significantly reduces staff input, which is our biggest cost. Of the four companies that were short listed, it was Siemens Healthcare Diagnostics that could best meet our needs. It was the complete package that they offer, from instrumentation and automation capabilities, through supervision and management of the installation, to ongoing running and maintenance in a managed service contract, which was particularly appealing to us.

The new automated system incorporates two ADVIA 2400 Chemistry analysers, two ADVIA Centaur Immunoassay analysers and two ADVIA 2120 Haematology analysers, linked on the ADVIA LabCell Automation Solution with online centrifugation and data concentration provided by an ADVIA CentraLink Networking Solution. The implementation went like clockwork and everything is running smoothly.



"Implementation went like clockwork and everything is up and running smoothly"

Our combined Blood Sciences Department allows us to provide a quality service, whilst reducing costs in terms of staff hours, which will be achieved through natural wastage. The automation means that there is less time spent fetching and carrying samples around the laboratory, ensuring more efficient use of staff skills. All in all, it has greatly improved the pathology service that we can offer as a Trust and has enabled us to be in a strong position for potential future partnerships. Our Trust Chairman, Gordon Firth, summed up what we all believe when he said: "Barnsley Hospital has installed the world's best equipment in an innovative move to improve patient safety and service. This means our pathology service is configured to be one of the best in the country and we are very proud of that."





Leicester Hospital Modernises Pathology Services with Siemens

Earlier this year the University Hospitals of Leicester NHS Trust (UHL), one of the largest clinical laboratories in the UK, chose a Managed Pathology Services™ solution from Siemens for its Blood Science analytical requirements. We are providing everything required including building works, instrumentation, service and maintenance, consumables and equipment/software updates, enable the Trust to deliver its test requirements in blood chemistry, haematology, immununoassay and coagulation testing services.

For its three sites at Leicester Royal Infirmary, Leicester General Hospital and Glenfield Hospital, UHL needed a solution that would fit the available space and provide more effective, modernised laboratories at an affordable price. Alun Jenkins, Pathology General Manager comments, "From the outset of this project we were determined to simplify the contracting arrangements for the delivery of pathology services. To this end we wanted a solution that met all our

technical requirements but also resulted in us dealing with a single supplier. UHL had experience in setting up Managed Service agreements in other parts of the Trust and we brought this to the project. Siemens' experience in managing large and complex projects meant that they were able to offer the best technical solution which also delivered best value for money."

Jeff Appleyard, one of our Regional Business Managers, led the Siemens tender and emphasises that we offer so much more than the provision of equipment. "This partnership with the University Hospitals of Leicester NHS Trust illustrates Siemens Healthcare Diagnostics' ability to meet more than the instrumentation needs of our customers and demonstrates the combined strength of the divisions under Siemens Healthcare in securing this important bid. Working with other Siemens Healthcare divisions we were able to offer a complete solution including building works – all from one supplier. We were also able to incorporate

3rd party suppliers' products and services, thus giving the Trust great flexibility in the overall solution."

Installation of the completely automated laboratory solution at Leicester Royal Infirmary has started and upgrades to equipment at the other sites are also scheduled in the near future. All sites will be connected through the ADVIA Centralink Data manager to provide efficient data handling between thirteen hospital sites.

"Siemens' experience in managing large and complex projects meant that they were able to offer the best technical solution which also delivered best value for money."

Support the 2008 Great North Run for Cancer Research UK

Most of the time, when you meet our people they will be suited and booted, or wearing appropriate clothing for their work. Believe it or not though sometimes we do have free time to pursue other things! Outside of work our staff partake in many community and recreational activities. Running is a preferred pastime for many, which this year will be put to good use raising money for Cancer Research UK. Steve Carey, Simon Marchetti, Gary Hammond, Justin Jones, Kieran Hayhurst & Claire Walker-Lloyd will be running the half-marathon from Newcastle to Gateshead on October 5, 2008. All are working hard to stay fit and are hitting the road & gym with steadfast determination to ensure that they will complete the distance in good time. Their goal is to raise at least £2500 to support the vision of Cancer Research UK: conquering cancer through world-class research.

Siemens is supporting our runners by matching pledges they receive. If you would like to support Team Diagnostics and those whose lives have been touched by cancer visit: <http://www.runningssponsorsome.org/siemensdx>



If you are also running or attending the Great North Run, please cheer on those in the Siemens shirts - all encouragement is appreciated!

