



Imaging Opportunities for Urology Physician Practices Affordable In-Office Computed Tomography Solutions

capitalize

on imaging opportunities
in urology

The introduction of Multislice Computed Tomography (MSCT) has changed the way urologists diagnose their patients. Today, CT has become the gold standard for many diagnostic examinations in urology.

Now Siemens Medical Solutions is making this fascinating imaging technology available to private practices like yours. Adding computed tomography can not only improve patient convenience — by combining diagnosis and care in one location — but it can also significantly improve the overall bottom line of your practice. Furthermore, in today's competitive marketplace, adding this service can help distinguish and grow your practice successfully.

If you are thinking about adding CT to your practice, Siemens will show you the way to realize your goal. We offer not only modern in-office CT scanners for every practice's specific needs, but we also support your decision and investment process every step of the way with our professional services. We will make it as easy for you.

We have developed a simple four-step approach that helps you to assess whether in-office CT is the right solution for your practice. And our Siemens Team will provide professional expertise to help you make the right decisions.

Now it is up to you! Explore new imaging opportunities with our convenient and easy to use four-step Information Guide.

NEW: Quick Start Package

To get you started quickly, we will prepare your personal "CT Quick Start Package for Urology." Simply use the Quick Checks #1-4 and we will customize your personal information package with these features:

- Product brochures
- Quick Quote for financial orientation
- Financial feasibility study (pro forma) based on your practice numbers
- Cut sheets

"We are able to offer patients the full package – diagnosis and treatment – in one visit, which is an advantage over our competitors."

*Terry W. Coffey, Administrator
Virginia Urology
Richmond, VA*



SOMATOM Emotion



STEP 1

Know your clinical needs

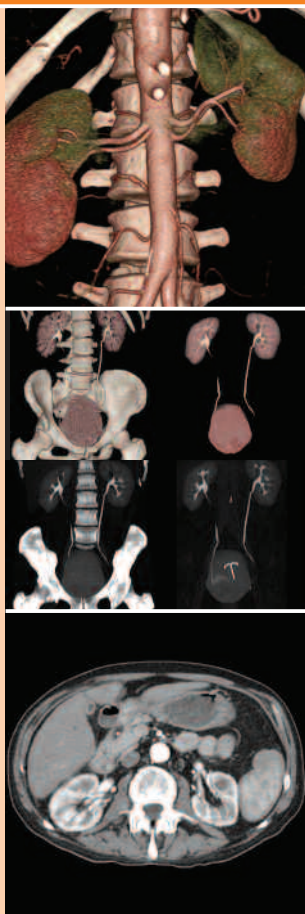
The first step is to identify your clinical needs. This helps us to find out which scanner best fits your practice. The two basic determinants of your clinical needs are your practice patient volume and the type of examinations that you will be performing.

Patient Volume Simply count how many patients your practice is sending out for a CT scan in an average week (5 days). Add to this number an estimate of how many patients you anticipate scanning due to population and practice growth.

Type of Examinations In addition to the patient volume, the kind of studies that you will be performing matter. The routine clinical usage of CT in urological diagnosis revolves around three typical protocols:

1. Stone Protocol
2. CT Urography (Hematuria Protocol)
3. Renal Mass Protocol

Depending on your practice model, you might plan to utilize your CT scanner for whole body imaging. In this case, tell us which other examinations you plan on offering.



STEP 2

Select the right product

Siemens has a broad family of CT scanners, ranging from entry-level CT to the leading edge scanner in speed and image quality, fitting all clinical needs and budget sizes. All our CT scanners are designed with state-of-the-art multislice CT technology. Our dedicated in-office CT scanners are the SOMATOM® Spirit and the SOMATOM Emotion. Unlike any other CT scanner, they offer what a physician practice needs: patient-friendly design, clinical flexibility, the smallest available footprint, and the most economical performance. For your choice, this means comfort and peace of mind that feels exceptional to the patient and the caregiver.

Your Choice The **SOMATOM Spirit** is a modern, entry-level 2-slice CT unit that performs routine applications and advanced post-processing, stretching the dollar of cost-conscious customers with a small practice size.

