

Healthcare Sector Newsbyte

Siemens Executives Elected to Medical Imaging Technology Alliance Leadership Roles

Multivendor initiative advocates for fair legislative and regulatory proposals regarding medical imaging.

Malvern, Pa., Jan. 21, 2011 – Today, Siemens Healthcare announced that two executives, Randy Hill and Henri “Rik” Primo, were tapped to assume leadership roles in the Medical Imaging Technology Alliance (MITA). Hill was appointed Chair of the MITA Board. Primo has been re-elected for a sixth term as chairperson of the Medical Imaging Informatics (MII) section. MITA is dedicated to the advancement of medical science, the improvement of patient care, and the contributions that high quality, innovative medical imaging and radiation therapy technologies make toward achieving those goals.

Randy Hill is the interim Chief Executive Officer for the U.S. organization of Siemens Healthcare. He is responsible for sales, marketing, service, and logistics across the Siemens Healthcare portfolio. Prior to his current role, Hill was Chief Operating Officer for the U.S. healthcare organization where he was responsible for setting and implementing national strategies to sell Siemens products and services, and achieving synchronization across Siemens Healthcare’s U.S. Business Management and Solutions Implementation teams. In his 25-year history at Siemens Healthcare, Hill has had the unique perspective of understanding customer needs from both a sales and services perspective, which puts him in a better position to shape MITA’s future growth and outreach efforts.

“I am extremely excited to take a leadership role that will help to shape the future of this important multivendor association,” said Hill. “MITA is influential in ensuring the continued understanding of the importance that imaging and radiation therapy play in the well-being of Americans. The organization also has a great deal of importance in helping to explain the need for imaging services to policymakers on regulatory and reimbursement issues.”

Henri “Rik” Primo was re-elected for the sixth consecutive year as the Medical Imaging Informatics section chairperson. He will oversee several MITA workgroups focused on providing standards guidance, recommendations related to privacy and security issues with imaging informatics, and on gaining recognition, on a national level, for the inclusion of images and imaging reports (via the DICOM Standard) in the Stage 2 Meaningful Use of electronic health record (EHR) technology. Primo will also continue to serve on MITA’s board of directors, alongside other Siemens colleagues, such as Hans Beinke, Vice President, Regulatory Quality and Clinical Affairs.

At Siemens, Primo is Director of Marketing and Strategic Relationships for the Americas region in the SYNGO Business Unit of the Imaging and Therapy Systems Division. He has more than 25 years of professional expertise in digital imaging, picture archiving and communications systems (PACS) and healthcare information systems.

MITA provides leadership for the medical imaging industry on legislative and regulatory issues at the state, federal, and international levels. It serves as an advocate for fair legislative and regulatory proposals that encourage innovation, investment in research and development, and the continued global competitiveness of the medical imaging industry. MITA is a leading standards-development organization for medical imaging equipment. These standards are voluntary guidelines that establish commonly accepted methods of design, production, testing and communication for imaging and cancer treatment products.

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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