

SiemensSays

A Newsletter for Editors from Siemens Medical Solutions

What's Inside

Lead Story
Page 1

Executive Corner
Page 2

Events
Page 3

News Briefs
Pages 4-5

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MedicalPR@sms.siemens.com

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Siemens Demonstrates Results at RSNA 2005

Visitors to the Siemens booth (# 4337) at the 91st Scientific Assembly and Annual Meeting of the Radiological Society of North America (RSNA) from Nov. 27 to Dec. 2 in Chicago will see how the company is driving the future of healthcare. Siemens' medical imaging and information technologies (IT) help deliver better image quality, faster scan times, and improved operations and workflow. Customers are experiencing tangible results, such as:

- With the help of Siemens' MAGNETOM Espree™ magnetic resonance imaging (MRI) system, Turville Bay MRI and Radiation Oncology Center (Wis.) has nearly quadrupled patient throughput from roughly 50 to 200 patients per month since October 2004.
- More than 80 percent of clinical research published to date on the validation of multi-slice computed tomography (CT) systems in cardiac imaging, including papers from William Beaumont Hospital, University Hospital in Switzerland, and the University of Munich, has involved Siemens' CT technology.
- Women's Care Group (Tenn.) is finding improved image quality with Siemens' all-digital SONOLINE G40™ ultrasound system. According to Brooke Combest, RDMS, the image quality is crisp, the color sensitivity is superb, and the storage capabilities



- on the system are excellent.
- A year ago Central Baptist Hospital (Ky.) was scheduling 400 patients a month. Now with the help of Siemens' Aristos FX digital radiography system, it is imaging 1,000 patients a month with the same number of technologists — and no one has even asked for more staff.
- Sutter Health (Calif.) is finding that its physicians are embracing Siemens Web-enabled PACS, which serves more than 1,000 users throughout the system. Sutter sees PACS as a core component of its electronic health record (EHR) strategy.
- At Sarasota Memorial Hospital (Fla.), Siemens' Guardian Program™ proactively detected potential loss of system function. The detection software and speedy response team immediately identified and remedied the source of the problem — preventing unnecessary downtime and saving the facility thousands of dollars.

Contact: amanda.naiman@siemens.com



Transforming Healthcare Through Innovative Technology

Dr. Erich Reinhardt, president and chief executive officer, Siemens Medical Solutions

Q. Last year, Siemens discussed the transformation of healthcare including the integration of information technology (IT) and imaging solutions. Where are we in this process?

The transformation of healthcare is about obtaining and sharing information so physicians can do their jobs more efficiently and potentially save more lives. The ability to connect IT and imaging is at the core of this effort. In light of recent natural disasters, it is truly critical that we invest in and implement methods to connect patient information, making it available whenever and wherever it is needed. Siemens is leading this effort — providing the technology to capture images with the utmost detail, IT solutions to incorporate information from various sources, and workstations for all the information to be viewed. However, the journey does not end there. The unification of information and images is an important step in the process, but there are many more opportunities for us to explore solutions in healthcare. Molecular medicine will allow us to see even more details about disease and how to detect, and perhaps, even prevent some of the conditions that dominate world healthcare. The transformation has only just begun.

Q. How does molecular medicine fit into Siemens business strategy? What is the molecular medicine vision?

Though the field of molecular medicine is — in many areas — still subject to research and development, we can already see very clearly, what will be the

“medicine of tomorrow.” In-vitro molecular diagnosis will be decisive for determining pre-disposition to diseases and early detection. In-vivo imaging will allow earlier detection and the precise location of diseases such as cancer inside the body. This includes currently available PET and SPECT nuclear medicine systems, as well as magnetic resonance imaging, which — along with the corresponding contrast agents — is continually being developed. Molecular medicine will result in more individualized therapies, making them much more effective. Information technology is crucial to leverage the benefits of molecular medicine as the integration of medical data, including information from genomics and proteomics studies in data warehouses with application of data mining technologies will be essential in enabling knowledge-driven healthcare. This will also enable efficient clinical studies and, therefore, translation of biomedical research results into clinical practice.

