



SIEMENS

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Sustainable Cardiovascular Care

Helping you and your facility move forward.

Answers for life.

Accountable care.

Bundled payments.

Pay for Performance.



The world in which I practice medicine is changing. The question is: How do I provide the best possible care for my patients—effectively, efficiently, and affordably—in the midst of so much ongoing change?

I can't stop caring for the people who come through my doors while our nation figures out how to improve healthcare delivery. I need to be able to provide the best possible care for my patients right now—and years from now, even as healthcare is redefined.

This is the long run. And to navigate it, I need technology that can support my ability to make sounder decisions, perform safer procedures, operate with better efficiency, and invest resources wisely.

I need **Sustainable Cardiovascular Care**.

The Impact of Cardiovascular Disease on Healthcare

Cardiovascular Disease (CVD) has the highest burden on mankind with **1 in 3 adult Americans**¹ today diagnosed with CVD. Each year, CVD costs the U.S. **\$475.3 billion**², with that number expected to increase to **\$818 billion annually by 2030**.³

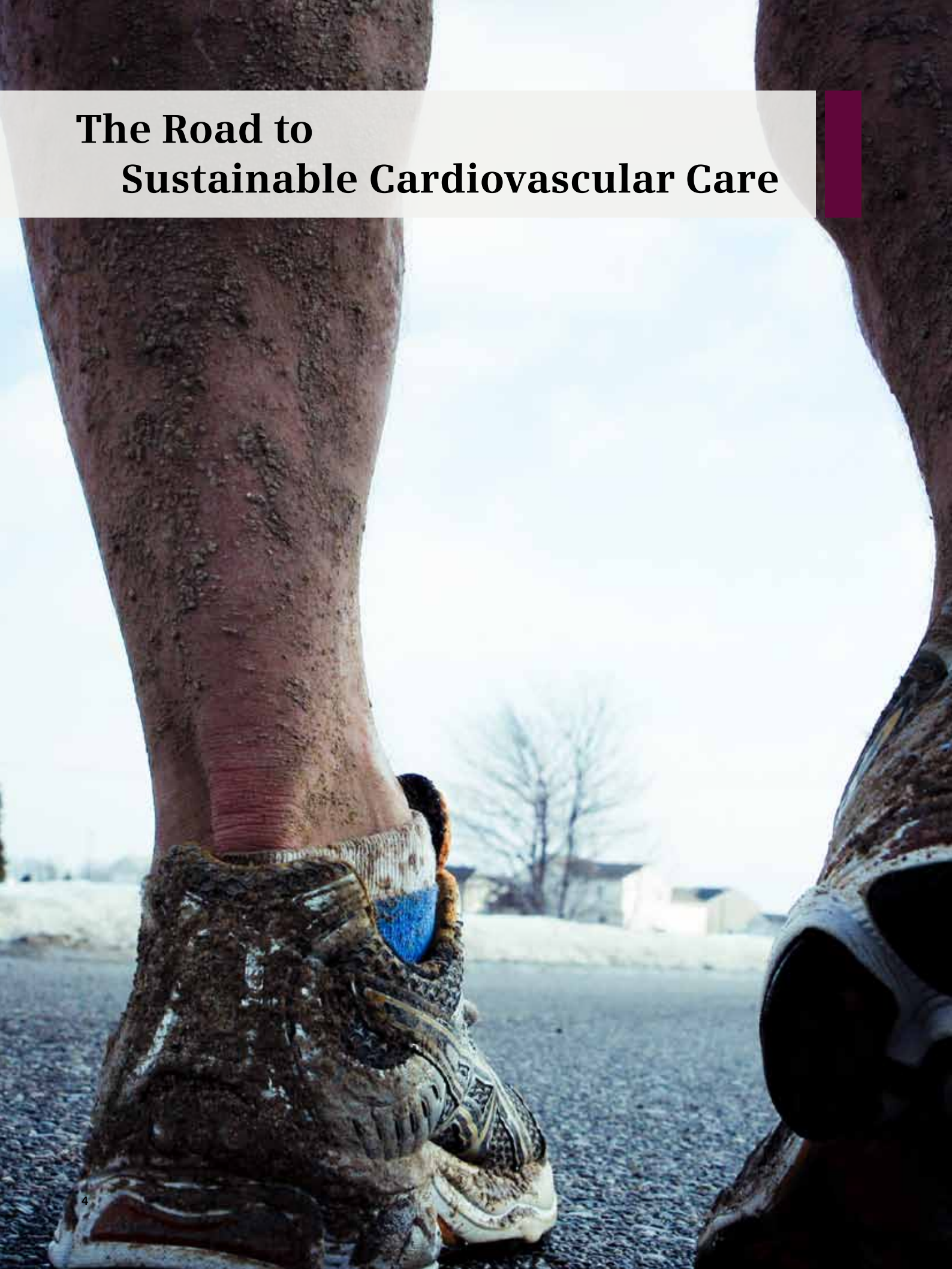
In the face of potentially staggering patient volumes and cost of care, **Siemens' goal is to enable you to efficiently and effectively deliver high-quality outcomes amid continuously changing healthcare dynamics**—providing you with Sustainable Cardiovascular Care.

