

Healthcare

SIEMENS ADDRESSES COST VS. VALUE ISSUES IN HEALTHCARE AND TECHNOLOGY

Representatives from Capitol Hill Are Briefed on Challenges Facing the Healthcare Industry

WASHINGTON, D.C., April 16, 2008 – Siemens Healthcare

(www.siemens.com/healthcare), in association with *U.S. News & World Report*, hosted an exclusive panel discussion today titled “Health Care and Technology: Cost vs. Value,” at the National Press Club in Washington, D.C. The event, attended by Congressional staff, senior business executives, and the press, examined the “value paradigm” between advances in technology and rising healthcare costs.

A diverse panel of experts weighed in on the topics of early and frequent use of imaging in shortening initial clinical evaluation, cost effectiveness and accessibility of imaging, the role of patient education, and lessons in deploying health technology and what the industry can expect to deliver in the near term. The panel also examined practical ways in which government and the healthcare industry can create consistent and generally accepted standards for measuring new technologies, maintaining the quality of procedures while reducing costs, and working together for future healthcare innovation.

“Sooner or later, all of us are patients. So, when we go through these deliberations, it is always helpful to use this to guide our decisions in the future,” said Dr. Bernadine Healy, health editor, *U.S. News & World Report*, who also served as panel moderator for the discussions.

The panel debated how to measure the value of medical imaging and how to best reconcile costs in an era of personalized medicine. The audience also heard from the government panelists on how technology is reviewed for potential funding and the need

for evidence development when making recommendations on medical imaging technologies.

During the question and answer period, the potential of healthcare information technology (HIT) to improve efficiency, workflow, and outcomes was discussed. Additionally, the use of HIT to broaden and deepen clinical knowledge of medical imaging and its impact on cost-effectiveness could be used to further evaluate, drive the efficiency and the matrix of medical imaging.

“It is indisputable that advanced medical imaging has led to earlier detection of disease, faster and more accurate diagnosis, and enables precise minimally invasive procedures for treatment of such serious conditions, such as cardiovascular disease and cancer,” said Thomas Miller, chief executive officer, Workflow and Solutions, Siemens Healthcare, who presented opening remarks to attendees at the event. “Physicians are ordering these tests more frequently as they believe that the result is safer treatment and better outcomes for their patients. Therefore, the fundamental discussion is actually whether advanced medical imaging capabilities are a driver of escalating healthcare costs or a stabilizing factor – which has led Siemens to take a leadership position in bringing these issues to the forefront.”

The panel included: Kerry Weems, acting administrator, Centers for Medicare and Medicaid Services; Dr. Carolyn Clancy, director, Agency for Healthcare Research and Quality; Peter R. Orszag, director, Congressional Budget Office; the Honorable Gene Green (D-TX), U.S. House of Representatives, member, Subcommittee on Health (Energy & Commerce); Dr. Judd E. Hollander, professor and clinical research director, Department of Emergency Medicine, University of Pennsylvania, and president of the Society for Academic Emergency Medicine; and Hala Moddelmog, president and chief executive officer, Susan G. Komen for the Cure.

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 is 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 48,000 people worldwide and operates in 130 countries. In the fiscal year 2007 (Sept. 30), Siemens Healthcare reported sales of €9.85 billion, orders of €10.27 billion, and group profit of €1.32 billion. Further information can be found by visiting <http://www.siemens.com/healthcare>

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