

SiemensSays

A Newsletter for Editors from Siemens Medical Solutions

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Siemens Oncology Solution Addresses the Continuum of Care — An ASTRO Preview

Siemens continues to address the needs of clinicians and patients through its Oncology Workflow Solutions™, which combine innovative, forward-looking imaging and radiation therapy solutions with information technologies (IT) to help oncology caregivers address both clinical and administrative challenges — and most importantly, improve outcomes. This integrated approach leverages cutting-edge tools to treat patients faster, safer, and in a more precise way, which enhances quality of life for the patient and operational workflow for the treatment facility.

Siemens' scientists, researchers, and customers together are developing solutions that will give clinicians the ability to treat tumors with an unprecedented degree of accuracy and safety. An example is the advent of an Adaptive Radiation Therapy (ART) solution, which makes the most of advanced imaging techniques to provide a better chance of cure. Along with advanced diagnostics and treatment options, improved processes are also an important key to raising the bar in cancer care, and Siemens' IT-based Oncology Workflow Solutions are designed with this in mind.



*Siemens to
showcase
oncology
solutions at
ASTRO 2005*

Building on last year's successful presence at American Society for Therapeutic Radiology and Oncology (ASTRO), Siemens will showcase the multidisciplinary imaging and therapy approach to oncology that enables tangible, measurable results, including increased throughput and efficiency, greater physician and patient satisfaction, optimized cycle time, and the elimination of errors. Continued advances in ART solutions will be demonstrated through work with international clinical collaborators over the last year.

Siemens will be highlighting Oncology Workflow Solutions and Proven Outcomes in oncology treatment delivery, virtual simulation, and oncology imaging at this year's ASTRO in Denver. Highlights include:

- The ONCOR® Linear Accelerator — designed to deliver advanced, high-quality radiation therapy treatments in a streamlined workflow environment

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Siemens Views on Oncology – Today and Tomorrow

Ajit Singh, PhD, President, Oncology Care Systems

Q: How would you describe the role of medical imaging in oncology?

Oncology is being transformed through the increased use of medical imaging. The role of medical imaging in cancer detection has grown tremendously over the past few years. Advancements in computed tomography (CT), magnetic resonance imaging (MRI), virtual colonography, digital mammography, and hybrid imaging technologies, such as those that combine CT with positron emission tomography (PET) systems, allow physicians to identify more treatment options and follow treatment results more carefully. Identifying and treating cancer earlier in the disease process results in improved care and prognosis for the patient, as well as long-term cost savings for the healthcare system.

Today, we are at a very exciting point in oncology care. With adaptive radiation therapy (ART) solutions we can not only image in the treatment room, but also adapt each and every treatment to the changing location, shape, and size of tumors — thereby improving outcomes and lessening side effects. Scientists, researchers, and customers are constantly questioning the boundaries of possibility, and because of this thinking we are now able to treat tumors with an unprecedented degree of accuracy and safety.

Q: What is the importance of ART?

ART means many different things to many people. The most significant contribution of ART is that it changes the way we do things. Traditionally, a customized treatment plan for each patient is developed in the days or weeks prior to treatment. The site of the tumor is marked in pen on the patient's skin. At the time of treatment, it is assumed that the tumor is within that outline. But the body is made of soft tissues that move, change size, and deform due to physiological influences such as weight loss, bladder filling, and respiration. These changes mean that the pattern of dose during the treatment was deposited in or near the tumor and was different than the original plan.

With ART, a radiotherapy procedure, we can monitor and correct deviations from the planned target location, shape, or dose during the course of the treatment. Essentially, through the marriage of imaging and therapeutic technologies, ART gives the clinician the ability to “see” inside the patient and treat the tumor as it appears each session, not based on older plans. The glaringly weakest link in the chain — uncertainty about what has changed between treatment planning and treatment itself — is now dramatically strengthened. We are closing the information loop in radiation therapy.

Q: How do advances in treatment help clinicians focus on the patient?

Nowhere is the focus on the best patient treatment stronger than in cancer care. More often than not, these patients are very sick or have the potential to become very sick. The mission of every oncology care provider is to exceed patients' expectations and improve their quality of life. Advanced oncology technologies and tools absolutely must be designed and integrated with this mission in mind. The

best care is more than treating the tumor — it is in how we treat the person. Siemens' Oncology Workflow Solutions™ combine innovative imaging and radiation therapy technologies with information technologies to help oncology caregivers address both clinical and administrative challenges, and most importantly, improve outcomes. The integrated approach leverages cutting-edge tools to treat patients faster, safer, and in a more precise way, which enhances quality of life and operational workflow.

