

Healthcare

THE DARK REPORT AND SIEMENS INTRODUCE THE WORLD'S FIRST INTEGRATED MOLECULAR SUMMIT

Thomas Miller, CEO Workflow and Solutions Division, Siemens Healthcare, to Serve as Event Keynote Speaker

PHILADELPHIA, Pa., JAN. 28, 2008 — Recent advances in genetic knowledge are transforming molecular imaging, molecular diagnostics and informatics to create stunningly precise diagnostic tools capable of assessing and treating a growing number of critical diseases. These new diagnostic tools provide physicians with an understanding of individual patient or disease differences at the molecular or genetic level, enabling them to leverage predictive diagnosis and tailor effective treatment to the individual.

To address this new frontier in healthcare, Thomas Miller, CEO of Siemens Healthcare's Workflow and Solutions Division, will serve as a keynote speaker at the first international Molecular Summit on the integration of in vivo and in vitro diagnostics on February 5-6, 2008, at the Sheraton Society Hill Hotel in Philadelphia.

Miller will discuss Siemens' vision for a new era in medicine, one enabled through integration of molecular imaging, molecular diagnostics and informatics, specifically how the integration of these disciplines will lead to predictive diagnosis and individualized treatment – true personalized medicine, which will result in improved patient outcomes. Additionally, he will speak about Siemens' business strategy for becoming the world's first and pre-eminent leader in in vivo and in vitro diagnostics

About the Summit

The Dark Report and Siemens have assembled an international faculty of experts and early adopters of integrated diagnostic care pathways within radiology and pathology to address the first international Molecular Summit on the integration of in vivo and in vitro diagnostics.

Conference attendees will have a choice of attending more than 26 educational sessions to learn how innovators are advancing clinical care and enhancing their financial strength by incorporating the latest molecular imaging techniques in tandem with emerging molecular diagnostics. Industry pioneers will speak about evolving changes in R&D, the discovery of new medicines, effective policies to translate these discoveries into better outcomes for patients, resulting treatments that improve healthcare, and new business strategies to advance the field of personalized medicine. Continuing Education Units (CEU's) are provided by the American Association of Clinical Chemistry (AACC).

“Healthcare is evolving, entering a new era, one created through the marriage of in vivo and in vitro diagnostics, arming clinicians with the tools that enable early intervention and treatment in a way that improves clinical efficiencies, effectiveness and outcomes,” said Thomas Miller, CEO, Workflow and Solutions Division, Siemens Healthcare. “We are ushering in the era of personalized medicine, moving the practice of medicine from the disease-centric to the knowledge-driven, patient-centric approach. For all of us who care passionately about this -- pathologists, radiologists and healthcare IT executives -- the Summit will deliver the latest information defining the next generation of integrated diagnostic and clinical services,”

The Molecular Summit will feature case studies involving the delivery of molecular imaging and molecular diagnostics services, particularly where collaboration is occurring between radiology, pathology, and informatics to integrate molecular imaging with relevant molecular diagnostics services.

“Alert physicians involved in imaging and molecular diagnostics know these technology advances are already breaking down traditional specialty silos,” said Robert L. Michel, editor, The Dark Report. “The Molecular Summit brings together early adopters who will share their practical experiences and discuss emerging opportunities.”

Case studies and presentations will illustrate new technology, effective use of informatics to support molecular imaging and molecular diagnostics, and new developments in the way clinicians use these technologies. The Summit will also feature highlights of molecular diagnostics implemented in clinical laboratories, imaging centers,

pathology groups, radiology groups, hospitals, and health systems. Speakers will deliver strategic presentations on how healthcare and diagnostic medicine will utilize molecular technologies in imaging, diagnostics and informatics in the future, and industry experts will conduct strategic assessments of the growing field of molecular medicine, identify emerging trends, and discuss how government and private payers are likely to respond with new coverage guidelines and reimbursement levels. More information about the event can be found at www.molecular-summit.com.

About Siemens Healthcare

Siemens Healthcare is one of the world's largest suppliers to the healthcare industry. The company is a renowned medical solutions provider with core competence and innovative strength in diagnostic and therapeutic technologies as well as in knowledge engineering, including information technology and system integration. With its laboratory diagnostics acquisitions, Siemens Healthcare will be the first fully integrated diagnostics company, bringing together imaging and lab diagnostics, therapy, and healthcare information technology solutions, supplemented by consulting and support services. Siemens Healthcare delivers solutions across the entire continuum of care -- from prevention and early detection, to diagnosis, therapy and care. The company employs more than 49,000 people worldwide and operates in 130 countries. In the fiscal year 2007 (Sept. 30), Siemens Healthcare reported sales of €9.85, orders of €10.27 billion, and group profit of €1.32 billion. Further information can be found by visiting www.siemens.com/healthcare

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