

SiemensSays

A Newsletter for Editors from Siemens Medical Solutions

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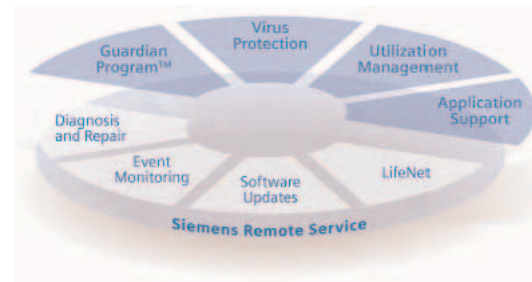
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Mission Critical: Safeguarding Systems at Sarasota Memorial Hospital

If medical equipment malfunctions, it can lead to physician dissatisfaction, administrative burdens and revenue loss. It can also put patients' lives at risk. In critical care environments such as the interventional and catheterization (cath) labs at Sarasota Memorial Hospital, Florida's second-largest county hospital, optimal equipment performance is vital. To help keep medical systems up and running when they're needed most, Sarasota Memorial relies on Enhanced Productivity Services provided by Siemens Services Organization's Uptime Services, including the Guardian Program™, Virus Protection and Utilization Management.

Since implementing the Guardian Program, the facility has saved valuable time and money – ultimately helping to improve patient care. Designed to ensure the continuous availability and functionality of medical systems, Guardian proactively monitors modality systems within Sarasota Memorial's eight interventional suites and cath labs. Hospital staff estimate the program has helped reduce downtime in the interventional suites two to three percent.



In one instance, Guardian proactively detected and replaced a faulty foot pedal in the cath lab before hospital staff even realized there was a problem. With the preliminary warning from Guardian, the pedal took mere hours to fix, rather than the two days it could have taken had the problem grown worse. Sarasota Memorial's interventional radiology labs run five days a week, 10 to 12 hours per day, averaging 200 to 300 procedures per week. Hospital administrators estimate a complete foot pedal malfunction could have resulted in the postponement of 24 patient procedures and \$240,000 in lost revenue.

According to James Ruggiero, manager of biomedical services, Sarasota Memorial Hospital, Guardian is key to the continual operation of medical systems. He and his staff take comfort in the fact that Siemens is monitoring Sarasota Memorial's equipment in real time and can react in a timely manner.

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Siemens Service Goes Above and Beyond

Randy Hill, Senior Vice President, National Service, Customer Solutions Group

What is the biggest service-related issue Siemens' customers are facing and how does Siemens address it?

Our customers need to get the most out of their technology while delivering quality patient care and driving down costs. Siemens addresses this challenge by providing programs and services to help keep our advanced imaging technologies operating optimally. Siemens Enhanced Productivity Services, powered by Siemens Remote Service, make it possible to predict and detect potential system problems while ensuring preventative maintenance modifications, updates and appropriate documentation are maintained.

If a problem is detected, Siemens' engineers are standing by with a solution. In general, 40 percent of our service events are handled remotely, meaning we do not have to dispatch an engineer to the customer site — saving valuable time and money. A testament to this is our No. 1 Customer Satisfaction ranking in IMV's 2005 ServiceTrak Imaging Report.

While our goal is prevention, disasters can strike without warning, prompting the need for a strategic, speedy response. For example, during Hurricane Katrina, Siemens immediately came to the aid of customers and storm victims with portable imaging equipment. Our technicians linked these diagnostic

systems via high-speed lines at Houston's Astrodome to area hospitals, allowing doctors to view the images and prescribe treatment.

Tell us about Siemens' customer service approach.

Our goal is to prevent problems before they turn into a major crisis, rather than react with "break-fix" service.

First, we maintain continuity throughout the entire service delivery process by dividing our customers into regional care service zones. This approach helps ensure onsite service is consistent with that of our technical support teams at our Cary, N.C. service headquarters.

Second, we work closely with our customers to help them get the most from their technology investments. From the moment of purchase, our "Life" customer care program surrounds customers with an array of tools to help take patient care to the next level.

Finally, innovative services such as the Guardian Program™ enable us to go above and beyond the call of service. Guardian allows Siemens' technical service engineers to remotely monitor systems in real time so that they can detect and repair a problem, often before customers are even aware of the situation. In addition, Siemens is the first and only original equipment manufacturer to offer a virus protection program specifically designed for medical systems.

What new developments did Siemens' Service Organization bring to its customers in 2005?

We continue to strengthen our portfolio of Enhanced Productivity Services. We

recently expanded our Guardian and Virus Protection Services. We also introduced a new Utilization Management program to help magnetic resonance imaging departments improve workflow. This program, soon to be available to our computed tomography customers, provides tools to measure productivity and benchmark against other institutions. In addition, we've helped improve service delivery time through Siemens Handheld Prism Device. With this device, Siemens' field service engineers have key customer information right at their fingertips, including service histories and product information.

What does the future of service hold for Siemens' customers and their patients?