The **SOMATOM Emotion**, with more than 4,000 systems installed worldwide, focuses on clinical efficiency and comes in different configurations, including 2 and 6 slices. The SOMATOM Emotion 2-slice configuration gives you the power to routinely scan obese patients, while the 6-slice configuration fulfills all clinical expectations for urology and other full body studies, even at a high patient volume. The 6-slice configuration of the SOMATOM Emotion is setting the clinical trend for mid-size and large practices.



Quick Check #1:

	<i>Patient Volume Practice/Week</i>
Stone Protocol	#
CT Urography	#
Renal Mass	#
Other Examinations	#
Total Patients/Week	#

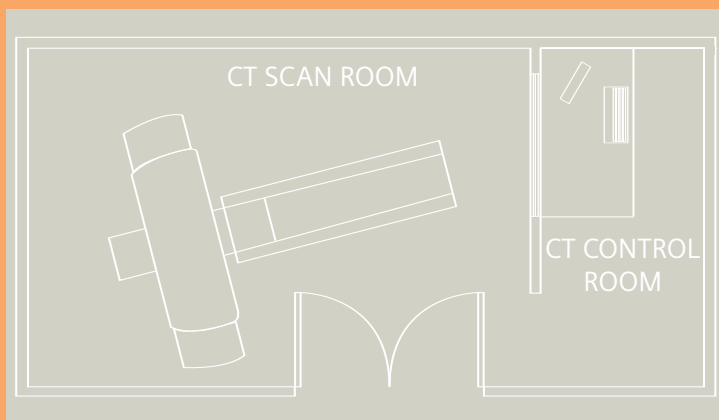
Easily determine your expected patient volume and study mix of your practice.

Quick Check #2:

	<i>Small</i>	<i>Medium</i>	<i>Large</i>
SOMATOM Spirit	X	X	
SOMATOM Emotion 2 slice	X	X	
SOMATOM Emotion 6 slice		X	X
Number of Physicians	#	#	#

Circle which product you think might best fit your practice, based on your practice size (add number of physicians).

STEP 3 Does it fit?



Minimum space requirement is 175 sq. ft.

Many private practices have limited space available. However, most physicians are surprised at how little space is actually needed to site a CT in their office. The dedicated Siemens in-office CT scanners are designed with the smallest possible footprint and have easy siting requirements — no matter where your practice is located.

Siting Both the SOMATOM Spirit and the SOMATOM Emotion are setting the industry benchmark with their compact designs and small footprints (as small as 175 square feet), making them ideal to site in a private practice. Both systems are air cooled, which eliminates the necessity for an extra water chiller typically found with other CT products. The actual installation can be done easily within one or two days.

A Siemens project manager will be glad to visit your site and assess whether the selected CT system can be installed or if room or power modifications are necessary. Literally any existing room can be modified to meet the criteria of a CT room and most medical buildings already have the necessary power supply.

STEP 4 Focus on your bottom line

In-office CT can be a significant new source of practice revenue. Let us show you how.

Siemens Financial Services offers you the flexibility to easily finance or lease your CT equipment as part of our one-stop shopping solution. Your Siemens financial analyst will provide you with a customized business pro forma, based on your actual practice numbers — free of charge.

Affordability Both the SOMATOM Spirit and the SOMATOM Emotion are uniquely affordable solutions. The SOMATOM Spirit offers a new level of cost-effectiveness reaching the break-even point faster than conventional scanners, thus maximizing your return on investment. This gives practices with limited budgets and low patient volume the opportunity to invest in their own CT technology. That's affordability.

The SOMATOM Emotion combines the best of both worlds, clinical performance and low life cycle cost, to make it an outstanding investment for mid-size and large practices with a higher patient throughput or broad patient examination mix.

Our CT system prices include: Shipping, Installation, Testing, one-year warranty and our unique Life Customer Care Services such as Application Training, Application Hot-Line Support, and much more.

	Procedures Per Day	Days Per Month	Average CPT	Income	FMVL Cost	ROI* Per Month	ROI for 5 Years
A	1.8	20	\$220	\$7,950	\$7,950	Break Even	Break Even
B	5	20	\$220	\$22,000	\$7,950	\$14,050	\$843,000
C	10	20	\$220	\$44,000	\$7,950	\$36,050	\$2,163,000

Sample computation – Basic SOMATOM Spirit configuration, based on a 5-year Fair Market Value Lease (FMVL). Prices will vary with additional options. Please consult your Siemens Account Executive for details.
*Return on Investment.