Q: What is the future of oncology care?

I believe there are endless possibilities to further refine treatment in oncology. ART is moving us in the right direction but we can always strive for further advances. As the use of imaging in oncology grows, technologies traditionally considered solely as diagnostic imaging tools are crossing the boundary into radiation oncology. Of particular note is the marriage of molecular imaging and oncology, which is expected to revolutionize the diagnosis and treatment of tumors as we add Biologically-Guided Radiation Therapy™ (BGRT) to the ART arsenal. In fact, clinical partners at Maastricht Radiation Oncology (MAASTRO) in Heerlen, Addenbookes Hospital in Cambridge, and the Norwegian Radium Hospital Institute for Cancer Research in Oslo are already preparing for that future with research and investigative work. In addition, particle therapy, treating previously incurable cancers with carbon ions and protons, is being practiced at the University Clinic Heidelberg in Germany. The continued collaboration between vendors and customers will refine the effectiveness and efficiency of clinical procedures and products.

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McLeod Pursues Perfection; Shares Patient Safety Success

As one of only seven healthcare organizations in the country selected to lead improvements in healthcare quality through "Pursuing Perfection: Raising the Bar for Healthcare Performance," McLeod Regional Medical Center in Florence, South Carolina, is a model for the clinical transformation that can be achieved via the successful use of information technology (IT). Pursuing Perfection is a \$21 million initiative sponsored by the prestigious Robert Wood Johnson Foundation and the Institute for Healthcare Improvement (IHI), an internationally recognized leader in healthcare quality.

To further its mission of medical excellence, McLeod recently hosted a site visit for fellow hospital executives to learn more about how this facility is successfully using IT to create a more efficient and higher quality healthcare system, while establishing a culture of patient safety.

The September 9 event included a medication safety tour and a keynote address by Marie Segars, MSN, vice president of patient services, and Janice Fraley, BSN, MBA, chief information officer, entitled "Quality of Safety – In Pursuit of Perfection: IT's Role in Clinical Process Improvement/Medication Safety."

Other topics addressed by McLeod executives included:

- Clinical effectiveness
- Physician-led/physician engagement
- Becoming a data-driven organization
- Roundtable discussions on quality indicator topics ranging from coronary artery bypass graft (CABG) and hip/knee surgical infections prevention (SIP), to acute myocardial infarction (AMI), congestive heart failure (CHF) and pneumonia

McLeod Health is a private, not-for-profit healthcare system with three hospitals



that provide 12 counties in northeastern South Carolina with primary, secondary and tertiary care.

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An ASTRO Preview (cont. from page 1)

- PRIMATOM™ System that provides 3D position determination for target volumes and organs at risk via volumetric image comparison
- The latest innovations in ART solutions, including Megavoltage (MV) Cone Beam* imaging, the ARTISTE™** Integrated Dose-Guided Radiation Therapy Solution, and the 550 TxT Treatment Table
- KonRad® Inverse Planning System for Intensity Modulated Radiation Therapy (IMRT)
- COHERENCE™ Oncology Workspaces, designed to increase efficiency and quality in the clinical radiation oncology environment, enabling optimized workflow
- Biograph™ PET/CT family with unmatched HI-REZ technology
- SOMATOM® Sensation Open for image guided interventional procedures, and cancer and routine diagnostic CT imaging

In addition, Siemens will host a forum on ART on Saturday afternoon, October 15. The ART Forum will include presentations and a panel discussion with radiotherapy leaders from the University of California San Francisco, Fox Chase Cancer Center, and the University of Heidelberg.

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Siemens
ONCOR®
Linear
Accelerator

* MV Cone Beam is a Works-in-Progress, requires FDA 510(k) pre-market clearance, and is presently not for sale in the United States.

** The ARTISTE™ Integrated Dose-Guided Radiation Therapy Solution is a Works-in-Progress, requires FDA 510(k) pre-market clearance, and is presently not for sale in the United States.

Innovations 2005 Fosters HIT Partnerships

Innovations, the annual users' conference for Siemens' healthcare information technology (IT) customers, took place August 21-24, in Philadelphia.

Nearly 1,000 attendees shared best practices and participated in more than 170 educational sessions. Topics ranged from clinical and financial issues to quality, safety, community connectivity, and image management discussions.

