

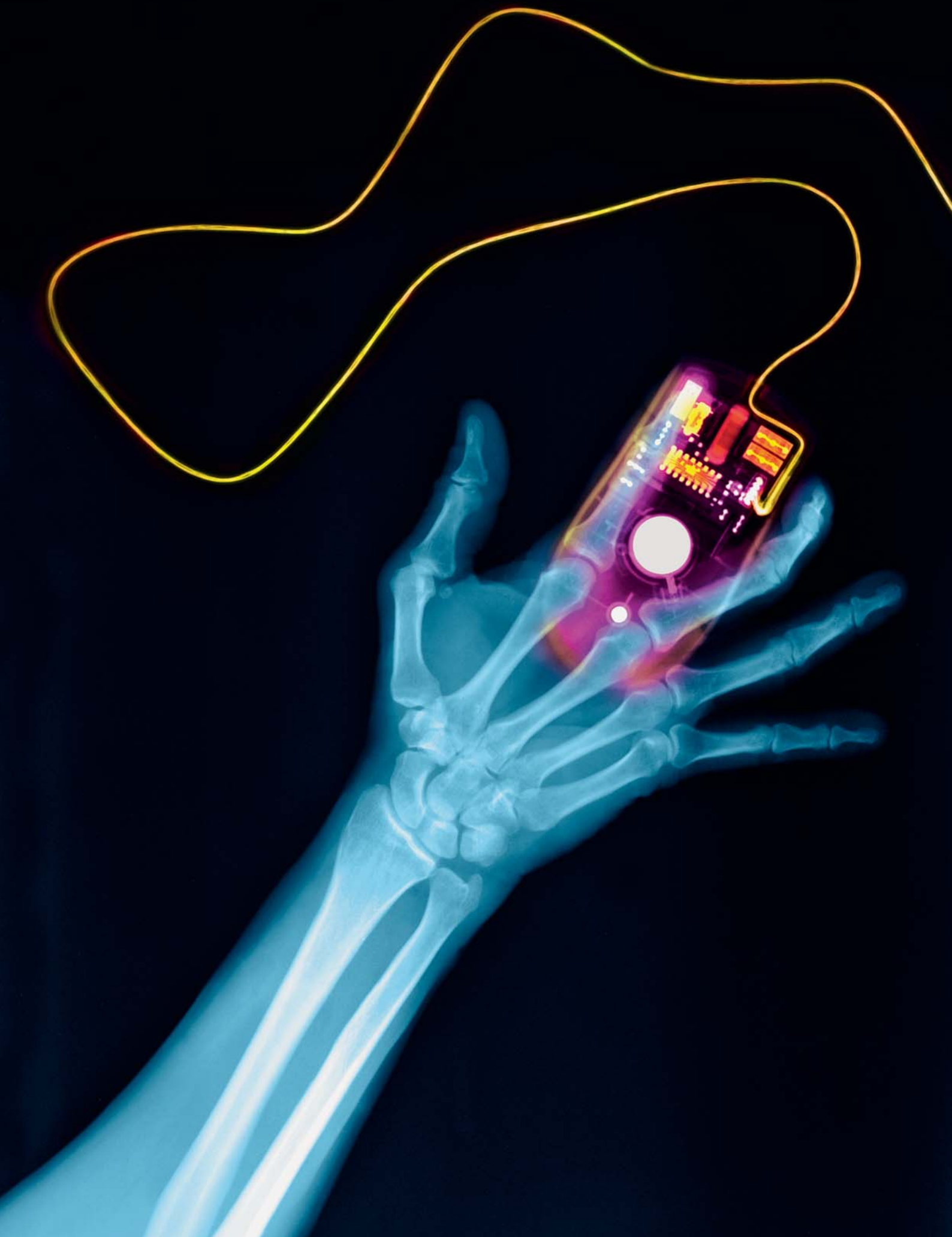
Software is a people business

Doris Pischitz

Article from the customer magazine Medical Solutions, May 2009

www.siemens.com/healthcare-magazine

SIEMENS





Arthur Kaindl, CEO,
Image and Knowledge Management,
Siemens Healthcare

“Software is a people business.”