Our customers continually rank us among the industry's top service providers due largely to our dedicated team of engineers. These engineers work around the clock to see that our customers are satisfied. To maintain this superior quality of service, our engineers will continue to undergo training and development programs to further enhance their skills and more intimately understand clinical workflow challenges.

In addition, we'll continue working closely with our customers as we expand our Life program with new tools enabling the continuous development of their skills, productivity and technology. At the end of the day, service is about innovation, proven outcomes and partnership.

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“A Whole Hearted Approach” at ACC 2006

With its finger on the pulse of cardiac care, Siemens Medical Solutions will demonstrate how its integration of imaging and information technology (IT) helps drive positive clinical and financial outcomes at the 55th Annual Scientific Session of the American College of Cardiology (ACC) from March 11 through 14, 2006 (booth # 3431).

Time is critical for cardiac patients, and clinicians need tools to more rapidly and accurately move from diagnosis to treatment. Working to address these needs, Siemens’ “big picture” solutions blend imaging, IT, and professional services to give cardiologists a unique, customized solution that optimizes clinical, operational and financial performance and enables proven outcomes.

IT provides clinicians access to valuable information anytime, anywhere to help them diagnose and treat cardiac diseases, while allowing them to spend more time with their patients. Supporting the cardiovascular care continuum from diagnosis to treatment and follow-up, Siemens’ seamless integration of images and patient information through Soarian® Cardiology with *syngo*® Dynamics, along with departmental information solutions such as Soarian OR, Soarian Critical Care, and Soarian Disease Management, delivers a robust, holistic cardiovascular electronic patient record.

Breakthroughs in medical technologies are enabling earlier disease detection and more effective treatment. Siemens’ non-invasive solutions, such as the SOMATOM Definition™, the world’s first dual source computed tomography (CT), Tim® (Total imaging matrix) technology, *syngo* BEAT and Biograph™ 64 PET/CT are setting new standards in image quality. Invasive diagnostic solutions, including the AXIOM



Siemens Medical Solutions’ innovations supporting cardiovascular care will be featured at the 55th Annual Scientific Meeting of the American College of Cardiology (ACC).

Artis with 30X40 cm configuration, AXIOM Sensis hemodynamic and electrophysiological recording system and ACUSON AcuNav™ 8F ultrasound catheter, help cardiologists treat heart disease with unparalleled precision.

To complete the “big picture” solution, Siemens provides performance improvement services to help achieve measurably improved clinical, operational and financial outcomes. By capitalizing on opportunities to optimize the cardiovascular patient care delivery process in conjunction with technology deployment, Siemens helps clinicians and administrators to realize the best achievable performance in their cardiovascular service line. Siemens Integrated Performance Solution (IPS) for cardiovascular services is a proven approach to performance improvement for the cardiovascular enterprise that focuses on optimizing operations by considering technology, processes and the facility infrastructure in an integrated fashion.

For booth tours, interviews or additional information about Siemens at ACC 2006, please contact: amanda.naiman@siemens.com.

Mission Critical (Cont. from page 1)

Enabled by Siemens Remote Service (SRS), Guardian monitors imaging systems via a secure remote VPN connection, event monitoring software and technical engineers during principal coverage periods identified within service contracts. If a problem is detected, remote technical service engineers can spot and seamlessly repair many malfunctions before they cause system downtime.

Along with Guardian, Ruggerio notes that Siemens’ Virus Protection offers peace of mind in knowing medical equipment is protected. This enhanced productivity service is designed to protect technology against malicious software attacks that could infect equipment and potentially delay diagnosis and treatment of patients.

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Touching the Future of Nursing Informatics

At the invitation of Penn State Abington (Pa.) Information Sciences and Technology faculty member Richard Lang, Ed.D., Brian Gugerty D.N.S., M.S., R.N., a Siemens clinical informatician, guest lectured on "Nursing Workflow in Collecting and Documenting Vital Signs" to Systems Integration I students and faculty members in January. The students will design IT solutions to make nurses' workflow more effective and efficient during the semester. Dr. Gugerty will return in April to assist Dr. Lang in evaluating their solutions.



Siemens Executives and Customers to Present at HIMSS 2006



Siemens Medical Solutions customers and subject matter experts will participate in a variety of educational sessions at the Healthcare Information and Management Systems Society (HIMSS) 2006 Annual Conference and Exhibition, to be held in San Diego Feb. 12-16.

In addition to Siemens' own lineup of in-booth customer presentations, Siemens speakers will be featured at the core education sessions, and at the Nursing Informatics and Regional Health Information Organization (RHIO) symposia.

Siemens in-booth customer presentations will include:

- **IT Driving an Integrated Delivery System** by The Nebraska Heart Institute Heart Hospital
- **Clinical Optimization Through Workflow** by The Chester County Hospital
- **Realizing True Community Connectivity** by Northwest Physicians Network

- **Driving Patient Care, Outcomes, and Quality of Life via Disease Management** by South Carolina Heart Hospital
- **Integrated Workflow Across HIS and Modalities** by Wyoming Valley Healthcare System
- **Clinical Optimization from a Community Perspective** by East Texas Medical Center
- **Attaining Revenue Cycle Excellence** by Susquehanna Health System

If you're attending HIMSS, be sure to stop by the Siemens Welcome Desk (booth #1237, Hall G) to pick up further information/logistics on these speaking activities.

