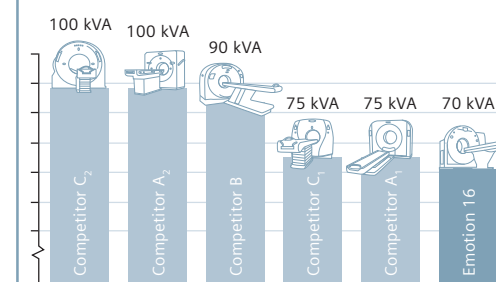


Room Planning and Installation

As part of the CT service planning, consideration needs to be given to the design of the system and what additional equipment must be installed to enable the system to perform. The SOMATOM Emotion is a high-tech, modern system that benefits greatly from recent developments in CT technology. The system has few additional cabinets which decreases clutter in your CT room. The addition of a storage cupboard within the CT gantry is further evidence of Siemens commitment to implementing solutions that make a difference to the daily routine of CT imaging.



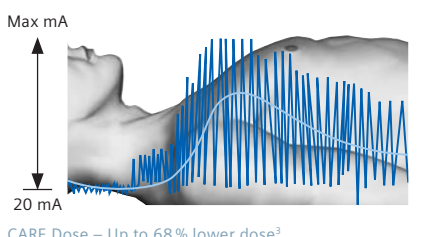
The SOMATOM Emotion has addressed the need to minimize the necessity for significant power upgrades when a new CT is installed. With up to 30% lower power requirement than direct competitors, the SOMATOM Emotion can result in a smoother upgrade process and reduced costs.



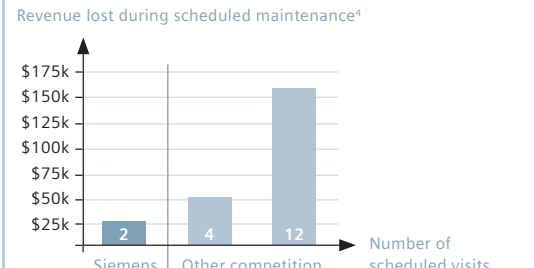
A key aspect to consider when upgrading an existing CT service is the length of time taken to change-over your system during upgrade. With the efficient design of the SOMATOM Emotion, very fast installation is often possible to reduce your downtime and help you to maximize profits from your CT service. Even on relatively average patient throughput, revenue losses of up to \$4,000 USD per day² of additional installation can occur which a fast installation can avoid.

Operation

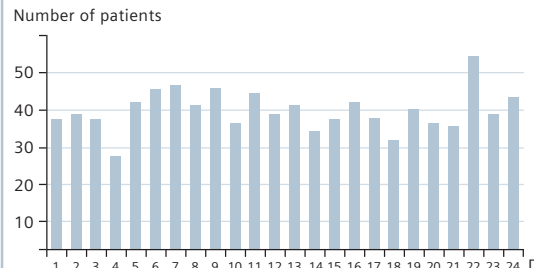
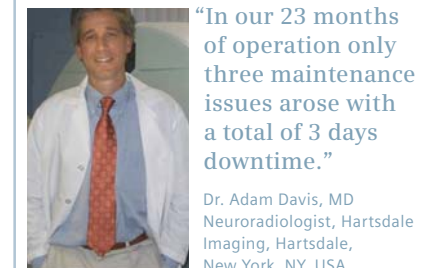
Dose is becoming an increasingly central topic for any CT service and has been the focus of many mainstream media reports in recent years. At Siemens, we take the issue of radiation dose very seriously which is why many of the dose reduction techniques first introduced by Siemens are now considered standard in modern CT. With the SOMATOM Emotion, CARE Dose4D offers dose reductions of up to 68%.³



Any high-tech imaging system requires servicing, but this servicing can also interrupt your normal operation. The revenue that can be lost during these required visits must be factored into any CT business case and can be substantial when viewed over the life of the CT system. This is why the SOMATOM Emotion has been precisely design to limit the necessity for scheduled preventive maintenance so you spend more time earning a return on your CT investment.