Workflow is key when it comes to efficient patient care on a high quality level. With *syngo*, Siemens provides trendsetting end-to-end imaging workflow solutions that are role-based, context-sensitive, and knowledge-driven – making information available to the right user in the right workflow context.

How are things moving along with *syngo*®?

KAINDL: *syngo* has been a huge success. Since its launch ten years ago, we have sold and installed 100,000 licenses around the globe. Users are experiencing the same software whether they're working on a CT [computed tomography]

scanner, an MRI [magnetic resonance imaging] system, or on nuclear medicine equipment. No competitor has a software platform that crosses all imaging modalities.

And how is your strategy moving forward?

KAINDL: *syngo* continues to be the backbone of the Siemens Healthcare imaging business, and we are heavily investing in the *syngo* products portfolio while refocusing our strategy on how to get to our planned R&D [research and development] results. One example is the *syngo* platform to further improve workflow and



increase clinical usability. We are investing in intelligent postprocessing and knowledge-driven applications. These developments enable workflow improvements, second-reader capabilities, image analysis, and follow-up.

At the same time, we're working hard on *syngo* Workflow, our radiology information system [RIS], as well as on *syngo* Imaging, the picture archiving and communication system [PACS]. We're focusing on role-based portals on the RIS, for instance for radiologists, transcriptionists, executives, and referring physicians. We recognized the demand for information points that provide our customers with the relevant information where they need it most – at the point of decision-making.

Can you provide more details specifically for your PACS strategy?

KAINDL: The PACS system is the very central component in radiology and cardiology departments. It helps to smooth and improve workflow when it comes down to reading and diagnosing all the individual exams that are generated by the imaging equipment. In order to improve performance, we are focussing on applications. Siemens is extremely strong on applications in diagnostic imaging – and we're Number One in the market for a reason. Our customers like the innovations that we are putting not just into our diagnostic equipment, but also into our imaging applications.

With PACS as a central archiving as well as an imaging analysis and diagnostic tool, we can bring all these applications together at one place. In doing so, we help cardiologists and radiologists to make faster, more secure diagnoses in order to better serve their patients. Therefore, our focus, together with the imaging modalities, aims toward getting

more advanced applications to the reading station and making them accessible anytime, anywhere, in a Web-based approach. A lot of investment is going into that.

On the other hand, data management and archiving, the so-called PACS back end, does not allow further differentiation in the market anymore. Therefore, we plan to partner with big IT players outside the healthcare arena who can help us bring synergies to the healthcare industry and thereby make data management, storage, and retrieval more cost effective. We feel that we can serve our customers better by doing so than by trying to do it all ourselves.

How do you plan to help customers making the step toward Web-based image reading and diagnosis?

KAINDL: Smooth upgradeability is an important part of our philosophy. We are always offering a path to an upgrade because we want our customers to benefit from the latest innovations. We can only grow customers' satisfaction by making sure that they have a way towards the future. So, lots of effort is going into finding means for current customers to upgrade to next-generation technology by being able to use existing components, be it soft- or hardware. This allows customers to move to the next level of performance and achieve workflow improvements by adding components rather than by having to replace everything.

In what parts of the world is *syngo* currently available?

KAINDL: There is not a single installation of our imaging equipment that doesn't have *syngo* software in it – so it's global. From my MRI background, I know that five years ago we shipped MRI systems to 50 or 60 countries worldwide – now

it's more than 100. And all those systems have *syngo* in them. So *syngo* software is being spread to wherever Siemens Healthcare is present. We are becoming more and more present in smaller countries; many of them are investing in healthcare and healthcare IT.

Can you comment on internationality and how training is conducted?

KAINDL: Software is really a people business, and the Siemens people are part of the solution and are absolutely vital for the customer's satisfaction. Therefore, we need to have a local presence. Also, it is extremely important for Siemens people to interact with clients at the highest level of competency. That can only be achieved when you are bundling and teaming up the people who are taking care of our customers – the sales force, the project planning staff, as well as the implementation engineers. Therefore, we set up three competence centers – Malvern [Americas], Vienna [Europe, Mideast, and Africa], and Singapore [Asia-Pacific]. These centers of competence will house a small group of resource people for the region with the bulk of support personnel being out in the countries – close to our customers. All *syngo* products are currently being translated into many different languages, and we support customers with Siemens people who speak their language. English is always the fallback, but in certain countries in Europe and Asia, for example, we also want to have people who can communicate both with the Siemens team and with our customers in the local language. Indeed, this is one criterion – multilingual skills – to identify the best business managers. It's not just the technical competence but the language skills, reinforcing the notion that communication is key, and this is a people

business, not just a software business. Consequently, we are investing heavily in training our qualified local people to help them work with clients.

