

The background of the advertisement is a photograph of a busy hospital entrance. People are walking up and down a set of stairs, and others are passing through revolving glass doors. The building has large glass windows, and a blue medical symbol (a caduceus inside a Star of Life) is visible on the glass. In the top left corner, there is a white rectangular box containing the Siemens logo.

SIEMENS

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MAGNETOM Skyra

Your Business Case

MAGNETOM Skyra.

Maximize 3T. Every case. Every Day.

Healthcare is changing. This paradigm shift is driven by questions like:

- >> How to manage volume growth with limited resources?
- >> How to control costs without compromising quality of care?
- >> How to expand services in both established and growing markets?
- >> How to strive for clinical excellence in the interest of patients despite economic restraints?

Turn challenges into opportunities.

Siemens MR provides answers to these questions by offering a unique combination of MRI technology, software, and clinical applications with the “DNA of Siemens MR” – Tim, Dot, Trendsetting Applications, and Life Design – supporting you in turning these challenges into opportunities.



MAGNETOM

Your Business Case.

Our MAGNETOM users' experiences:

>> Exceptional image quality and speed.

>> Expand MRI services.

>> Consistent results, efficiently.

>> Minimize lifecycle costs.

Technologist – more high quality exams per year:

- >> Tim – up to 30% reduction in exam time¹
- >> Tim 4G – up to 40% shorter scan times than first generation coil technologies²
- >> Dot & Trendsetting Applications – Bring complex exams like cardiac MRI into clinical routine
- >> Dot – Eliminate time-intensive tasks like vertebrae labeling

Radiologist – more efficient reading:

- >> Dot – Consistent exam results for each exam

Lifecycle costs – spend less:

- >> Life Design – Smaller system footprints, lower power, cooling and helium costs

Administrative – reduce cost per exams:

- >> Tim & Dot – Up to 50% more exams per day³
- >> Dot – Up to 20% shorter exam slots⁴
- >> Expand your Body MRI services: overcome motion in MRI with FREEZEit⁵
- >> Tim, Dot & Trendsetting Applications – Faster turnaround to referring physicians
- >> Life Design – maximize your patients' satisfaction, e.g., with Quiet Suite⁵



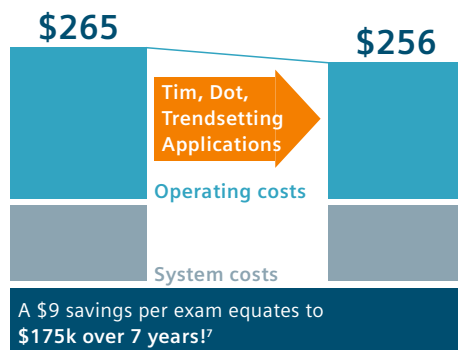
“One of the questions I've been asked: What is the most economical MRI to purchase? The cheapest MRI to own and operate is the Skyra. You really have to look how many cases and patients one can do on the magnet. MAGNETOM Skyra enables you to run very quickly and efficiently.”



Steven Mendelsohn, MD
Director, Zwanger-Pesiri Radiology
Long Island, NY, USA

Deliver exceptional quality and speed. With Tim 4G. Go for consistent results, efficiently. With Dot.

Often, when evaluating MR ownership costs, only the system and service costs are considered. However, when taking a closer look and analyzing the **cost structure of MRI exams**, it becomes clear that improvements in efficiency lead to big savings over your system lifecycle.



Assume:
Technologists each perform
10% more exams per year
(1040 ► 1144)

Improvements in efficiency
mean big savings over the
life of your system

When it comes to boosting your output quality and speed, Tim 4G and Dot help you achieve this goal – and consequently decrease operational costs.

Tim 4G 4G Flexibility. 4G Accuracy. 4G Speed.