Q. The healthcare industry continues to develop imaging technologies that quickly provide more detail. Are there other imaging innovations that will revolutionize how patients are diagnosed and treated?

As technology continues to provide a detailed look inside the human body, physicians will have greater opportunities to positively impact patients’ lives. The advancements in imaging are driving a more profound awareness of disease — in particular cardiovascular disease and treatment. As we continue to see strikingly realistic images of the heart through innovations like 64-slice CT, we gain more knowledge of heart disease and can take proactive steps to prevent it in our own lives. I believe we will continue to see opportunities to understand and learn

more about disease, through innovations such as molecular medicine. The revolution is in how much information we can obtain through medical imaging at the molecular level, how we combine those images with integrated IT solutions, and how that information is used to treat patients.

Q. What role does innovation play in shaping Siemens business strategy and product development, and what will we see at RSNA?

At Siemens, innovation is our daily business. Our imaging solutions help caregivers acquire better information, while our advancements in information technology enable better sharing of that information — helping to transform healthcare delivery. Innovation is having a positive impact on the way we do business. It is the key to overcoming issues such as cost, quality of care, and access to care. Some of our innovations at RSNA include advanced hybrid solutions such as PET/CT, the latest in our family of computed tomography solutions, revolutionary magnetic resonance tools with Tim® enabled technology, the syngo® Suite, and Soarian® Clinical Access — all of which help make the vision of a universal electronic health record a reality.

Q. What are Siemens goals for 2006?

In 2006, we will see dramatic advancements in molecular medicine and the continued convergence of imaging and IT solutions. As Siemens is the global trend- and pacesetter in medical solutions, we will, of course, play an important role in this venture.

Contact: christine.foy@siemens.com

Siemens Makes History, Redefines the Future

Q: How many people are affected with heart disease?

A: Since 1900 cardiovascular disease (CVD) has been the No. 1 killer in the United States every year but 1918 (when there was a flu epidemic). Nearly 2,600 Americans die of CVD each day, an average of one death every 34 seconds.*

Q: How many cardiac deaths might be prevented with early diagnosis?

A: According to the American Heart Association, 400,000 – 600,000 people die each year before reaching the hospital, comprising over 60 percent of all cardiac deaths.*

Q: Is there an alternative to cardiac catheterization for accurate diagnosis of CVD?

A: The average cost of diagnostic cardiac catheterization is \$16,838* and requires an average of 24 hours recovery time for the patient. Advanced imaging technology will make it possible to non-invasively detect disease in its earliest stages for one-tenth the cost — in less than six seconds.

Q: Is there a technology available that is faster than every beating heart and can provide immediate, non-invasive diagnosis?

A: There will be as of Nov. 17, 2005

EVENT DETAILS:

The Museum of Natural History —
The Powerhouse
Columbus Avenue at 79th Street
New York, NY

Nov. 17, 2005
10 a.m. – 12 p.m.

Contact: amanda.naiman@siemens.com

**American Heart Association. Heart Disease and Stroke Statistics — 2004 Update. Dallas, Tex.: American Heart Association; 2003.*

Rucker Chairs AMIA Annual Meeting Panel on CPOE



At the recent American Medical Informatics Association (AMIA) annual conference held in Washington, DC, Siemens CMO Donald Rucker, M.D., chaired a panel on commercial vendor Computerized Physician Order Entry

(CPOE) implementations. Dr. Rucker discussed how to tightly integrate CPOE into all related hospital systems such as pharmacy, radiology, and lab systems.

His comments emphasized the importance of understanding the entire manual cycle of an individual paper order today, especially the roles that nurses, unit clerks and pharmacists play. Such local workflow information needs to be integrated into the implementation of CPOE systems in order to reduce manual handoffs. Dr. Rucker referred to the cycle time of an order — the time from when the order was placed to when it was actually performed — as a powerful “metric of connectivity.”

