



Understanding the needs of healthcare professionals

Siemens is breaking new ground in communication through Clinical Galleries

Our knowledge-driven society is mainly characterized by an increasing abundance of information. Ideally, every piece of information should be focused and prove immediately beneficial. That's exactly what Siemens' new Clinical Gallery concept offers to healthcare professionals. It is a completely new way of presenting products, their features and the added value they bring to each aspect of the clinical workflow.

"Following analysis of the clinical workflow, we strictly focused on the relevant product features and their clinical benefits to enable an improved communication. A communication that has a clinical perspective," states Kevin Dand, director of global marketing for interventional radiology from Siemens Medical Solutions. "We demonstrate an understanding of clinical practice and are moving away from the days of in-depth technical detail, the feature or the box, towards what really matters: delivering the tools for an effective clinical result," he further explains. It goes without saying that an artist's work is best

presented in a gallery. Our galleries communicate through a collection of images, representing clinical benefits enabled by product features, delivered in line with the clinicians' workflow for the optimum clinical result. Clinical galleries communicate an unmatched and tailored solution to modern clinical needs.

Clinical results, enabled by system features

The new gallery concept clearly aims to initiate a dialogue that is closer to the clinicians' world. The dialogue is supported with images that are appropriate to the specialists' expertise. These images are presented in a logical sequence that matches clinical workflow and daily routine. Each image is "enabled" by a system feature that produces a clinical result or provides well-defined workflow benefits. "This new approach enables us to better understand the specialists' needs of today and of the future," explains Dand. "It is an exciting shift whilst improving communication."

Neuro Gallery

Overview

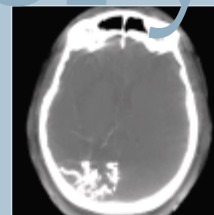
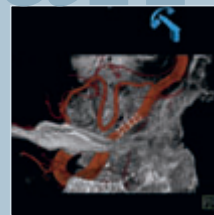
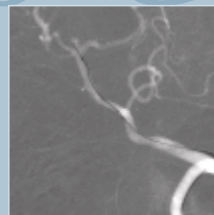
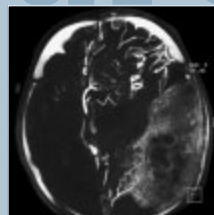
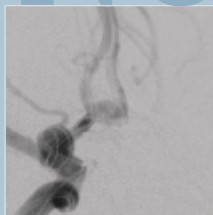
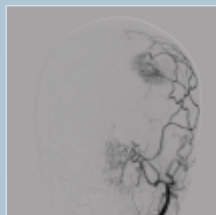
ROI

Decision

Guidance

Placement

Check



clinical...

Overview

ROI

Decision

Guidance

Placement

Check

...workflow

- Parallel Biplane Fluoro
- Parallel Biplane Acquisition
- 2k Imaging

- syngo Angio Package
- DAZ (Digital Acquisition Zoom)
- High-speed acquisition
- syngo InSpace 3D Viewer
- Automap

- syngo Biplane (Quantification)
- syngo InSpace 3D Viewer
- syngo InSpace 3D Stenosis Measurement
- syngo Volume analysis
- syngo DynaCT

- Roadmap Plus
- Auto pixel shift in roadmap
- syngo iPilot

- syngo iIdentify
- syngo DynaCT
- Fluoro Loop Biplane
- Parallel Biplane Acquisition

- syngo DynaCT
- 2k Imaging
- Flexible pixel shift in DSA



A complete picture supporting effective results

The recently published Siemens Neuro Gallery is the first showcase for the new concept. It presents relevant neuro features and the added value they bring in line with the clinical workflow. Exactly the right combination of clinical software, workflow, and system features needed for excellent neurovascular results in diagnosis and treatment are presented at a glance – all in all, a unique and complete solution. Each reader and observer can individually benefit from the broad mix of applications that support the treatment of aneurysms, AVMs, carotid arteries, spine and stroke work.

A gallery of clinical results enabled by a system

Siemens' Clinical Gallery concept consists of seven clinically segmented galleries reflecting the various specialists' expertise and differing needs. Focused on clinical demands, each contains a workflow-based collection of images that delivers an unprecedented perspective of medical benefits rather than technical features.

