

SiemensSays

Viewpoints from Siemens Medical Solutions Executives

Upcoming Issues

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Siemens Medical Solutions:

Shaping Oncology Care at Every Stage

Holger Schmidt, President, Oncology Care Systems Group,
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As the new leader of Siemens Oncology Care Systems Group, how would you describe Siemens' long-term vision for cancer care?

Cancer is a complex disease. Diagnosis isn't always limited to a simple test, and treatment doesn't end with one pill. Siemens' vision is to provide quality solutions across the whole healthcare continuum — starting from early detection and diagnosis through treatment and follow-up. Clearly our target is to support a complete workflow, and integration is key to achieving this. Our oncology solutions draw from Siemens' advanced portfolio of imaging technologies including computed tomography (CT), magnetic resonance imaging, molecular imaging, and digital mammography. By combining these imaging technologies with information technologies (IT), we are helping our customers not only improve workflow but achieve more personalized healthcare.

Being that each cancer patient is unique and presents a different set of circumstances and conditions, cancer care



must be personalized. Siemens is leading the way in personalized healthcare through Adaptive Radiation Therapy (ART), which we see as the future of radiation oncology. ART combines our most advanced imaging and therapy technologies to allow clinicians to better visualize the changing location, shape, and size of tumors and adapt each treatment accordingly. With our ART solutions, we can help physicians integrate imaging technologies and IT solutions to care for patients in a more personalized way and tailor each treatment to patients' unique needs.

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Siemens Medical Solutions: Shaping Oncology Care at Every Stage (cont.)



MVision is a unique volumetric in-line target imaging solution and the natural next step in Image-Guided Radiation Therapy (IGRT). Designed to work with Siemens' linear accelerators, the system is the first commercial implementation of cone beam technology utilizing a standard radiotherapy treatment beam. MVision makes it possible for the megavoltage source used for treatment to also create a 3D image of the patient, enabling clinicians to "see inside" the patient at the most appropriate moment.

What has been Siemens most significant advancement in oncology this past year?

Time is of the essence when you're dealing with cancer patients. Our ultimate goal is to provide treatment and solutions that are not only effective but efficient. One key area where we are the innovation leader is megavoltage cone beam imaging. This year we introduced MVision™, the world's first megavoltage cone beam imaging solution. MVision allows the radiotherapy beam used to treat a tumor to simultaneously produce a

CT-like image of the patient. Essentially, this enables the clinician to "see inside" the patient and deliver treatment at the most appropriate moment — thus improving treatment success and saving valuable time.

MVision is a perfect example of how Siemens is helping its customers reduce the "safety margin" of patient treatments, while reducing costs. By providing CT-like images, it provides a tool for clinicians to more confidently and precisely deliver treatment. And since it does not require a separate independent imaging source for Image Guided Radiation Therapy (IGRT), it is cost efficient. It can be fully integrated with our linear accelerators, minimizing the acquisition time and reducing investment for our customers.

Evidenced by its recent acquisitions of DPC and Bayer, Siemens is actively investing in translational preclinical technologies. How will these preclinical predictors affect molecular imaging and ultimately oncology advancements?

The DPC and Bayer acquisitions are a perfect fit into Siemens overall strategy to support its customers across the continuum of care. *In vitro* diagnostics play an important role in the early detection and diagnosis of cancer. They have the potential to help clinicians detect and diagnosis cancer, in some cases even before symptoms appear in the patient. This is a tremendous advantage for cancer patients as disease is often most treatable in its earliest stages.

By adding *in vitro* diagnostics to our unmatched portfolio of molecular imaging technologies, we'll be able to improve our overall solutions even beyond detection and diagnosis. With molecular imaging and *in vitro* diagnostics, we're preparing our technology offerings to integrate biological information to approach and

eventually complete the personalization of therapy. From these solutions we can test and develop new procedures, new applications for molecular targeting and treatment, and better therapies across the continuum of care.

What can visitors to Siemens' booth at ASTRO expect?

Since last year's meeting much progress has been made in the area of oncology and radiation therapy. Recent advancements in tools for diagnosing and delivering intense, targeted treatment have paved the way for the use of advanced radiation therapies.

At this year's show, we will demonstrate how Siemens' solutions are shaping oncology care today and into the future. Through pioneering technologies such as MVision, we are helping clinicians treat patients faster, safer, and in a more precise way, thus improving quality of life.

In cancer care, every second counts. With all the various tools involved in the oncology care environment, information management is essential. At Siemens, we strive to integrate advanced imaging technologies with IT to improve our customers' workflow. This allows them to spend less time with the technology and focus more on what is really important — caring for patients. For example, with our *syngo*™ COHERENCE™ imaging workstation, our customers can efficiently manage information in the clinical radiation oncology environment. The system connects multi-modality imaging systems and networks to a central point of care. By having all the information about a patient right at their fingertips, clinicians can better care for patients and determine the best treatment approach.

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