

Weathering the Crisis Together

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Article from the customer magazine Medical Solutions, September 2009

www.siemens.com/healthcare-magazine

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Weathering the Crisis Together

The financial crisis has affected the whole world – and the healthcare sector is no exception. Siemens is facing the mounting cost pressure on customers with innovative, attractively priced, and high-quality products and sustainable services, including consulting services. This means that medical facilities don't have to skimp on quality, even during the financial crisis.

By Kathrin Schmich



SOMATOM Emotion

MULTIX Swing¹

MULTIX Swing

¹ Not available in the U.S.



MAGNETOM ESSENZA

DCA Vantage

SIREMOBIL Compact L

Biograph mCT

These days, there is a widespread tendency to postpone investments and everyone is having to make do with leaner budgets – including the healthcare sector. In line with its role as a reliable partner in healthcare, Siemens is using its extensive portfolio to support customers in reducing uncertainty and weathering the crisis without disruptions. From the university hospital that integrates innovations from Siemens into its research to the physician's practice with a fixed group of referring practitioners and a regular patient base – there's something for everyone: consulting solutions for enhanced efficiency, attractively priced imaging and diagnostic systems, the latest technologies to streamline workflows, innovative financing solutions, and long-term, proactive services.

Example: Consulting Services

Not a specific product, but a toolbox comprised of a variety of measures to



Healthcare Consulting

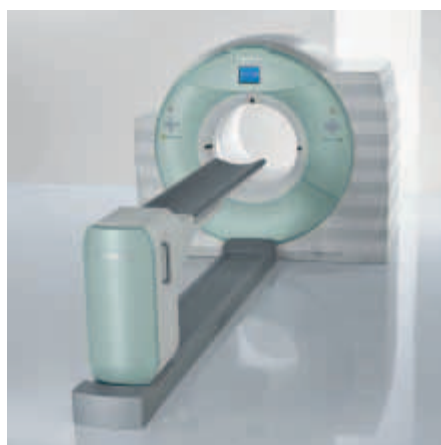
help customers get through tough economic times – that's the approach of Healthcare Consulting.

Right now, many customers are worried that new projects and investments will jeopardize their productivity and efficiency. This is precisely the time for consultants from Siemens to come into play. Their aim is to show customers a way to remain or become competitive. A team of experts with all their skills and expertise can assist customers when it comes to making the right decisions on new

investments and optimizing workflows – thereby, cutting expenses. Business segments are strategically developed in order to boost profits. And finally, the healthcare consultants' tasks also include the optimization of resource management and the service spectrum.

These skills were exactly what was in demand when the German Ruppiner Kliniken GmbH came to Siemens for advice. A team from Healthcare Consulting examined the hospital's cardiac catheterization lab, which was considered extremely cost-intensive but also generated high revenues, to see if there was any room for improvement. An analysis of costs and benchmarking of three key processes within the lab created transparency with regard to economic efficiency in this key division of the hospital. By analyzing the collected data, the consultants were able to pinpoint areas where there was potential for optimization using that information to recommend specific action items for various process flows. The client was highly pleased with the result: "The depth of the analyses in this project far exceeded my expectations," says Kurt J. G. Schmailzl, MD, PhD, Professor and Director of Medical Clinic A.

Example: Molecular Imaging



Biograph mCT

In the field of molecular imaging, the Siemens Biograph® mCT appears at first glance to be a high-end piece of equipment, but on closer inspection, it wins

points for being a potential for savings. For example, a single Biograph mCT can be used by two departments, radiology and nuclear medicine. It offers premium position emission tomography (PET) scanning with high definition and time of flight, tightly integrated with Siemens' top-of-the-line computed tomography (CT) – available in configurations up to 128 slices. With premium capabilities for both radiology and nuclear medicine, Biograph mCT is a true shared services model, which means that only one operator, one schedule, and one service agreement are needed to serve both departments.

For those facilities that are not yet offering molecular imaging, Biograph 16 and Symbia® E and S represent cost-effective ways to gain access to the new technology. All three systems enable high-quality molecular imaging in PET or SPECT (single photon emission computed tomography). For healthcare providers with a limited budget, Biograph TruePoint 16-slice PET-CT might be the right solution. It is an affordable, dependable imaging system that offers high-definition PET and routine ten-minute full-body scanning with high levels of patient comfort.