¹Cardiovascular Disease Statistics [Internet]. American Heart Association; c2006. 2011 May 27; Available from: <http://www.americanheart.org/presenter.jhtml?identifier=4478#>

²Cardiovascular Disease Cost [Internet]. American Heart Association; c2009. 2001 May 27. Available from: <http://www.americanheart.org/presenter.jhtml?identifier=4475>

³Dr. Evil finally gets his number [Internet]. Holy Cross Hospital; c 27 Jan 2011 [cited 2011 May 27]; Available from: <http://holycrossheartresearchblog.com/?tag=shortage-of-cardiologists>

The Road to Sustainable Cardiovascular Care





Sustainable Cardiovascular Care



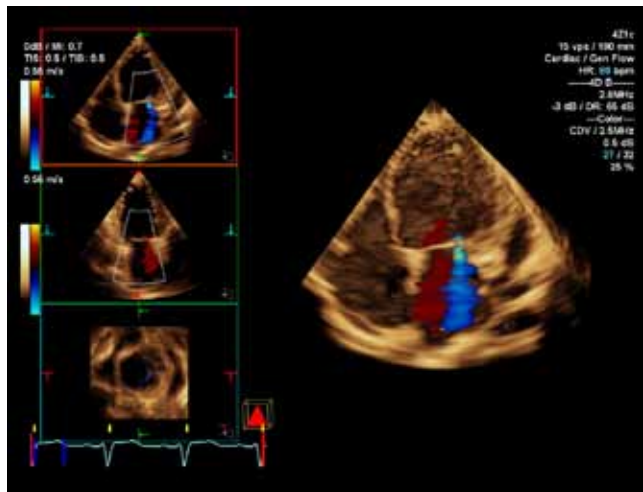
“As a practicing Emergency Medicine physician, I see first-hand the challenges of delivering quality cardiovascular care in a changing healthcare system. That’s why I’m so inspired by Siemens’ commitment to help healthcare professionals create a sustainable cardiovascular care model—one that offers the potential for leading-edge patient care.”

Donald Rucker, MD
Chief Medical Officer and Vice President
Siemens Healthcare



Sounder Decisions

As people live longer, the number of patients presenting with cardiovascular disease increases. On the whole, the workload can be tremendous but I still want to give every individual patient the very best care I can. Innovative technology that delivers high-quality information saves me time and improves my clinical confidence so that I can make sounder decisions for diagnosis and treatment.



Top image: Instantaneous full-volume echocardiography enables flow and function assessment in a single heartbeat. (ACUSON SC2000™ volume imaging ultrasound system)

Bottom image: On-demand images and information from across the enterprise enable access to the entire patient record from a single workstation. (syngo® Dynamics, Soarian® Clinicals)



■ Technological Innovation that Supports Sounder Decisions

At my facility, I want to:

- combine **clinical images with sophisticated informatics** for more informed decisions at the point of care
- perform **instantaneous full-volume echocardiography** in a single heartbeat
- experience high-quality **5-minute whole-body PET•CT scans**
- better direct treatment protocols with expansive diagnostic capabilities **like high-quality biomarkers**

“We’re beginning to see more and more sensitive assays. So we have the opportunity to identify patients earlier and to potentially initiate therapy earlier.”

Christopher DeFilippi, MD
Associate Professor of Medicine
University of Maryland
Division of Cardiology
Baltimore, MD