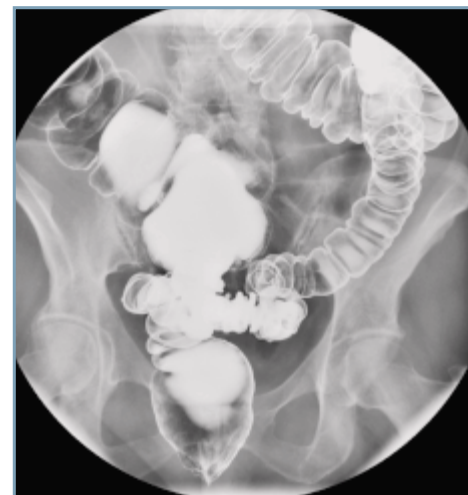
The initial seven galleries are:
Fluoroscopy Gallery, Neuro Gallery, Interventional Cardiac Gallery, Electrophysiology Gallery, Body Gallery, Radiography Gallery, Congenital Heart Gallery

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Contact: kevin.dand@siemens.com

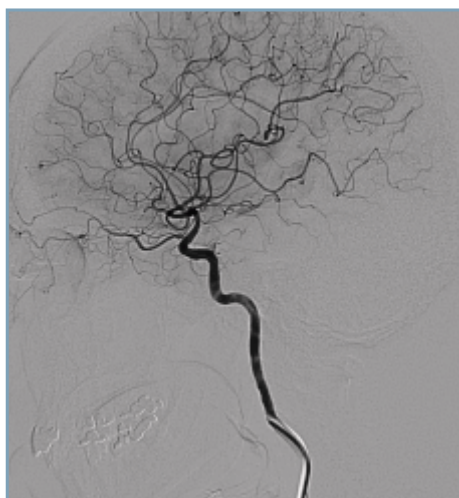
“All physicians
are artists in
their own way.”

Are we speaking the same language?

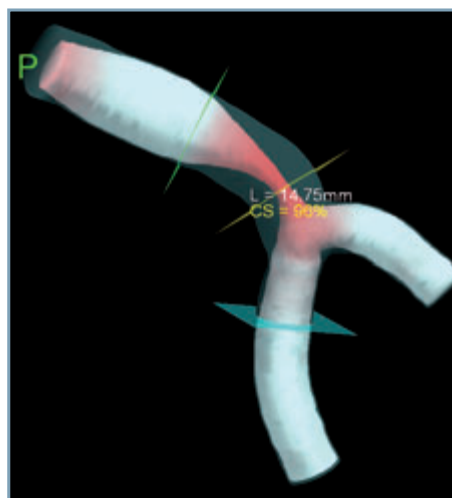
The Clinical Gallery concept is a new way of presenting our products and the added value they bring to each aspect of your clinical workflow. We have analyzed your workflow and focused on the relevant product features and their clinical benefits to enable improved communication. Images are best presented in galleries. Our Clinical Galleries provide a collection of images, demonstrating product features that enable you to deliver an optimum clinical result. Clinical Galleries communicate an unmatched and tailored solution to your clinical needs.



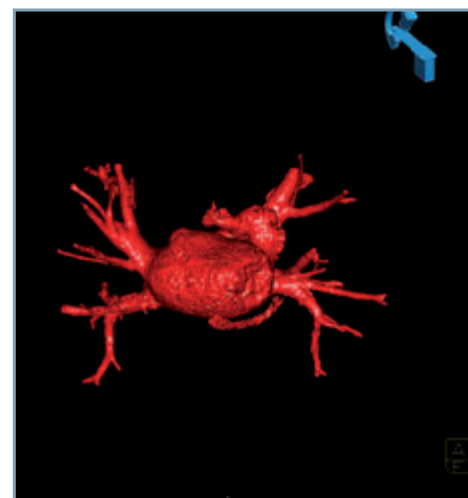
Fluoroscopy Gallery



Neuro Gallery



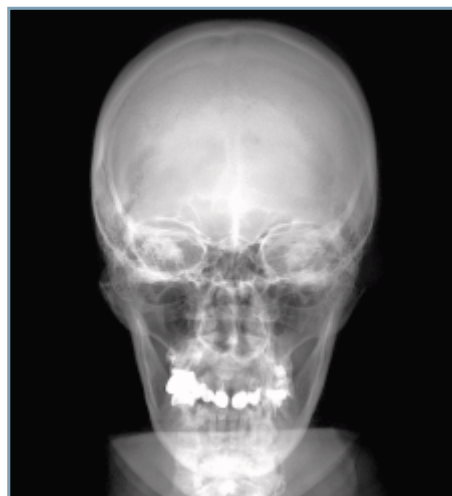
Interventional Cardiac Gallery



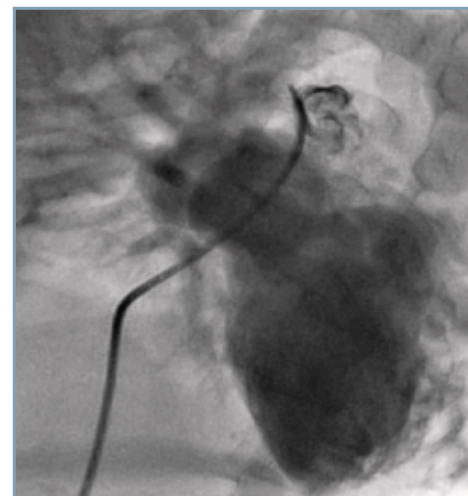
Electrophysiology Gallery



Body Gallery



Radiography Gallery



Congenital Heart Gallery