Siemens' Janet Dillione, COO, healthcare IT Division, delivered the opening day keynote, commemorating the 20th anniversary of Innovations, which has grown from its first meeting in a single conference room to a major, four-day event.

"Today, more than 18,000 physicians and 100,000 nurses rely on Siemens clinical solutions to support patient care activities

each day," said Dillione. "And while we've certainly come a long way in 20 years, there can't be a more exciting and challenging time to be in this business. At the highest levels, our government is recognizing what IT can do for healthcare. At Siemens, we believe IT has the potential to be as powerful a tool and as important a development as the X-ray."

Tom Miller, president, Siemens healthcare IT Division, described how IT will support the future of medicine. Miller discussed how developments in medical technology over the last century are interconnected, each leading to another advance. With this premise, he proposed how the integration of medical technology and IT will make knowledge-driven care a reality.

"Through a knowledge-driven approach to care, we will use predisposition profiling and earlier diagnostic intervention to

choose the correct treatment regime or therapeutic intervention, and monitor the individual's response to therapy in real-time," said Miller. "Over time, the IT network becomes a powerful medical tool, enabling us to amass the knowledge needed to deliver patient-centric care and develop new standards in care."

As Miller discussed what the future of medicine could look like, he underscored the crucial role that IT will play as an aging, more knowledgeable and empowered population continues to put greater demands on the healthcare system.

"As needs shift from acute, episodic care to chronic care and disease management, a patient-centered approach supported by IT becomes even more critical," said Miller.

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Siemens CNO Gail Latimer Recognized by Greater Philadelphia Health Care Congress

The Greater Philadelphia Health Care Congress (GPHCC) recently presented Gail Latimer, MSN, RN, chief nursing officer, Siemens Medical Solutions, with a framed replica of its "Tribute to Nursing" five-paneled historical mural, which rises above the corner of Broad and Vine Streets in Philadelphia.

Honored for her 30+ years of dedication to the nursing profession, Latimer received the award on August 22 during the second annual nursing luncheon held at Innovations 2005 in Philadelphia, the annual user group meeting for Siemens' healthcare IT customers. More than 150 nurses took part in the four-day peer-to-peer education exchange.

"With today's presentation, we're proud to recognize Gail Latimer and her decades of nursing leadership, as well as the contributions of Siemens Medical Solutions in providing nurses and clinicians with innovative technology solutions that support safer, more efficient and information-rich patient care delivery," said Joan Randolph, RN, chairperson, Greater Philadelphia Health Care Congress and former CNO at Jeanes Hospital, Temple University Health System.

The Greater Philadelphia Health Care Congress, a division of the Philadelphia Convention and Visitors Bureau (PCVB), led the efforts to fund, create and dedicate the mural in 2002. The two organizations select deserving mural

Gail Latimer, MSN, RN (left), receives the "Tribute to Nursing" mural from Pat Kraft Hilpl (center), and Joan Randolph, RN, GPHCC.



recipients to honor when healthcare-related conventions are held in Philadelphia.

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Success in Life: Siemens Customer Care Solution Recognized with Frost & Sullivan Award

Frost & Sullivan, a global growth consulting firm, has honored Siemens with the “2005 Customer Care Leadership” award in light of Siemens’ Life program. A comprehensive, integrated customer care solution, Life is the program, process and philosophy where Siemens goes beyond selling to the customer to focus on the care it provides.

According to Volker Wetekam, president, Global Solutions division, Siemens Medical Solutions, this award from Frost & Sullivan confirms Siemens’ leadership role in offering its customers a lifecycle solution when purchasing Siemens’ products. From the moment of purchase, Life surrounds Siemens’ customers with an array of programs and support that enable the

continuous development of their skills, productivity and technology – helping them to broaden their capabilities, increase their profitability and take patient care to the next level.

Life is the embodiment of Siemens’ dedication to partnership with healthcare providers, and its integrated service portfolio provides a highly interactive forum for customer feedback, noted Siddharth Saha, industry manager, Medical Imaging, Frost & Sullivan.

The Frost & Sullivan “Customer Care Leadership” award is bestowed upon a company that has demonstrated excellence in customer service leadership within the industry. The recipient must



have shown tremendous responsiveness to customer needs and must have continually focused on long- and short-term customer profitability goals. In addition, the recipient company must have demonstrated flexibility in tailoring their product offerings to suit customer businesses.