"The introduction of this particular system is critical as we continue to search for the balance between innovation and access. The likelihood that universal adoption of PET-CT technology will increase with accessibility is a shared industry vision. As an industry leader, it is our responsibility to make that vision more readily attainable," says Michael Reitermann, CEO of Siemens Healthcare in the USA. "Biograph TruePoint 16-slice PET-CT is a means to achieve that end, with high-performance technology housed in an economical package."

Example: Computed Tomography

In the area of computed tomography (CT), the SOMATOM® Definition Flash premium scanner significantly accelerates workflows, from cardiac CT to rational chest examinations. By eliminating the cumbersome pre-scan administration of



SOMATOM Definition Flash

beta-blockers, for example, around one hour per patient can be saved. Moreover, it lowers the radiation dose below the natural background radiation, making this noninvasive method accessible to more patients – increasing the number of referrals. In addition, with the fast speed of SOMATOM Definition Flash, it is possible to perform a one-stop-examination. This can save up to 15 percent of costs and 15 hours in time per patient, avoiding multiple expensive diagnostic tests. SOMATOM Emotion, as another example, has now been installed more than 6,000 times worldwide and has proven that it is a true routine workhorse when it comes to excellent image quality in combination with fast workflow and reduced total cost of ownership. Finally, with SOMATOM Spirit, Siemens offers a reasonably priced system for those who wish to expand their offerings to include CT imaging in spite of the crisis.

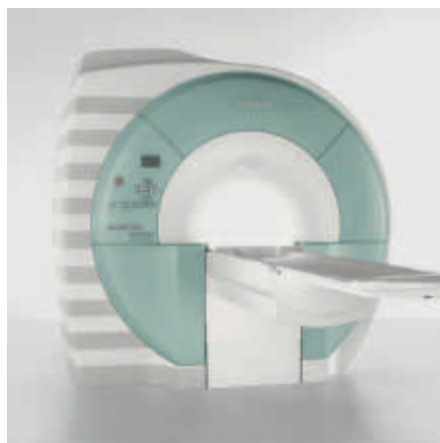
Example: Magnetic Resonance Imaging

The staff at the Battlefield Imaging Center in Ringgold, GA, USA, knows what it is like to try to find ways to abate financial pressure. “From a business standpoint, we were very much in need of another magnet that could help us with our oncology backlog,” says Barbara Marshall, RT, Administrative Director of Battlefield Imaging. “But we had to have a solution that would be financially viable for us and for the longevity of the center itself.

MAGNETOM® ESSENZA met all the requirements.”

Siemens developed MAGNETOM ESSENZA, an innovative and affordable 1.5 Tesla (1.5T) magnetic resonance imaging (MRI) system, for customers who have to cover the full range of diagnostics on a slim budget. The total costs of MAGNETOM ESSENZA are considerably lower than of conventional systems, making it one of the most affordable all-new 1.5T MRI systems on the market today.

In addition to the low initial investment associated with the system, customers benefit from additional savings potential: The costs of installation, power, and setup are up to 25 percent lower. Once installed, the system is optimized so that facilities may save as much as 50 percent on their energy bills, compared to older systems. While other 1.5T MRI systems



MAGNETOM ESSENZA

may require up to 110 kilovolt-amperes (kVA), MAGNETOM ESSENZA operates at just 45 kVA. The unit’s innovative zero helium cooling system pushes costs down further. In addition, its Tim® (Total imaging matrix) technology gives physicians access to all clinical applications, at outstanding image quality – and in significantly less time. For example, a full scan of the central nervous system can be performed in less than ten minutes.

Example: Lab Systems

In the field of diabetes, which has now become a widespread disease, there is

great potential for savings thanks to another innovation from Siemens: DCA Vantage™. This unit is an analyzer for immunoassays at the point of care, working practically at the touch of a button. Its greatest advantage is the potential it offers for saving time and lowering the overall cost of managing diabetic patients. Using the analyzer, a physician can see a patient, view the HbA1c and albumin/creatinine results, and discuss a treatment

Summary

Challenge:

- Tightening budgets due to the global financial crisis
- Reducing healthcare provider conservatism concerning new investments
- Making sure tight budgets are used optimally

Solution:

- Weathering the crisis together – Siemens and its customers
- Investing in affordable and sustainable products (e.g., Biograph 16, Biograph mCT, SOMATOM Spirit, SOMATOM Emotion, SOMATOM Definition Flash, Symbia E and S, MAGNETOM ESSENZA, AXIOM Luminos RF Classic, AXIOM Luminos dRF, MULTIX Swing with mFD, DCA Vantage, SpecTrack)
- Proven Excellence: Enabling customers to buy preowned, refurbished systems
- Improving the clinical workflow with special programs and services (Siemens Performance Plan, Siemens Guardian Program, Siemens Remote Services, Healthcare Consulting)
- Innovative financing solutions

Result:

- Reduction of costs (e.g., energy bills)
- Improved clinical workflows
- Enhanced patient care
- Reliable partnership with Siemens



DCA Vantage analyzer

strategy with the patient – all in less than 30 minutes. Without the DCA Vantage analyzer, the patient's blood and urine would have to be sent to a central laboratory for testing. Allowing for possible time delays, for example, if the patient cannot be reached immediately by phone, the whole procedure would take a great deal longer than the point-of-care test.

Siemens time-saving products also include SpecTRACK®. This software program provides a quick and easy way to store, retrieve, and locate specimens for the entire laboratory. It also offers a low price and is easily purchasable; users can download it via the Internet or load it from a CD. No expensive hardware is necessary because the software can be installed on any PC that meets minimum requirements and is connected to the laboratory network. Because the system is Web-based, it can be accessed by many users across the network at the same time with no additional cost.

Example: Radiography and Fluoroscopy

Speed is also a major factor with the radiography system MULTIX Swing®¹ with mobile flat detector (mFD). It is the basis for completely digital imaging, which offers substantial advantages over conventional radiography: For one thing, there are no additional costs for the use of X-ray film and chemical developers, and for another, the unit was engineered to drastically reduce the number of workflow steps involved – from the

previous 27 to just six. In addition, the digital image is available after just a few seconds and can be sent and archived electronically. Furthermore, the portable flat detector is impressive for its ease of use and just as flexible as conventional cassettes. With all these advantages, MULTIX Swing with mFD is not only the lowest-priced solution for digital radiography – it also covers the whole spectrum of general and specialized radiography applications.

With the new, analog remote-controlled fluoroscopy system Luminos RF Classic¹, the user benefits from innovative functions and proven technology – all at an excellent price. Luminos RF Classic not only offers the essential features to meet the various imaging requirements applicable to fluoroscopy and radiography, the unit also can be flexibly configured to meet both advanced clinical needs and budget constraints. With Luminos RF Classic, Siemens has met the desires of many customers for user-friendly, simple systems. For example, its intuitive touch user interface makes a major contribution to ensuring that workflows are understandable and can be executed quickly, thereby considerably accelerating the examination workflow. All of this makes Luminos RF Classic a solid, long-term investment.

Luminos RF Classic also has a digital sibling. Versatility in utilization is the key for AXIOM® Luminos dRF. As a fully digital two-in-one system, AXIOM Luminos dRF revamps the traditional use of the fluoroscopy suite. Its 43 x 43-centimeter flat detector can be used for traditional fluoroscopy examinations, but also for high-resolution radiographic imaging and even for interventional studies. Workflow is significantly enhanced while costs can be reduced at the same time.

Only six months after the installation of AXIOM Luminos dRF at Ziekenhuis Oost-Limburg (ZOL) in Genk, one of the largest nonacademic hospitals in Belgium, benefits were highly visible: "Costs for filming, printing, room rental, maintenance, cassette handling, and staff can be

reduced," says Professor Yvan Palmers. "What is important to consider is not the cost of purchase, but the cost of ownership." Due to the digitization connected with the reorganization of the Depart-



MULTIX Swing with mFD



AXIOM Luminos dRF

ment of Medical Imaging at ZOL, the number of examination rooms for general X-ray has been cut in half and cassette acquisitions were reduced to a minimum. A financial evaluation at ZOL estimates the average savings per year to be 25 percent.

