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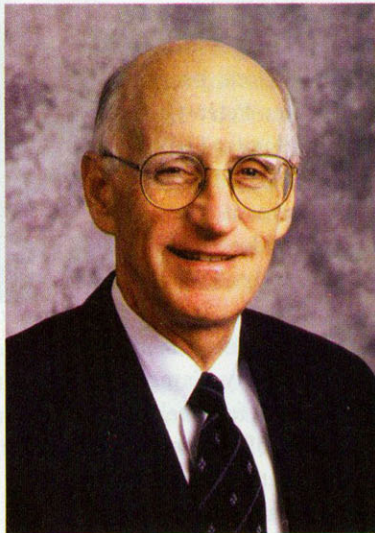
News from the ASRT Education and Research Foundation, the philanthropic arm of the ASRT

Siemens Surges Ahead for Gold

By Lisa Taute, Director of Marketing

Siemens Medical Solutions has taken its support of radiation therapists and radiologic technologists to new heights through increased involvement with the ASRT Education and Research Foundation. Formerly a Silver-level sponsor of the Health Care Industry Advisory Council, an organization designed to create an ongoing dialogue between technologists and industry, Siemens has increased its level of support by renewing its Council membership at the distinctive Gold level.

Several Siemens representatives will attend this year's annual HCIAC meeting May 3-5 in Santa Rosa, Calif., including Ajit Singh, Ph.D., president of Oncology Care Systems at Siemens. Dr. Singh and other industry experts will discuss the impact technology will have on technologists as well as their patients. "The annual Council meeting is a unique opportunity for members to discuss current issues and future trends," said Maureen Simmons-Mills, Foundation director of development. "This forum allows both the association and industry to capitalize on each other's strengths to better the profession. Our Council members have helped us make large strides in the past year and Siemens' support will help us achieve even greater goals for 2005."



Tom McCausland, president of Siemens Medical Solutions USA

In addition to its Council membership, Siemens has expanded its scholarship program, providing even more ASRT members with opportunities to advance in their profession through a new program called the "Siemens Clinical Advancement Scholarship."

The scholarship creates opportunities for professionals seeking to enhance their clinical practice skills and ability to provide excellent patient care by enrolling in an accredited program in the radiologic sciences. "Students could, for example, be pursuing a B.S.R.S. or a specialty in CT/MRI, be a therapist going into dosimetry or a technologist shifting to therapy," said Phel-

sha Collaros, Foundation development officer.

Siemens has a long history of supporting the Foundation's scholarship program. The Siemens Essay Competition, which began in 1996, was revamped in 1998 to the Siemens Scholar Award, which awarded one recipient \$3,000. This year the Siemens Clinical Advancement Scholarship will award each of six recipients \$3,000.

"We take time to understand the individual customer's culture and needs," said Tom McCausland, president of Siemens Medical Solutions USA. "Then we partner with them to transform that understanding into solutions that produce measurable operational, clinical and financial benefits." ▲



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