Quick Check #3:

Potential CT room available? Yes No

What is the size of that room/area in square feet? _____

Take a moment to look around. Do you have a room or space where you can envision your new CT scanner?

Quick Check #4:

	Interest	
Business Pro Forma:	Yes	No
Siemens Financial Services:	Yes	No
Leasing Information:	Yes	No

We help you to calculate your bottom line.
Let us know your investment needs.

Siemens makes it easy

Sit back and relax. We help you step by step.

Siemens has a dedicated team of experts to help you step-by-step. Your team includes:

Business Development Manager Your local Siemens Sales Representative will be your personal contact partner. He or she will listen to your plans and advise you on the right products and solutions. In addition, he or she will introduce the right specialist at the right time and prepare the appropriate system quote.

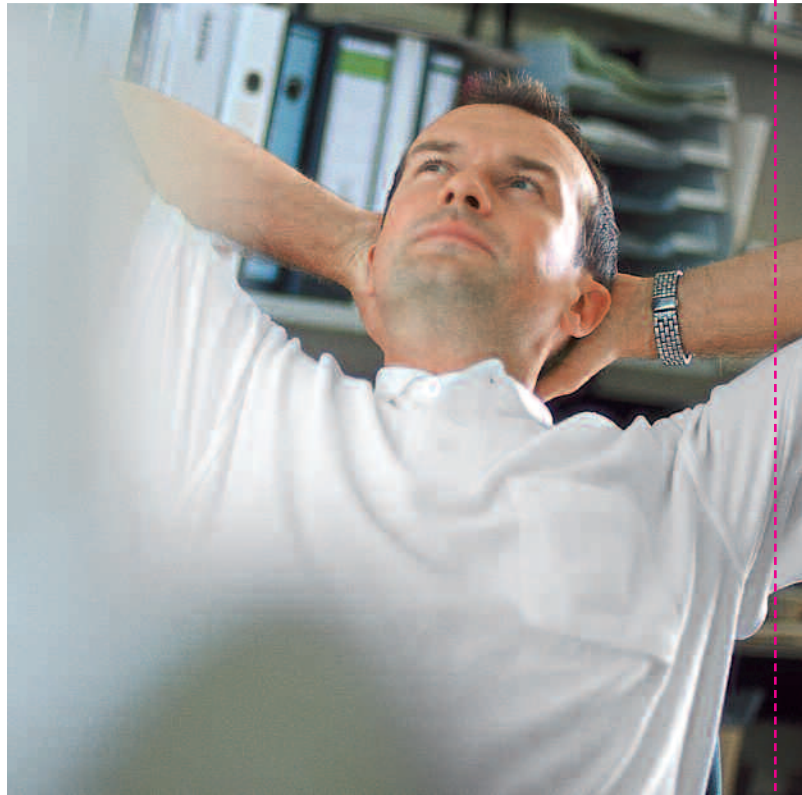
Project Manager Your local Project Manager is responsible for assessing your site and supporting the installation process.

Financial Analyst Your Financial Analyst will prepare a business pro forma and calculate income, expenses, and profitability. He or she will also show you Siemens financing solutions that meet your financial and administrative needs.

Application Specialist Your Application Specialist will perform the application training at your site, so that you feel comfortable scanning your patients from day one.

Service Engineer Your local Siemens service organization will ensure highest uptime of your scanner and offer tailored service plans for every practice and budget throughout the life of your CT scanner.

Our professional team will make it easy for you!



Now it is up to you!

Are you ready to capitalize on new imaging opportunities? Simply call our contact phone number: 1-888-826-9702 and refer to "Imaging Opportunities" or send us an email to: CTopportunities.MED@siemens.com to request more information.

We will be happy to answer your questions and to schedule a meeting with your local Business Development Manager at your practice. Use our NEW Quick Start service and request your personal **"CT Quick Start Package for Urology."**

Explore your Imaging Opportunities today and join your many colleagues who are already successfully delivering high quality patient care with Siemens in-office CT solutions for Urology!

Contact Siemens

Phone: 1-888-826-9702

Code: "Imaging Opportunities"

Email: CTopportunities.MED@siemens.com

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