Example: Refurbished Systems

"In today's world of declining reimbursement from insurance and Medicare, you have to find a way to decrease your upfront expenditure on equipment and increase profitability. Siemens offers high-quality refurbished equipment for 30 percent reduced purchasing costs,"

¹ Not available in the U.S.

says Paul Gililland, PA, Supervisor of Nuclear Medicine at Austin Heart, Texas, USA. He is just one of many satisfied customers who have acquired refurbished systems from Siemens. In this segment, Siemens is focusing on customers who, while they might not be able to afford the latest models, still do not want to compromise on quality and service. They can have both – in the form of refurbished, preowned models. All system components undergo an extensive refurbishment process, and only when the full process has been completed are they awarded the Proven Excellence quality seal. The process follows international standards and safety regulations.

Example: Financing

The Siemens Financial Services' portfolio of financial solutions is well positioned to help the healthcare sector weather economic fluctuations and deliver superior levels of patient care. Working in partnership with Siemens Financial Services, the business tailors new, flexible ways of financing healthcare projects, including managed services, the bundling of new and refurbished equipment in one deal and pay-per-use or pay-as-you-earn models with customized payment plans to the hospital's cash-flow projection.

The Chinese Hebei Qian An People's Hospital, founded in 1949, planned to invest in three items of medical equipment – 16-slice CT, MRI, and radiation therapy. A team from Siemens Financial Services created a tailored leasing solution that enabled the hospital to acquire equipment within its specified delivery time and cash flow requirements. The hospital chose a Siemens "one-stop-shop" solution – combining the equipment, service, and a lease financing arrangement, tailored to suit the hospital's budget. Reflecting on the results, hospital Director Zhang Hong Tu is convinced that his hospital made the right decision in choosing Siemens as a partner: "By using the solutions offered by Siemens, we have experienced impressive revenue growth. Choose Siemens Finance and Leasing is our recommendation for a reliable and trustworthy partner." By now, there are already four repeat orders from this

hospital to Siemens, using the Siemens Financial Services' leasing solution.

Example: Services and Support

With four central programs – Information and Communication, Continuing Education and Training, Upgrades and Migration, and Services and Support – the customer care program "Customer Care. Life." helps to ensure performance, productivity, and patient satisfaction over the entire product lifecycle.

System availability and optimized workflows are always important, but in situations like the current one, they can even be the crucial deciding factor. With a wide range of services, Siemens helps custom-



UPTIME Services

ers safeguard their competitive edge, enhance their economic efficiency, and raise patient care to an ideal level. Flexible service agreements tailored to customer needs – referred to as Siemens Performance Plans and Shared Services contracts – can help customers use their systems optimally, for a longer term or more often, over the entire product lifespan. Depending on the service agreement, regular updates and upgrades are delivered. This is an especially appealing option when cost reasons mean that fewer diagnostic and therapy systems are available. The fact that the costs of a product can be calculated over the entire life cycle is another advantage that Performance Plans and Shared Services contracts can offer. This has a positive effect on customers' budgeting processes. Both types of service agreements can include options such as the Siemens Guardian

Program™, which offers continuous real-time remote monitoring of the system, helps to reduce downtime, and ensures that there are fewer interruptions during day-to-day work. With the new option TubeGuard, it is possible to predict a tube failure and prevent a hard down of the system. As soon as a discrepancy occurs, the Siemens Remote Service (SRS) platform reports it to the Siemens Service Center. The experts there are able to resolve many problems through remote access, and if not, they can use SRS to determine which replacement parts are needed. At the Tübingen University Hospital, Germany, Siemens monitors workflows involving CT, MRI, and angiography systems – and users are highly satisfied. "Here, we all appreciate the competent, proactive Siemens service," emphasizes Claus D. Claussen, MD, Professor and Medical Director of Diagnostic and Interventional Radiology.

Quality up, Costs down

Siemens Healthcare is a worldwide leader when it comes to enhancing efficiency in healthcare through innovative products and services. For the customer, this leads to improved clinical, financial, and business results. Innovations that boost efficiency by optimizing technical, clinical, and administrative processes in healthcare are critically important – and never so much as during a crisis. "Especially now, our approach of 'quality up, costs down' is exactly right," Siemens Healthcare CEO Hermann Requardt, PhD, says, "Siemens aims to be a dependable long-term partner to its customers – and that also includes continuing to stand by them in tough times."

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www.siemens.com/healthcare-magazine

Order No. A91CC-00035-M1-7600 | Printed in Germany |
CC 00035 ZS 090940. | ISSN 1614-2535 | © 09.09, Siemens AG

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