With a similar focus on tools to increase physician productivity, Dr. Rucker appeared on another panel with

researchers from Columbia University and the University of Texas at Houston. He commented on their work in team user cognition and measuring the impact of constant interruptions on the daily work of clinicians. Doctors, in particular, have a constant stream of interruptions such as pages, phone calls and alarms that they need to be able to manage effectively.

Presence on both AMIA panels was determined by scientific peer review, and both presentations drew on Dr. Rucker’s extensive work in designing and implementing CPOE at two dozen Siemens customer sites.

Contact: molly.grasso@siemens.com

Siemens Hosts “National Initiatives: A View of the Emerging Tapestry of National Healthcare Transformation”

In early October, Siemens Medical Solutions hosted healthcare providers and experts from the Pa./N.J./Del. region at an educational forum on national, state, and local initiatives that are driving the information technology (IT)-based healthcare transformation, yielding a new system of accessible, safe, and affordable care.

Co-sponsored by the Delaware Valley Healthcare Information and Management Systems Society (DVHIMSS) and the Delaware Valley Nursing Computer Network (DVNCN), the event provided overviews of emerging legislation and funding opportunities, as well as discussions on the standards necessary to achieve interoperable electronic health records (EHRs) and support emerging Regional Health Information Organizations (RHIOs).

Randy Thomas, FHIMSS, vice president, advisory services, Healthlink, kicked off the event with a report on industry initiatives and related HIT legislation. Thomas noted the significant need for aligned stakeholder incentives that foster HIT adoption. She also discussed how pay-for-performance will drive EHR adoption, interoperability and outcomes research, ultimately reinforcing its intended goals of improving quality while reducing cost.

Charlene Underwood, director of Government and Industry Affairs, Siemens Medical Solutions, and chair of the HIMSS Electronic Health Record Vendor Association (EHRVA), later provided an update on the status of healthcare standardization efforts and shared the EHRVA's interoperability goals. She noted that more than 70 vendors will participate in the HIMSS 2006 Interoperability Showcase. Underwood commented, “As vendors, we must speak in a collective

voice to effectively respond to standards, certification and interoperability issues. We should also remember that interoperability is a journey, not a destination — and what's important is that our interoperability strategies help providers achieve optimum workflow with minimum upfront investment.”

Panel discussions provided updates on local RHIO efforts in Pennsylvania and Delaware, and featured best practices sharing and lively Q&A sessions. In discussing his organization's HIT strategy and vision for the future, Jeffrey Mandel, M.D., Doylestown Hospital (Pa.), drew applause for coining another new HIT acronym, the CHERHIO, or Community Hospital-Enabled RHIO. Panelists stressed the importance of merchandising even the smallest steps and successes in the collaborative journey toward interoperable EHRs.

Contact: molly.grasso@siemens.com

HIT Industry Appointments Noted

Joe Auriemma, senior director, Integration Engineering, was recently appointed to the American Academy of Family Physicians Healthcare IT Advisory Board. The Advisory Board was created by The Center for Health Information Technology in July 2005 and is comprised of broad industry representation from leading health IT companies. Auriemma was also honored by a request to join the Board of Directors for the North Carolina Healthcare Information and Communication Alliance (NCHICA) in September.

At the September 2005 Health Level Seven (HL7) Working Group Meeting in San Diego, Craig Robinson, system analyst, Clinical Solutions, was elected co-chair of the Lab Committee and Rob Hallowell, software engineer, Pharmacy Solutions, was elected co-chair of the Pharmacy Committee. Dave Murray, product manager, Integration Engineering and coordinator of Siemens corporate membership and employee participation in HL7, was also chosen for a Board-appointed role as a co-chair of the Marketing Committee. Additionally, Mike

Cassidy, senior architect, Integration Engineering, currently holds co-chair responsibilities for the Attachment group.

As one of the most active organizational members of HL7, Siemens has been instrumental in the development of the HL7 family of standards since 1988. Siemens is also an HL7 Benefactor member and a Working Group Meeting sponsor.

