

Healthcare Sector Clinical Products Division

Siemens to Give Away a MAMMOMAT Inspiration in “Who Inspires You?” Video Contest

Contest seeks to recognize healthcare professionals who inspire others in the fight against breast cancer

Malvern, Pa., Jan. 6, 2011 – In celebration of the launch of the MAMMOMAT® Inspiration, Siemens new full-field digital mammography system, the company announces the “Who Inspires You?” contest. The winning hospital or imaging center will receive a brand new MAMMOMAT Inspiration and five runners-up will receive a \$10,000 voucher toward the purchase of a new Inspiration.

“Siemens conducted customer workshops around the world, in which they gave us their vision for a new mammography system. We listened to them and the MAMMOMAT Inspiration is a direct result of that customer feedback. They inspired us...now we want to know who inspires them. That is what this contest is about,” explained Gerhard Schmiedel, vice president, X-ray Products, Siemens Healthcare.

By going to www.whoinspiresyoucontest.com, healthcare facilities can submit brief videos nominating up to three clinical staff members that regularly inspire colleagues and/or patients in the battle against breast cancer. Candidates can include breast surgeons, oncologists, radiology technologists, radiologists, breast care patient coordinators, OB-GYNs or any other healthcare professional who goes above and beyond his or her responsibilities to provide exceptional patient care in the area of breast cancer. The video should also include ideas on how digital mammography can be an inspiration for patients in the community to get regular mammograms.

The contest is open through midnight on February 18, 2011. Independent judging will be conducted by the National Consortium of Breast Centers (NCBC). The winner and runners-up will be announced during the 2011 NCBC Annual Conference in Las Vegas in March.

The MAMMOMAT Inspiration received pre-market approval from the FDA in November 2010 and offers digital screening and diagnostic mammography, stereotactic biopsy, and upgrade capability to future technologies all in one system. More than 700 systems are currently installed outside the United States. Features of the system include:

Comfort and Care

According to Siemens customers, a next-generation mammography system should facilitate a more pleasant, comfortable patient experience. With its unique MoodLight™ LED light panel, the MAMMOMAT Inspiration immediately helps provide a warmer environment by illuminating soft, pastel colors that can change dynamically throughout the day or can be set on one color that best matches the environment. The material composition of the paddles also helps provide a warm, smooth feeling for patients during a mammogram.

To match breast density and thickness, the Inspiration offers three anode/ filter combinations: Mo/Mo, Mo/Rh, and W/Rh. The Opdose® feature of the Inspiration automatically selects the appropriate anode/filter combination and the lowest radiation dose for individual breast characteristics. Inspiration's Opcomp® function applies compression only as long as the patient's breast is soft and pliable - stopping at the point of optimal compression.

Enhanced Workflow

For mammography technologists, the Inspiration's one-click-to-image functionality automatically opens the patient scheduler after an exam is finalized, so that selecting the next patient is the only mouse click needed. With its isocentric rotation, the tube head instantly goes from the cranio-caudal to the mediolateral-oblique position with one touch of a button. The operator interface of the *syngo*®-based acquisition workstation (AWS) includes the generator console – meaning less equipment and a smaller footprint. The detector produces a preview image in just seconds after X-ray exposure, allowing users to quickly assess the quality of positioning and proceed with the next exam.

In a screening environment, the ability to detect small and low contrast objects is mandatory. For this reason, MAMMOMAT Inspiration provides an amorphous selenium (aSe) detector – directly converting X-ray energy into an electric charge. With a new AEC algorithm, dose calculation has been further optimized: the system measures and selects exposure parameters based on the individual breast size and composition. This adaptive AEC provides full flexibility in terms of breast positioning. The new OpView 2 image processing software is specially designed for digital

mammography to produce outstanding image quality. New algorithms provide excellent visibility of the breast border as well as structures in dense tissue.

Increased Efficiency

Siemens' dedicated Acquisition Workstation (AWS) and *syngo* MammoReport allows breast image viewing from multiple modalities all on one screen. Through DICOM and RIS compatibility, patient data is readily stored in existing clinical archives. With Siemens Remote Service, service time gaps are shortened or downtime can be eliminated. Through constant monitoring, deviating parameters are detected before problems occur.

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Siemens offers its customers products and solutions for the entire range of patient care from a single source – from prevention and early detection to diagnosis, and on to treatment and aftercare. By optimizing clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective. Siemens Healthcare employs some 48,000 employees worldwide and operates around the world. In fiscal year 2010 (to September 30), the Sector posted revenue of 12.4 billion euros and profit of around 750 million euros. For further information please visit: www.siemens.com/healthcare

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