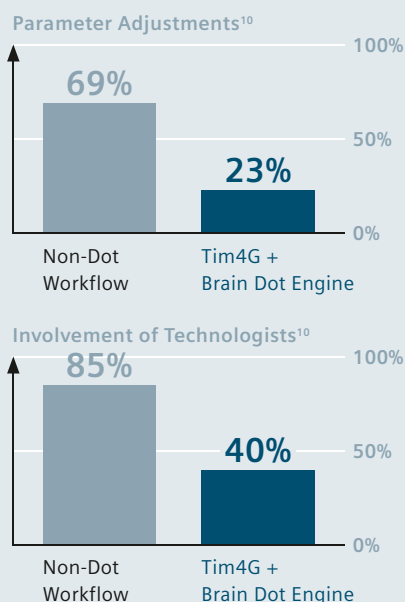
- Up to 204 coil elements. Up to 128 RF channels.
- Exceptional SNR and image quality with Tim 4G's high-channel coils and the unique RF architecture enabling DirectRF for true signal purity.
- Excellent image quality with up to 40%² reduction of scan times.

Dot Flexibility. Consistency. Efficiency.

- Increased staff versatility and faster onboarding.
- More predictable scheduling: Standardized procedures support less exam time variation and help deliver quality results for each exam.
- Up to 20%⁸ shorter exam slots.

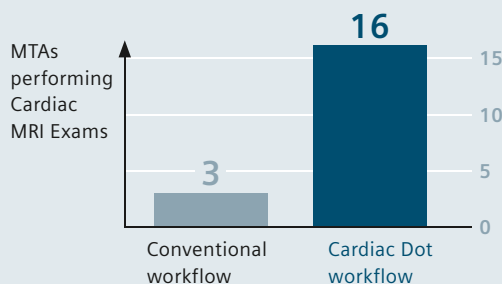
Dot + Tim 4G – Reduction in workload

46%⁹ fewer parameter adjustments
45%⁹ less involvement of technologists



Dot – Increased staff versatility

Enables 100% of the staff to perform cardiac MRI,
up from < 20%¹¹



Go for
consistent
results,
efficiently.
With DotGO¹².

Expand your MRI services. With Trendsetting Applications.

Expand to new patient populations. Trendsetting applications that utilize MAGNETOM Skyra's cutting-edge technology to its full potential open your institution's doors to new patient populations. Be it by accommodating a broader range of patient types or by reaching to new MRI indications, which might have been difficult to perform in the past. For example:

With FREEZEit⁵ – featuring TWIST-VIBE⁵ and StarVIBE⁵ – you will be able to take body imaging to the next level. Now you can image patients who were previously excluded from an MRI exam due to their limited breath-hold capacities.

Advanced WARP¹² addresses the needs for serving patient populations with artificial joints.¹³

TimTX Acceleration¹² provides a 20% SNR gain for zooming into the finest details – in less time.

MyoMaps¹² is the next step in clinical routine quantification of myocardial tissue composition.



New Certainty
in Liver MRI.
With FREEZEit.

Expand your research possibilities and service scope. The flexibility of MAGNETOM Skyra extends to your research goals. Running the scanner daily for clinical use, and cutting-edge research during the night is a common practice among users.

The latest technologies, such as TimTX TrueShape for true parallel transmit, or unique hardware, like the Head/Neck 64¹⁴, combined with advanced applications play an integral role in your quest for shaping the future of diagnostic imaging. Use them to differentiate your services when supporting centers of excellence. You can count on tomorrow's technology, today!



Head/Neck 64.
Ultra-fast, high
SNR, head and
neck imaging.



More than **70%**
of scientific publications¹⁵
on MAGNETOM 3T systems.



MAGNETOM Skyra helps you grow your business in clinical and research fields:

- >> By attracting new referring physicians and patients as you improve your marketability.
- >> By opening up new research possibilities and services as you broaden your offerings and improve outcomes.



Our initial experience shows that the images are exceptional, and the handling of the system and the patient will make MRI diagnostics much more efficient in the future. Thus, this opens the horizon for further integration of cutting-edge scientific developments into clinical routine.⁶



Prof. Stefan Schönberg, MD Director,
Institute for Clinical Radiology and Nuclear Medicine
University Medical Center Mannheim, Germany

Increase patient friendliness and protect your investment. With Life Design.