Contact: molly.grasso@siemens.com

Siemens Introduces OpView*

Offering the medical community a new tool to visualize mammographic images, Siemens introduces OpView at the 91st Scientific Assembly and Annual Meeting of the Radiological Society of North America (RSNA) from Nov. 27 through Dec. 2 in Chicago (booth # 4337). This new image processing software is designed to give clinicians a clearer picture, especially of the dense tissue of the breast.

OpView re-constructs images obtained with Siemens' MAMMOMAT® *Novation*^{DR} full-field digital mammography system.

The OpView software builds on the advanced workflow and visualization capabilities of *syngo*[®] Acquisition Workstation (AWS) with an array of features, including:

Display Adjustment — allowing radiologists to direct the system display to the areas of highest interest, which may provide clearer views of the breast border and subtle masses

Dynamic Range Compression — reducing the dynamic range of images for visualization of virtually all areas of the breast, designed to improve the quality of information provided to radiologists

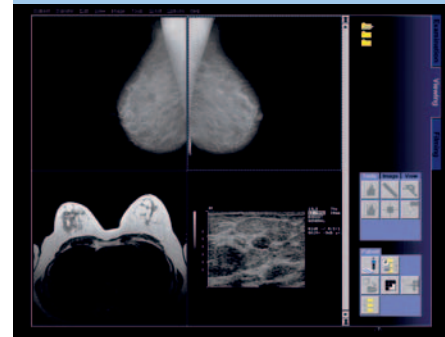
Edge Enhancement — designed to improve the visibility of fine structures such as microcalcifications by enhancing high frequencies in the image

Noise Reduction — reducing X-ray quantum and electronic noise that can obscure diagnostic information, which may provide improved detectability of objects, including low contrast objects

Brightness and Contrast — allowing users to adjust image brightness and contrast for optimal representation of images

To further optimize workflow, OpView can also work with *syngo* MammoReport^{plus}, a multimodality workstation for mammography with the ability to accept CAD markers from approved vendors. *syngo* MammoReport^{plus} provides fast,

Simultaneous display of mammography, MRI, and ultrasound images demonstrates the multimodality capabilities on the Siemens MAMMOMAT® Novation^{DR} syngo-based acquisition workstation. The new OpView tool allows clinicians to re-construct these images for enhanced clarity.



high-volume mammogram reading, permitting users to switch between eight-view mammographic studies in less than one second.

Contact: amanda.naiman@siemens.com

* OpView is not commercially available in the U.S.

Upcoming Siemens Webcasts

Siemens Medical Solutions offers Webcasts that help keep physicians and healthcare professionals up-to-date on the newest applications, solutions and services that streamline workflow and assist in reaching financial and clinical outcomes, all from the comfort of their desks. All Webcasts are free, and an unlimited number of attendees from any organization may participate.

Webcasts scheduled for the immediate future include:

“Discover How 3M Enhances Siemens Applications Through Data Management Products”

Wednesday, Nov. 9, 2005
2:00-3:00 p.m. EST

Are you struggling to blend departmental processes to manage quality in your organization? Is your data from case management, utilization management, coding and reimbursement integrated into a single database? This interactive Webcast will feature 3M demonstrating how its products enhance Siemens' applications, helping businesses accurately capture, integrate, and report data to identify costs and optimize resources.

“Why You Should Take a Look at Siemens MedSeries4®”

Tuesday, Nov. 15, 2005
2:00-3:00 p.m. EST

Siemens will provide insight on how affordability meets world-class functionality with the MedSeries4 health information solution. This Webcast will explore how MedSeries4 can deliver both short-term and long-term benefits to healthcare organizations.

To register and learn about future Webcasts, please visit Siemens' Web site at <https://www.smed.com/Webcasts/>.

Contact: amanda.naiman@siemens.com

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Headquarters

Siemens Medical Solutions USA
51 Valley Stream Parkway
Malvern, PA 19355-1406 USA
Telephone: +1-888-826-9702
www.usa.siemens.com/medical

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