How are Soarian and *syngo* working together?

KAINDL: They are working together in a highly integrative way. Soarian and *syngo* are at the core of our IT strategy. Healthcare IT is supporting patient care across the whole healthcare continuum. When the patient comes into the hospital, from registration, to clinical assessment, to treatment plan, to medication management, Soarian describes the product portfolio that we have in that part of the business. It enhances efficiency and interoperability of the various partners in the healthcare continuum. *syngo*, the diagnostic-imaging-focused portfolio, is supporting the procedure-driven workflows. It's all imaging-related; we are also offering a RIS, including scheduling, for the radiology department that collects reports and sends them out to referring physicians so that the proper billing can be done. So, there's an imaging-specific administrative part in *syngo*. Once the report has been done, then it's back to Soarian. In this way, we

“Support personnel will be based in the customers’ countries and thus be familiar with local requirements.”

Arthur Kaindl, CEO, Image & Knowledge Management, Siemens Healthcare, Erlangen, Germany

have a sort of yin/yang interaction of our IT solution under the umbrella of the two brands; an intrinsic interaction of the two product lines.

Embedding our PACS with the RIS and interacting with a Soarian hospital information system helps to dramatically improve the report turnaround time from what is standard in some areas, which is about 24-plus hours. We have customers that are operating on average with a two-hour report turnaround – two hours between imaging and having the report completed. That's a great improvement financially as well as for the patients, radiologists, and primary care doctors.

Doris Pischitz is the Chief Editor of Medical Solutions.

Further Information

www.siemens.com/healthcare-IT

Global Siemens Headquarters

Siemens AG
Wittelsbacherplatz 2
D-80333 Munich
Germany

Global Siemens Healthcare Headquarters

Siemens AG
Healthcare Sector
Henkestraße 127
D-91052 Erlangen
Germany
Telephone: +49 9131 84-0
www.siemens.com/healthcare

www.siemens.com/healthcare-magazine

Order No. A91CC-00034-M1-7600 | Printed in Germany |
CC 00034 ZS 050938. | ISSN 1614-2535 | © 05.09, Siemens AG

On account of certain regional limitations of sales rights and service availability, we cannot guarantee that all products included in this brochure are available through the Siemens sales organization worldwide. Availability and packaging may vary by country and is subject to change without prior notice. Some/All of the features and products described herein may not be available in the United States.

The information in this document contains general technical descriptions of specifications and options as well as standard and optional features which do not always have to be present in individual cases.

Siemens reserves the right to modify the design, packaging, specifications, and options described herein without prior notice.

Please contact your local Siemens sales representative for the most current information.

Note: Any technical data contained in this document may vary within defined tolerances. Original images always lose a certain amount of detail when reproduced.

Local Contact Information

Asia/Pacific:

Siemens Medical Solutions
Asia Pacific Headquarters
The Siemens Center
60 MacPherson Road
Singapore 348615
Telephone: +65 9622-2026

Canada:

Siemens Canada Limited
Healthcare Sector
2185 Derry Road West
Mississauga ON L5N 7A6
Canada
Telephone: +1 905 819-5800

Europe/Africa/Middle East:

Siemens AG, Healthcare Sector
Henkestr. 127,
91052 Erlangen
Germany
Telephone: +49 9131 84-0

Latin America:

Siemens S.A., Medical Solutions
Avenida de Pte. Julio A. Roca No 516,
Piso 7
C1067ABN Buenos Aires
Argentina
Telephone: +54 11 4340-8400

USA:

Siemens Medical Solutions U.S.A., Inc.
51 Valley Stream Parkway
Malvern, PA 19355-1406
USA
Telephone: +1 888 826-9702