

### Healthcare Sector Clinical Products Division

#### **Siemens Celebrates First US Installation of MAMMOMAT Inspiration Full-Field Digital Mammography System**

New York's Zwanger-Pesiri Radiology offers patients the latest in Siemens digital mammography

**Malvern, Pa., February 15, 2011 – Siemens introduces its next generation of digital mammography with the first US installation of its MAMMOMAT® Inspiration at one of Zwanger-Pesiri Radiology's nine locations on Long Island, New York. The Inspiration offers digital screening and diagnostic mammography, stereotactic biopsy, and upgrade capability to future technologies all in one system.**

"The installation of the MAMMOMAT Inspiration is a key differentiator in helping us provide our patients the most comfortable mammography experience while capturing high quality clinical images," explained Steven Mendelsohn, M.D., medical director for Zwanger-Pesiri Radiology. "Even though most people understand the importance of having a mammogram, it is not often considered a pleasant experience and many women put off having the exam. The Inspiration's unique design and comfort features can help patients in our community feel less intimidated by the exam and could be a driver in helping to encourage them to schedule regular mammograms, which is critical to early breast cancer detection. The Inspiration's functionality also makes the process of conducting a mammogram and reading clinical images easier for our technologists and radiologists than previous mammography systems."

Zwanger-Pesiri Radiology will be installing 13 Inspiration systems. More than 700 MAMMOMAT Inspiration systems are currently installed outside the United States.

#### **Who Inspires You?**

To celebrate the launch of the MAMMOMAT Inspiration, Siemens is hosting the "Who Inspires You?" contest that is open through midnight on February 23, 2011. By going to [www.whoinspiresyoucontest.com](http://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,

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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.

“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.

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.

### **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.

To match breast density and thickness, the Inspiration offers three anode/ filter combinations: Mo/Mo, Mo/Rh, and W/Rh. The Opdose® feature 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**

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. 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.

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.

In addition to the Inspiration, Zwanger-Pesiri is also the first diagnostic imaging center in the US to install the MAGNETOM® Skyra, Siemens' new 3T Magnetic Resonance Imaging (MRI) scanner – featuring Tim® 4G and Siemens-exclusive Dot™ (Day optimizing throughput) engine.

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](http://www.siemens.com/healthcare).