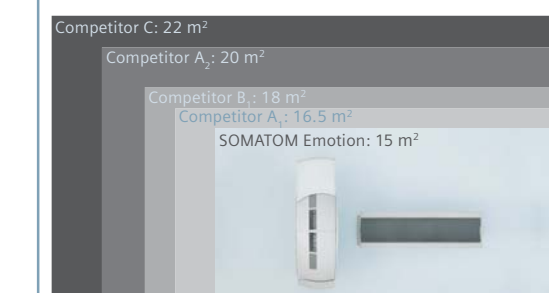
Central to any business case for CT is the requirement to have your CT system up and running. The SOMATOM Emotion is the most popular CT in the world,⁵ and underpins the success of a great number and variety of CT services. An increase in system uptime of 1% per year can mean increased revenue of over \$80,000 USD over a 7-year model.⁶



The installation of a CT system is part of a long term relationship between your practice and a CT vendor. The Siemens Life program was designed with this reality in mind. From ongoing education, to system and software upgrades, the Siemens Life program is there to ensure that you get the relationship that you need from your CT vendor.

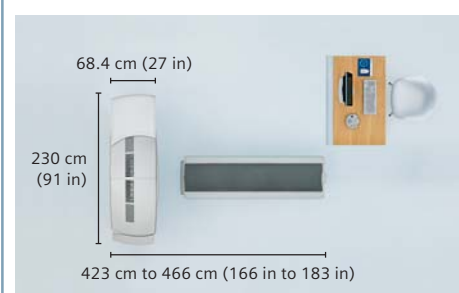


Installation space	System design	Room design	Room shielding	Power requirements	Renovations to existing CT room	Time taken for installation of the new CT system	On-going electricity costs	CT Dose	Air-conditioning requirements	Costs of downtime during PM services	Costs for upgrades	Reliability	Guardian Program	Patient throughput	Training costs	On-going training and support	Unknown service costs
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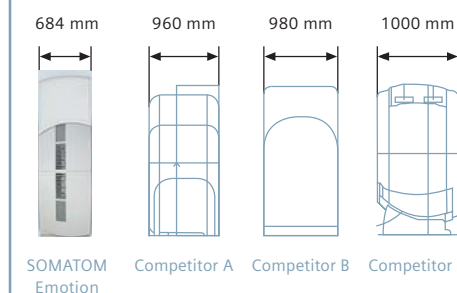


The SOMATOM Emotion was specifically designed to allow installation into a very small examination room. With a scan room requirement of only 15 m² (162 ft²) and a total installation requirement of 18 m² (194 ft²) including control room, the SOMATOM Emotion has the smallest footprint of any 6 or 16-slice system. Potential savings over the life of the CT system could be as high as \$17,000 USD.¹

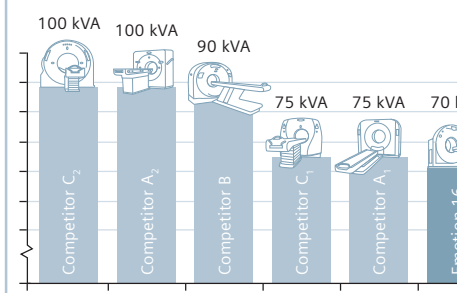
In most regions, Siemens Healthcare offer project support as part of a complete CT solution to ensure that your CT service is both attractive to patients and offers the smoothest workflow possible. Please contact your local Siemens Healthcare representative to discuss project management and room design services offered within your region.



The reduced installation space required for the SOMATOM Emotion means substantial savings can be made through renovation of a smaller room space than is often required for the larger 6, 8, and 16-slice systems which means savings can be made in general renovation costs during the commissioning process.

