

### Healthcare Sector Clinical Products Division

#### **Oconee Medical Center is Winner of Siemens “Who Inspires You?” Video Contest**

Announced at the National Consortium of Breast Centers Annual Conference, the facility will receive a brand new MAMMOMAT Inspiration digital mammography system

**Las Vegas, March 15, 2011 – Oconee Medical Center in Seneca, S.C., is the winner of Siemens “Who Inspires You?” video contest and the recipient of a new MAMMOMAT® Inspiration, Siemens next generation full-field digital mammography system.**

Oconee Medical Center’s video, titled “It’s All About the Patient,” highlights their mammography supervisor, J.J. Thomas. J.J.’s co-workers and patients describe how she inspires them everyday with her intense focus on her patient care — not only their medical exams including mammograms, biopsies, surgeries, etc., but also on their emotional well being during what is often a very difficult time for them.

“J.J. Thomas embodies the spirit of the ‘Who Inspires You?’ contest with her unwavering commitment to delivering exceptional, personal care to her patients. We are thrilled that her work is being recognized and that we are the winner of a new MAMMOMAT Inspiration digital mammography system,” said Blake Poleynard, MD, OMC, radiologist at Oconee Medical Center. “As a small, community hospital that is still using film-based mammography, we believe that this system will help us provide the best possible medical services to our patients.”

In addition to Oconee Medical Center, who wins a new Inspiration, five other healthcare providers were chosen as runners-up and will each receive \$10,000 toward the purchase of a new Inspiration. The runners-up are: Moberly Radiology and Imaging, Moberly, Mo., Rush Memorial Hospital, Rushville, Ind., Cobre Valley Regional Medical Center, Globe, Ariz., Lincoln Hospital, Davenport, Wash., and Sitka Community Hospital, Tillamook, Ark.

“It is obvious from the video submissions that every healthcare facility has their own unique challenges and each is staffed with incredible people who meet those challenges head-on,” said Deb Wiggins, executive director of the National Consortium of Breast Centers (NCoBC). “We were

truly inspired by all of their stories. While choosing just one grand prize winner and five runners-up was difficult, we felt that these six stories, and J.J. Thomas of Oconee Medical Center in particular, best captured the spirit of the contest which was to recognize breast care clinical professionals who regularly go the extra mile for their patients, and to explain how digital mammography could help inspire patients to get regular mammograms.”

Siemens hosted the “Who Inspires You?” contest from January 3 to February 23, 2011, and judging was conducted by the NCoBC. Nearly 100 videos were submitted from healthcare facilities around the U.S. to [www.whoinspiresyoucontest.com](http://www.whoinspiresyoucontest.com). Each facility nominated up to three clinical staff members that regularly inspire colleagues and/or patients in the battle against breast cancer. Candidates could 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. Video submissions also included ideas on how digital mammography can be an inspiration for patients in the community to get regular mammograms.

“Our customers inspired us to build this innovative digital mammography system, so we wanted to give them a chance to highlight the people in their organizations who inspire others,” said Gerhard Schmiedel, vice president, X-ray Products, Siemens Healthcare USA. “We are thrilled by the overwhelming response to this contest and by the overall excitement we are seeing in the market about the MAMMOMAT Inspiration.”

Siemens will kick off a U.S. road show in April to bring its portfolio of breast care solutions directly to healthcare providers across the country. Demo versions of products including the Inspiration and the ACUSON S2000 Automated Volume Breast Scanner ultrasound system have been installed in a mobile coach and will stop in eight cities, giving customers the chance to see the systems, meet with their local Siemens representatives, and attend clinical presentations by local breast care practitioners. Attendees will earn one education credit from the American Society of Radiologic Technologists. Details on the road show, as well as the winning videos from the “Who Inspires You?” contest, can be found at [www.whoinspiresyoucontest.com](http://www.whoinspiresyoucontest.com)

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