Siemens is the proud sponsor of National Pathology Week - 2-9 November 2008



To get your Trust involved visit: www.nationalpathologyweek.org

Congresses & Customer Events

September 08

European Society of Cardiology, Munich, 30/8 - 3/9/08

October 08

Continuing Education Meeting, Cumbria, 20 - 22/10/08

Process Management and Healthcare Solutions, London, 21 - 22/10/08

November 08

Medica, Dusseldorf, Germany, 19 - 22/11/08

December 08

Her2/Neu Symposium, Hamburg, 7 - 9/12/08

January 09

Automation Users Meeting, Frimley, 29 - 30/1/09

February 09

Siemens European Tour Scientific Lectures, Dates TBC

March 09

Diabetes UK, Glasgow, 11 - 13/3/09

April 09

Siemens International Conference on Infectious Diseases, 2/4/09

Siemens European Tour Scientific Lectures, Dates TBC

May 09

ECCMID, Helsinki, 16 - 19/5/09

UK Pathology Summit Dates TBC

June 09

IFCC, Innsbruck, 7 - 11/6/09

EAAIC, Warsaw, 6 - 10/6/09

New diagnostic tools for liver fibrosis to better manage patients with chronic liver disease

Available today!

Liver disease is the fifth highest cause of death in the UK, and the only one in which the incidences continues to grow, significantly impacting the lives of individuals afflicted with the condition and driving up healthcare costs. As a result there is an increasing focus on diagnosis and managing liver disease, in both the health service and related industries.

Accurate diagnosis of liver fibrosis and liver disease has always been challenging. The traditional 'gold standard' method of detecting and assessing liver fibrosis has for many years been the needle biopsy which is a time consuming, expensive and potentially hazardous procedure. It is well documented that sampling errors and inter-observer variation make biopsy a poor reference standard. Liver biopsy is also not well received by patients especially when repeat testing may be required. Today, there is clearly a demand for a more robust, less invasive, readily accessible and reliable diagnostic tools for liver fibrosis assessment. In the future, development and availability of new anti-fibrotic therapies will also significantly increase the need for less invasive tools.

Siemens Healthcare Diagnostics, in cooperation with iQR Ltd. and the Liver Unit at Southampton University, have been working together for several years to identify, validate and develop a unique panel of direct biomarkers for the assessment of liver fibrosis in patients. The product of this collaboration is the Enhanced Liver Fibrosis (ELF™) score.

The collaboration was initiated in 1997 with Professor William Rosenberg, Deputy Director of the Institute of Hepatology at UCL and founder of iQR Ltd as Principal Investigator. The first landmark multi-centre ELF score clinical validation paper was published in 2004 (Rosenberg et al, Gastroenterology 2004, 127:1704-1713). In this study ELF score was clinically validated on three main patient groups with liver fibrosis; HCV patients, non-alcoholic fatty liver disease (NAFLD) patients and alcoholic patients.

The ELF score is derived from combining in an algorithm the results from three direct markers of fibrogenesis as measured by immunoassay in a simple and convenient blood sample. The ELF score specific assays are:

- Hyaluronic acid (HA)
- Procollagen III amino terminal peptide (PIIINP)
- Tissue inhibitor of metalloproteinase (TIMP-1)



Professor William Rosenberg
Deputy Director of the Institute of Hepatology at UCL

Siemens sponsored research, as well as independent research on the ELF™ score, has continued and the body of the evidence is growing to support the clinical value of the ELF™ score. UK and international studies, continue to raise the expectation that the ELF™ score will be the non-invasive test of choice in liver disease. The main areas of focus, to date, have been related to hepatitis, alcohol and NAFLD patient groups however, studies are ongoing in many other clinical areas, too. In parallel with the clinical validation studies Siemens is currently developing the ELF™ score assays onto its well established ADVIA Centaur immunoassay systems to make the ELF™ score a future routine test that all laboratories may offer as a testing service.

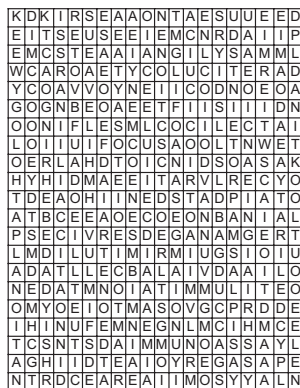
The ELF™ score, the only CE-marked non-invasive test for assessing liver fibrosis status, is available today from iQR Ltd. As a clinical testing service for physicians and pharmaceutical companies. The ELF score and iQR now offer physicians a new non-invasive tool for liver fibrosis assessment in their patients and help pharmaceutical companies in the development of new anti-fibrotic drugs.

iQR Ltd, is a specialist biotech company in the field of liver disease. iQR conducts the ELF score testing in their CPA accredited laboratory in Southampton, UK.

More details can be found at www.iqr.com.

Competition

Enter now to receive a Siemens WipeBoard



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SIEMENS
DIAGNOSTICS
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HAEMATOLGY
HCG
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FOCUS
ELF

CONFIDENCE
NATIONAL PATHOLOGY WEEK
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BARNSELY
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