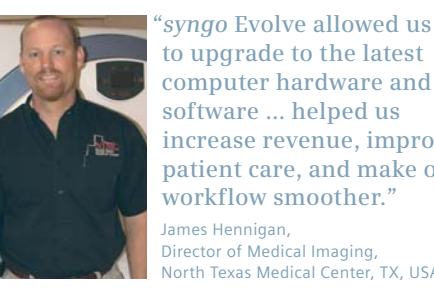


One key requirement that drove the design of the New SOMATOM Emotion was ease of installation. The result of this focus is a system that can usually be delivered through a standard doorway without the need to increase the size of this opening. The result of this is a faster turnaround of the new CT, meaning reduced room maintenance costs and lower loss of revenue during you CT changeover.



Consideration needs to be given to the continual costs for electricity with any CT service. The SOMATOM Emotion has been designed and built with efficiency at the front of our engineer's minds. The result is a system with the smallest geometry in its class, the same efficient detector material as offered in our super-high-end systems, and up to 30% lower power requirements.

Maintenance of reasonable temperatures within the scan room is important for staff, patients and your high-tech imaging equipment. Due to the increased efficiency of the SOMATOM Emotion, your requirements for air-conditioning within the scan room can be lower through the complete life of the system.



Through the life of your CT system additional upgrades may be required to maintain your competitive position. These software and hardware upgrades can cost anywhere up to, or even exceed, \$100,000 USD. That is why Siemens offers the syngo® Evolve contract so that you have certainty that these upgrades will be provided, and have no surprises about the future costs to stay up-to-date.



To increase your confidence further, Siemens have introduced the Guardian program in many regions around the world. This service takes Siemens' focus on the importance of system up-time to a whole new level with proactive monitoring of your CT system. With the Guardian program, issues can often be fixed before they cause you downtime and reduce your CT revenue.



For a new CT service the costs associated with training need to be considered. Siemens has invested substantial funds in ensuring that the syngo user interface on all SOMATOM CT systems is easy to operate and quick to learn. This approach reduces training costs and means you have more staff that is capable of running the CT service more efficiently.

Many service contracts do not clearly disclose the real costs of your CT service. Service contracts that are based around a maximum number of scan seconds or a maximum number of gantry rotations often make it difficult to predict your final costs. For more information about simplifying the service agreement please contact your local Siemens Healthcare representative.

Check-list for Your CT Service

Room planning and installation	Siemens system	Competition system
What will the cost of room rental be for your CT?		
What costs will you have for CT room design?		
What is the cost of room shielding?		
What costs will you have for room preparation and renovation?		
What is the cost in lost revenue during the installation process?		
Operation	Siemens system	Competition system
How much will it cost to upgrade power to the CT room if required?		
What will my ongoing costs for electricity be?		
Cost of installation of any additional air-conditioning?		
How much will air-conditioning cost over the life of the system?		
What will system upgrades to stay competitive cost after three years?		
How much lost revenue due to downtime during scheduled maintenance?		
What will that downtime cost me in lost revenue?		
What will the costs of initial training be to the organization?		
Are there any additional payments in the service agreement of which you are not fully aware?		
Total cost of ownership for your CT service	Siemens system	Competition system

By considering the points in the check-lists prior to designing your service and selecting your CT system, you will be well placed to make the right decisions and maximize both your clinical effectiveness and your financial returns. These are the same questions that Siemens asked in the initial phase of design for the new SOMATOM Emotion CT systems and is a reason why the SOMATOM Emotion is central to the success of so many CT services globally and why it remains the most popular CT in the world.*

* Based on system sales.

¹ Competitive information provided is based on interpretation of available data and may require independent verification.

² Results may vary. Data on file.

³ Based on CT throughput of 20 patients per day and an average revenue of \$200 USD per case.

⁴ Based on system sales.

⁵ Based on CT throughput of 20 patients per day and an average revenue of \$200 USD per case.

⁶ Calculation based on 27 m² required for some competitors. Calculated with difference of \$210/month in rental cost for 9 m² over a period of 7 years.

Competitive information provided is based on interpretation of available data and may require independent verification.