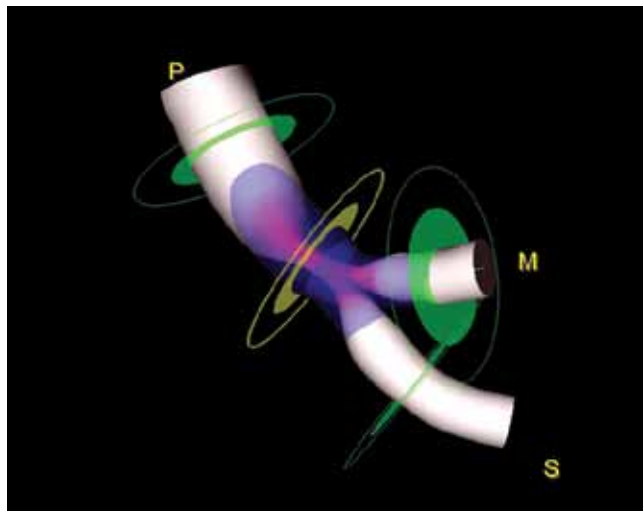
Safer Procedures

Today, I will care for a range of patients—of varying ages, body sizes, and disease states. Each case will present specific challenges that I must factor into my clinical decisions. I need to work quickly to manage the patient volume but I also need to work safely—minimizing radiation dose, performing minimally invasive techniques when possible, and reducing the possibility for error.



Top image: Reduce dose—and maintain superior image quality—with our award-winning CARE applications.

Bottom image: Improve analysis of difficult lesions, stent planning, and segment coronary artery anatomy in 3D. (syngo IZ3D)



■ Safer Procedures Enable Better Care, Reduce Cost

At my facility, I want to:

- reduce dose by combining award-winning technologies and applications to deliver **maximum image quality at minimum dose**
- use innovative technology that supports minimally invasive techniques, which enable an **immediate, flexible response to complications** that might arise while my patient is undergoing the procedure
- eliminate or reduce errors with **better information management** through integrated healthcare IT that is supported by a team that understands my real-life data challenges

“There is a significant difference...because many older patients cannot tolerate a longer scan; in our practice IQ•SPECT provides the opportunity to obtain quality SPECT imaging information in cases where it would not have been possible to even attempt imaging.”

James R. Corbett, MD
Director, Cardiovascular Nuclear Medicine
Professor, Departments of Internal Medicine and Radiology
University Hospital, University of Michigan Health System
Ann Arbor, MI

HEALTH CARE CENTER



Operational Efficiency

Efficiency isn't just about how fast I can do my job. It's about my facility having the tools to move the right information to the right person at the right time to enable better patient care, lower costs, and optimized resources. Combine high-quality information and images with laboratory diagnostics, better workflow protocols, and a partner committed to my long-term success, and I could sustain high-quality patient care for years to come.



Top image: Dramatically speed up diagnosis and treatment in the ED with optimized resource utilization.

Bottom image: Advanced coil technology combined with a day optimizing throughput engine make cardiovascular MRI routine. (Tim® + Dot™)

■ Multi-Level Efficiency Leads to Better Patient Care

At my facility, I want to:

- integrate **high-quality information and images** at the departmental and enterprise levels with future-ready healthcare IT
- **optimize resources with high-sensitivity biomarkers and fast imaging techniques** from the same provider, which creates an opportunity for rapid chest pain rule-in/rule-out in the Emergency Department
- obtain **procedurally consistent, high-quality exams** while improving workflow

“I can sit down between cases, do a couple mouse clicks, and be done with a report in five minutes. It’s as close to real-time reporting as you can get.”

Dan Turner, MD
Assistant Professor of Pediatrics
Wayne State University
Children’s Hospital of Michigan
Detroit, MI



Smarter Investments

My facility will fund new technology but getting budgetary approval can be a tough process. I need to demonstrate that our technology investment will help us provide better patient care and improve our efficiency not just now but years from now. To do that, I need integrated technology that universally supports our facility and measurably improves patient care and workflow. And, I need it from a company that can partner with us for the long haul.



Bottom image: High system availability, diagnostic confidence, optimized workflow—with systematic, proactive service, maximum uptime is ensured.

