

Healthcare Sector Imaging & Therapy Systems Division

Siemens Demonstrates Strategy for Sustainable Cardiovascular Care

Facing the complexities of health reform and emerging payment models, providers can turn to Siemens to help navigate the new healthcare landscape.

New Orleans, April 4, 2011 — At the 60th Annual Scientific Session and Expo of the American College of Cardiology, from April 2-5, 2011, in New Orleans, Siemens will demonstrate its solutions for sustainable cardiovascular care in booth 1629. Healthcare providers in the United States are bracing for changes that will increase their accountability through incentives tied to improvements in quality and the overall value of care. With a comprehensive portfolio of solutions from in vitro diagnostics to imaging modalities to information technology (IT), Siemens is uniquely positioned to help providers deliver consistent, high-quality and cost-effective care.

“At the ACC we are demonstrating that our approach is helping cardiovascular professionals prepare to not only meet the challenges ahead but to excel in an environment that will place paramount importance on driving down the cost of care while maximizing quality outcomes,” said Claus Grill, Vice President, Angiographic, Cardiac and X-ray Systems, Siemens Healthcare.

“Siemens has a longstanding commitment to both innovation and technological integration and our solutions are enabling sounder decisions, safer procedures, stronger operations and smarter investments.”

Siemens is helping cardiovascular professionals to optimize clinical decision making, employ safer, and in many cases, less invasive procedures, improve operational efficiency, and do more with the investments made in healthcare technology and IT — ultimately helping to make the delivery of cardiovascular care more sustainable.

Sounder decisions, safer procedures

Healthcare providers using Siemens technology can make more informed decisions with superb image quality and integrated informatics; they can also accelerate decision making with knowledge-based workflow protocols. With high-quality biomarkers, providers can also better direct

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treatment protocols by diagnosing cardiovascular disease earlier. Siemens X-ray based imaging technologies employ award-winning CARE (Combined Applications to Reduce Exposure) software, which helps providers achieve high quality images at low radiation dose levels. Siemens portfolio also supports minimally invasive surgical techniques while improving diagnostic confidence, and integration across health IT systems for physician reporting helps increase the speed to diagnosis.

Operational efficiency and smarter investments

With access to integrated information and images at the departmental and enterprise levels, Siemens is providing opportunities to increase operational efficiency across multiple areas of healthcare. This allows for the opportunity to better understand, and improve the way resources are utilized in the emergency department, for example, by using Siemens integrated diagnostics offerings for ruling out patients with chest pain. With an industry-leading suite of hybrid innovations, Siemens also enables providers to maximize their resources, and uptime during peak hours with real-time remote monitoring, flexible service plans and IT support.

When working in unison, these solutions help cardiovascular professionals focus on high-quality patient care, so they can put a greater emphasis on meeting evolving national benchmarks for safety and quality. The end result is a consistent, high-quality and cost-effective approach to dealing with more demanding workloads and more difficult clinical scenarios — sustainable cardiovascular care.

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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