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A New Lifeline for Molecular Imaging Customers

Change is inevitable, which is why Siemens Medical Solutions developed Life, an aptly named initiative to assure that as technology changes, its customers will remain at the cutting-edge. As part of this program, Siemens Molecular Imaging (MI) Division recently launched MI LifeNet (www.mi-lifenet.com), a comprehensive resource that provides its customers with continually updated educational components, marketing service- and product-related information and news about molecular imaging.

LifeNet features MI University, which provides access to valuable clinical data and detailed case studies, video lectures, product information, and a means of information exchange among peers. Through this resource, clinical data that

could influence the early adoption of new standards of care, such as the use of SPECT-CT imaging technology, can be disseminated. In addition, participants are given access to Continuing Medical Education (CME) hours, current research, templates for report generation, and materials for use in educating both patients and referring physicians about the clinical efficacy of hybrid molecular imaging technologies in diagnosing and treating disease.

Currently available to U.S. customers, MI University focuses on PET and PET/CT, with availability to international customers and additional information on all products in Siemens' molecular imaging portfolio soon to be added. The continued expansion of MI University is moving

forward quickly and it is anticipated that this will significantly influence the adoption of evolving hybrid technologies in Europe and Asia, as well as in developing countries, where comprehensive education on these modalities is not readily available.

In a world of continuous change, MI LifeNet and MI University are just two more ways Siemens is helping its customers stay ahead of the pack, improving performance and productivity, and driving the future of care.

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Siemens' MRI Systems Now Available to a Broader Audience

Already known for its unmatched speed, advanced image detail, scanning flexibility and power, select Siemens' magnetic resonance imaging (MRI) technologies are now offered through Siemens' Proven Excellence Program. Reconditioned MRI systems are offered at a reduced price point, providing advanced medical imaging to any customer – from community hospitals to large medical institutions. Currently, the MAGNETOM® Symphony, Harmony and Concerto are available through the program.

The excellent quality of these reconditioned systems is based on the in-depth refurbishing process, which all systems undergo as part of the Proven

Excellence Program. This process ensures compliance with Siemens' high quality standards and also allows the incorporation of innovative Siemens technologies. After completion of the process, the systems are given the Proven Excellence quality seal, representing the fulfillment of the strict specifications of relevant international norms and standards, as well as security regulations.

The MAGNETOM Symphony encompasses some of the most advanced technologies and programs on the market today and is capable of multiple applications. The system's design and lightweight coils provide increased patient comfort and throughput, while easy handling allows

clinicians to perform multiple exams in a single set-up. In addition, iPAT (integrated Parallel Acquisition Techniques) compatible coils increase workflow by reducing scan time up to 75 percent, and provide more highly differentiated and clinically relevant images.

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Huashan Hospital Achieves Proven Outcomes in Patient Throughput

Huashan Hospital is managing unprecedented patient volumes with its Biograph™ 2 Positron Emission Tomography/Computed Tomography (PET/CT) system. The facility recently performed more than 30 PET/CT exams in a single working day, illustrating the outstanding throughput enabled by the Biograph family. In November 2005 alone, the facility imaged 541 patients, 375 male and 166 female, a record in PET/CT imaging. In total, the facility performed 476 whole body scans, 23 partial body scans, 39 brain scans and several CT-dedicated exams. Of these procedures 521 were FDG scans and others involved C-11.

PET/CT provides clinicians with enhanced capabilities for early detection and the detail provided is an integral part of radiation therapy planning. There has been a near 100 percent shift towards

PET/CT from PET only systems since 2001, likely because the technology can accommodate a wide range of clinical applications and helps facilities benefit from an aggressive foray into the future of oncology diagnostics and care.

The Biograph PET/CT family incorporates an unmatched range of performance options to enhance image quality, resolution, and throughput, as well as information technology (IT) solutions for multimodality integration. Key features include LSO detector technology which has revolutionized patient throughput, high-resolution PET and CT options, image quality enhancements, and integration into the *syngo*® post processing IT workplace.

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New Component of Revenue Cycle Solution Now Generally Available



Siemens announces the general availability of its ePayments Service, offered through its electronic data interchange (EDI) subsidiary HDX. ePayments provides an end-to-end electronic payment and cash posting solution that opens the door to the world of e-business.

By leveraging the power of the Internet, ePayments improves the speed and ease of patient/guarantor payments by expediting processing and supporting multiple channels for revenue collection, such as the payment Web site and

consolidators. Payments can be made via credit cards, bank accounts, in-person at the point of service, or to the business office by phone.

In addition to providing patients/guarantors with leading edge technology and the convenience to view and pay their statements online, ePayments can give health systems additional benefits that include brand equity, workflow efficiencies and cost savings.

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