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Siemens Marks Overwhelming Success in Fluoroscopy

Demonstrating market leadership in fluoroscopy, Siemens announces the installations of both the 1,000th AXIOM Sireskop and the 2,000th Fluorospot Compact at Hartford Hospital in Connecticut. Siemens credits the market success of its AXIOM Sireskop and Fluorospot Compact to the systems’ proven reliability. Both technology solutions are designed to help customers reach their goals of improving workflow, patient throughput, and most importantly, patient care.

At Hartford Hospital, the Siemens’ technologies provide exceptional functionality, offering minimal radiation dosage without compromising image quality. Sireskop and Fluorospot Compact also integrate imaging with information technologies (IT) to ease and improve workflow efficiencies in the fluoroscopy room.

The AXIOM Sireskop is a universal system designed to streamline operations and patient flow in fluoroscopy and radiography. A fusion of IT technology and cutting-edge medical technology, the system provides medical professionals with a single imaging solution for procedures from pediatrics to bariatrics. This tableside-controlled system features comprehensive dose reduction and high-capacity X-ray tubes to allow flexibility for various patient types without sacrificing image quality. In addition, the AXIOM Sireskop SD has both a wide table and high weight limit, which are important features for imaging heavier patients.

The Fluorospot Compact offers high performance for optimal image quality, and fast and easy diagnosis. The system provides intuitive operating concepts and image processing features for increased efficiency and optimal networking.



Hartford Hospital expects the new fluoroscopy solutions will enable greater multi-functionality, increasing patient throughput and transforming its fluoroscopy activities from a stand-alone room into an integral part of the radiology department.

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Rosemary Kennedy Elected to ANI Steering Committee

Rosemary Kennedy, RN, chief nursing informatics officer, Siemens Medical Solutions, has been elected to the Governing Directors group of the Alliance for Nursing Informatics (ANI). The ANI is partially funded by the Health Information Management and Systems Society (HIMSS) and the American Medical Informatics Association (AMIA). Kennedy's election confirms her achievements and leadership in advancing the field of nursing informatics as the role of professional nursing gains continuing prominence in the healthcare information technology (IT) industry.

The ANI is a collaboration of organizations that presents a unified voice for nursing informatics. It represents more than 3,000 nurses and brings together 20 distinct nursing informatics groups in the U.S. The ANI provides the synergy and structure needed to advance the efforts of nursing informatics professionals in improving the delivery of patient care.

The ANI Governing Directors group consists of representatives from organizations that have a nursing informatics focus, and will guide the strategic goals and activities of the ANI throughout the year.

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Aid in Hurricane Katrina Relief Efforts

On September 1, Siemens announced initial deployment of critical infrastructure equipment needed in the wake of Hurricane Katrina. The company is sending power generators to hospitals in Houston and Louisiana and telecommunications equipment to emergency centers and key hubs. Siemens is preparing to send USFilter water treatment equipment to the Gulf Coast areas and has provided imaging equipment to Houston area facilities.

In addition, Siemens employees have been working around the clock to assist healthcare customers with restoring their information technology (IT) solutions in order to enable access to patient data and aid in such administrative tasks as processing of payroll for employees. Siemens also has announced a 100 percent matching donation program for its 70,000 U.S. employees. Donations will be made to the American Red Cross Disaster Relief Fund.

"Siemens employees join the rest of the nation in our concern and sympathy for

those in Louisiana, Mississippi, and Alabama who are experiencing such devastation and loss from Hurricane Katrina," said Siemens Corporation CEO and President George Nolen. "While the full impact and needs have yet to be determined, Siemens already has responded to requests for equipment related to healthcare and safety. We are prepared to continue assisting with the relief effort and ultimately the rebuilding of communities in the South. Our thoughts and prayers will be with our colleagues and their neighbors in the weeks and months ahead."

Siemens has more than 2,500 employees in the affected areas. The company initiated a hotline for affected employees to call in if they need housing, supplies, clothing and other essentials. In addition, Siemens is working with the Red Cross and FEMA to determine what other products, services and manpower is needed to assist with the relief efforts.

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Siemens Sponsors Gingrich's AHA Keynote

Tom McCausland, president, Customer Solutions Group, Siemens Medical Solutions USA, welcomed Newt Gingrich for a Siemens-sponsored keynote address highlighting the mission of Gingrich's Center for Health Transformation at the American Hospital Association's recent Leadership Summit in San Diego, Calif. on July 29. Siemens served as a major sponsor of the conference, which focused on "Innovating for Performance Improvement" and brought together more than 1,400 healthcare executives.