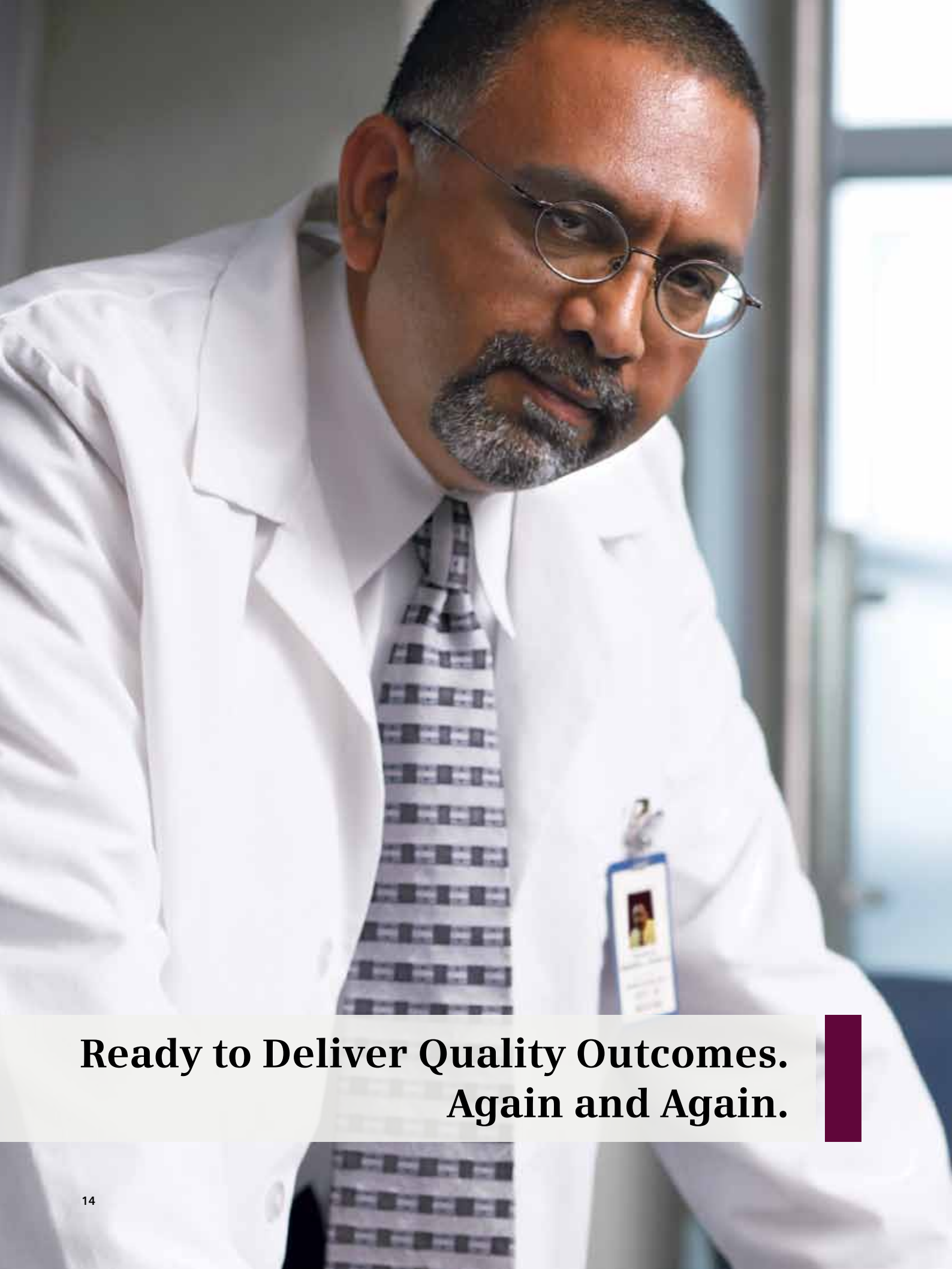
Investments that Demonstrate Specific, Long-Term Efficiency

At my facility, I want to:

- use a **cost-efficient, multidisciplinary approach**, such as the universal integration of cardiology, vascular medicine, and cardiac and vascular surgery, with leading innovations in hybrid procedures
- **optimize system use** with clinical training and education programs, remote monitoring offerings, and flexible service plans
- **demonstrate clear paths for upgrades and migrations** to maximize investments
- facilitate **faster, more accurate billing** to optimize revenue cycle management

“The importance of training is reflected in the metrics for the program’s success.”

Renee Mazeroll, RN, MSN, FACCA
Executive Director
The Heart and Vascular Center
St. Joseph Hospital
Orange County, CA



**Ready to Deliver Quality Outcomes.
Again and Again.**

The reformation of the healthcare system will be a long road. But armed with the technology for sounder decisions, safer procedures, better operational efficiency, and smarter investments, I am ready. I have a consistent, high-quality, cost-effective approach to managing demanding workloads and difficult clinical scenarios. I have a technology partner that is committed to helping us establish a sound basis for our future. This is a working environment that is sustainable; one in which I can succeed.

I have **Sustainable Cardiovascular Care.**

Sustainable Innovation for Disease-Specific Care

Cardiovascular care can be complex, particularly in the face of operational challenges and increased regulations. The best outcomes and efficiencies are often realized when the entire disease-specific pathway is considered and solutions can be configured to meet your facility's individual needs.

With that in mind, our innovations are engineered to work both as stand-alone and **integrated solutions, sustaining overall cardiovascular care as well as a number of disease-specific pathways**, including:

- **arrythmias**
- **cardiomyopathies**
- **cardiovascular disease** (including coronary artery disease and peripheral vascular disease)
- **neurovascular disease**
- **structural heart disease** (including congenital, valvular, and ischemic)

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