>> Maximized patient comfort.

The maximized patient comfort and unique patient experience of Life Design helps you serve more patients and increase patient satisfaction. As a consequence, you can potentially raise your patients' evaluation over your services.

- Roominess, with a 70 cm Open Bore
- Ultra-short system length (173 cm from cover to cover) for more magnet head-out exams
- Modern and appealing design with Illumination Moodlight™ technology
- Ultra-light weight coils

The result? You provide a more pleasant experience to your patients, especially for those who used to be afraid of MRI exams. Now it is easier to put them at ease.

New on MAGNETOM Skyra, Quiet Suite⁵ takes sound pressure reduction to a whole new level:

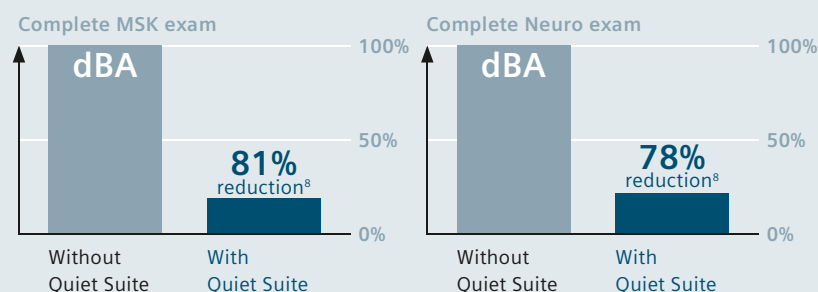
- 81% average reduction for a complete MSK exam⁸
- 78% average reduction for a complete neuro exam⁸
- No compromises in image quality
- No need for hardware modifications

“With the 70 cm Open Bore system, the number of claustrophobic panic attacks among patients fell by 50%. Some patients honestly say that they like their examinations. Additionally, MAGNETOM Skyra very much supports the immediate completion of reports, and thus helps us provide the standard of service that we want.”



Dr. Christoph Tillmanns,
Head of Cardiology,
Diagnostikum Berlin,
Germany

Quiet Suite – Average sound pressure reduction



>> Minimized siting requirements and operational costs.

Minimize costs while maximizing your return-on-investment. Always secure. Always ahead. Besides highest patient satisfaction, Life Design also enables:

- Fast and easy installation
- Low siting requirements (less than 31 m²)
- Low operational costs
- Zero Helium boiloff and optimized cooling system
- Optimized lifecycle costs; environmentally friendly

More clinical expertise

Maximize your expertise with educational material, consulting services, and personalized training. Our dedicated application specialists will help you get the most out of your system.

Closer to technology – and closer to you

Once your system is up and running and your staff well trained to operate it, we offer you customized service solutions. These include:

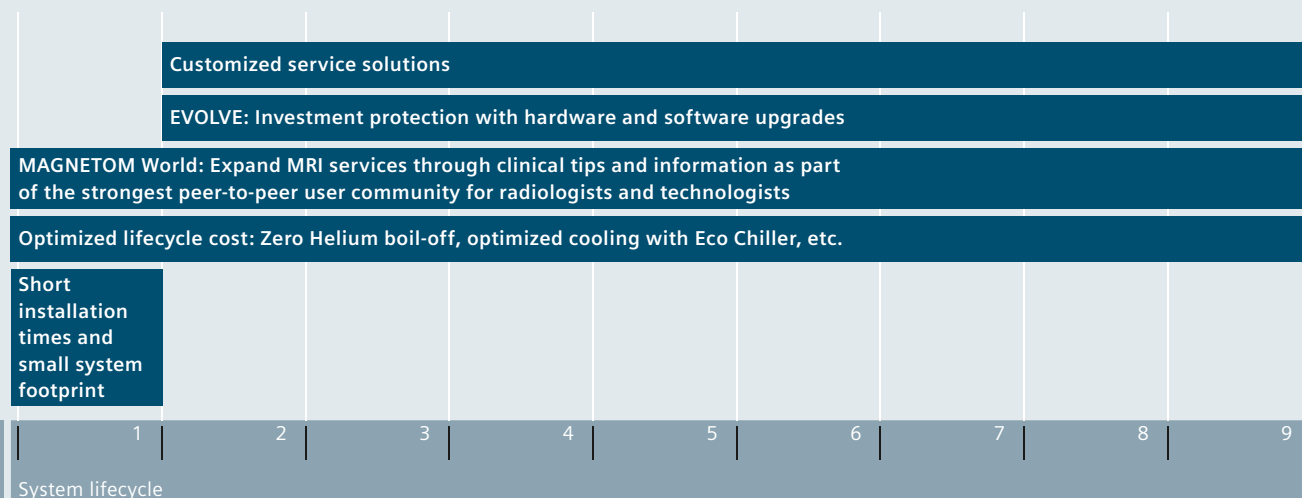
EVOLVE: Keep pace with rapidly developing technological advances with software and hardware upgrades