Since 2003, the Center has been committed to creating a 21st century Intelligent Health System that saves lives and saves money for all Americans.

Siemens, one of the founding members of the Center, helps drive the direction of this important organization. Gingrich described his vision of a health system that is centered on the individual, prevention-focused, knowledge-intense and innovation-rich. While discussing the need for radical change in the healthcare delivery system, Gingrich identified four key drivers of health transformation: patient safety and patient outcomes, information and communication technology, a system and culture of quality, and individual knowledge responsibility and power to choose.

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Siemens Finds the Pulse at TCT 2005

Siemens will showcase its integrated solutions for interventional cardiology at the 17th Annual Transcatheter Cardiovascular Therapeutics (TCT) Scientific Sessions, held October 16-21 in Washington D.C. Visitors to booth #664 will witness first hand how Siemens' technologies are working together to transform the delivery of healthcare — from early detection and diagnosis, through treatment and follow-up.

A broad range of Siemens' integrated solutions will be highlighted, including:

Advanced systems for interventional cardiology: AXIOM Artis with 30X40 configuration is a fully digital cardiac imaging system equipped with innovative flat-panel detector technology and ceiling-mounted C-arms for greater accessibility. When combined with AXIOM Sensis hemodynamic and electrophysiological recording system, it provides the total integrated cath lab solution to help improve staff efficiency and optimize workflow. Interventional Cardiac 3D (IC3D) creates three dimensional images of the coronary vessels in the heart, leading to increased support in diagnosis, faster examination times, the use of less

contrast medium, and lower radiation dosages. AXIOM Artis with DynaCT, an enhancement for C-arm angiography systems that allows soft tissue imaging in the angio suite, is the first application in the industry enabling clinicians to perform Angiographic Computed Tomography (ACT) with the AXIOM Artis Flat Panel Detector (FD) technology systems.

Information technology innovations: Offering fast access to a single, holistic view of the cardiovascular patient, Soarian® Cardiology is a dynamic information solution that integrates information — from clinical results and images, to ECG and waveform data — on one workstation and one database. The KinetDx™ Network and its flexible archive solution provide immediate access to an ultrasound exam from virtually anywhere in the hospital using intranet and Web-based applications for diagnosis, reporting and dynamic exam review. It allows physicians to upload final reports to a hospital or cardiology information system (HIS or CIS) using a variety of report formats, helping cardiology departments create a filmless and paperless environment. Soarian Disease Management, a workflow-driven solution,



supports the management of patients with chronic diseases, such as heart disease, by optimizing the care delivery process — making valuable information accessible to the clinician and patient.

Enhanced Technology for Echocardiography: The ACUSON AcuNav™ 8F ultrasound catheter is 33 percent smaller in the cross sectional area than the existing AcuNav 10F ultrasound catheter, enabling improved access during closure of atrial septal defects on smaller patients and left heart applications for both interventional cardiology and electrophysiology. Offering an affordable, simple, and fast all-digital workflow solution, the ultra-portable ACUSON Cypress™ cardiovascular system is fully capable of intracardiac echocardiography (ICE) with the AcuNav catheter family.

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Siemens Receives 510(k) Clearance for syngo Circulation

Siemens leads the way in cardiac imaging solutions with technologies such as the SOMATOM® Sensation 64 computed tomography (CT) system, with more than 350 installations worldwide. Continuing this commitment toward cardiology disease management, *syngo*® Circulation, a dedicated solution for cardiac evaluation designed to offer fast, robust morphological and functional analysis and reporting in one intuitive software application, has received 510(k) clearance from the U.S. Food and Drug Administration. It is the first of Siemens' new generation of clinical workflow solutions.

syngo Circulation was developed in close collaboration with leading cardiac experts. It features a user-friendly workflow that guides the clinician through cardiac evaluation from automated heart and coronary vessel segmentation, to stenosis quantification, to fully automated functional analysis and reporting, in less than 10 minutes.

A typical workflow begins with fast loading of multiple phases, at highest image resolution. With a single click, the heart can be isolated from the rib cage, facilitating rapid assessment of the overall cardiac anatomy. Fully automated

segmentation and stenosis quantification tools provide for fast, confident evaluation of the coronary vessels and optimized stent planning.

syngo Circulation also offers tools for full functional analysis, including cine display for evaluation of wall motion defects, automated left ventricle segmentation and quantification of ejection fraction, stroke volume, end systolic and diastolic volumes. All qualitative and quantitative results are integrated in a single, customizable report.

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