Customized Service Solutions: Service agreements with individualized performance plans that ensure an optimal service solution targeted to your needs

Siemens Remote Service: Connected to the customer care center, many services, updates, and even immediate repairs can be performed without the need for on-site visits, saving you time and money.

MAGNETOM World: The worldwide MAGNETOM users community provides relevant clinical information to optimize your staff's daily work, including alternative clinical approaches to grow and expand your practice. Get inspiration yourself at: [siemens.com/magnetom-world](https://www.siemens.com/magnetom-world)

Stay at the cutting-edge of 3T MRI.



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The information in this document contains general technical descriptions of specifications and optional features which do not always have to be present in individual cases.

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Please find fitting accessories: [siemens.com/medical-accessories](https://www.siemens.com/medical-accessories)

- ¹ University of Utah Case Study – whole spine with contrast exam
- ² Scan time difference between a 30 and an 18-channel setup with otherwise identical parameters and same SNR. Data on file; results may vary.
- ³ Zwanger-Persiri, NY Case Study
- ⁴ University Hospital Essen, GER, Brain Dot Engine Workflow Study
- ⁵ Not available for countries outside US. Its future availability cannot be ensured.
- ⁶ The statements by Siemens' customers described herein are based on results that were achieved in the customer's unique setting. Since there is no "typical" hospital and many variables exist (e.g., hospital size, case mix, level of IT adoption) there can be no guarantee that other customers will achieve the same results.
- ⁷ Data in USD, data model on file based on assumptions on slide 4. May not reflect actual MRI exam costs.
- ⁸ Data on file. Results may vary.
- ⁹ Data collection through independent observer
- ¹⁰ Case Study by: Prof. Forsting, Prof. Antoch, Department of Diagnostic and Interventional Radiology and Neuroradiology, University Hospital Essen, Germany
- ¹¹ Royal Bournemouth Hospital, Cardiac Dot Engine Workflow Study, Bournemouth, U.K.; Prototype evaluation
- ¹² The product is still under development and not commercially available yet. Its future availability cannot be ensured.
- ¹³ The MRI restrictions (if any) of the metal implant must be considered prior to patient undergoing MRI exam. MR imaging of patients with metallic implants brings specific risks. However, certain implants are approved by the governing regulatory bodies to be MR conditionally safe. For such implants, the previously mentioned warning may not be applicable. Please contact the implant manufacturer for the specific conditional information. The conditions for MR safety are the responsibility of the implant manufacturer, not of Siemens.
- ¹⁴ May not be commercially available in all countries, future availability cannot be guaranteed.
- ¹⁵ Search hits in Google Scholar for sum of product name permutations in 16 articles acknowledging the use of 3T MRI.

Siemens Healthcare Headquarters
Siemens Healthcare GmbH
Henkestr. 127
91052 Erlangen
Germany
Phone: +49 9131 84-0
[siemens.com/healthcare](https://www.siemens.com/healthcare)