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# iconnect

Imaging news from Siemens Healthcare

Issue 04 | April 2015

## We salute your passion



April 07<sup>th</sup> is observed as the World Health Day and on behalf of Siemens Healthcare, I would like to extend our heartfelt appreciation to you and your team for the relentless service that you have been providing to the people of India.

We salute your passion towards taking care of India's health, consistently, relentlessly, every day...

We are extremely proud that in this passion, you chose Siemens as your trusted partner who supports you...

- to fight the most threatening diseases
- to raise quality and productivity in healthcare
- to enable access to healthcare

We are doing this by providing you the most innovative imaging solutions. And we will continue to be part of your relentless journey.

Giving you a quick glimpse of what we introduced in the last quarter, was the launch of MAGNETOM Amira, 1.5T MRI scanner at IRIA 2015. As communicated in our last *iConnect* issue, this year at IRIA we had an

extensive display of radiology products from MRI, Ultrasound systems and mobile X-ray to discussions on our CT scanner offerings, Options & Upgrades and Imaging software.

Most of you, our esteemed customers, must have visited our stall at IRIA. I would like to Thank You for visiting us to understand our offerings.

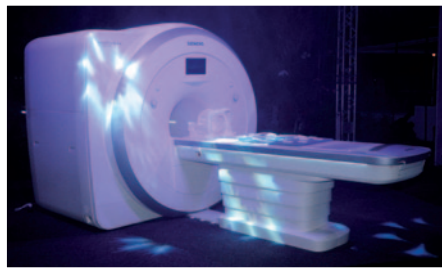
While we are increasing our touch points with you through various mediums, please do continue writing to us at [hc\\_contact.india@siemens.com](mailto:hc_contact.india@siemens.com). It only helps us to collaborate with you better.

Best Regards,

Richard Guest,  
CEO-Siemens Healthcare, India

## Did you meet Amira?

IRIA 2015



For the first time in the industry, Siemens entertained our audience and involved them through the Drums Circle activity to launch MAGNETOM Amira at IRIA 2015. Thank you for those who participated in our mega launch.

## About MAGNETOM Amira

The clever spin on 1.5T



Healthcare providers worldwide are striving to improve outcomes for patients and make healthcare systems more efficient. MAGNETOM Amira is specifically designed to help answer these challenges. **Now you can extend your clinical capabilities, improve patient experience, and boost process efficiency – at lower costs per scan.** Amira's energy and costs saving solutions are...

- Reduce lifecycle costs with zero helium boil-off technology

- Optimized resource utilization with simple installation and low space requirement

- Flexible service offering depending on your patient load

## New edition of CT scanners

### SOMATOM Scope VC30 16/32 slice scanners

SOMATOM Scope VC30 is a reliable, easy-to-use 16 slice scanner that combines **cost efficiency and outstanding image quality at the right dose**. Further, we have also introduced SOMATOM Scope VC30 32 slice scanner that provides higher resolution images for enhanced diagnostic detail. VC30 brings new FAST features (Fully Assisting Scanner Technologies) to optimize process efficiency.

Power configurations of SOMATOM Scope VC30 provides for material characterization and visualization with Single Source Dual Energy.

### SOMATOM Perspective VC30 64/128 slice scanners

SOMATOM Perspective VC30 64/128 slice scanners comes with FAST features, making time-consuming and complex procedures easier and less prone to errors. Enhanced patient care with SAFIRE (Sinogram Affirmed Iterative Reconstruction) ensures up to 60%\* lower dose through

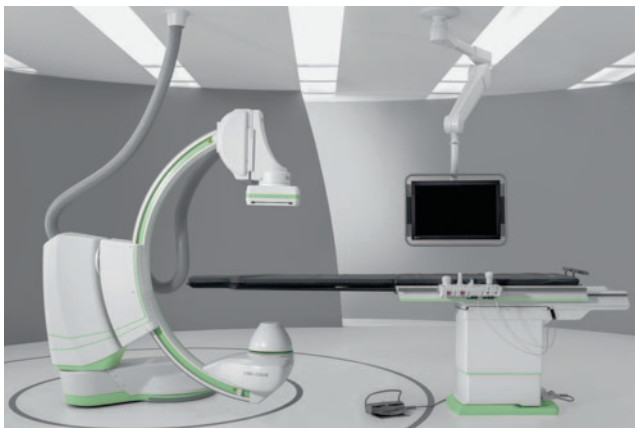
raw-data-based iterative reconstruction. **The unique eCockpit feature helps improve financial performance that potentiates savings by ensuring higher uptime and less wear and tear.**

The SOMATOM Perspective VC30 128 slice scanner opens new opportunities for hospitals and clinics covering wide range of clinical applications including Cardiac CT Angiography.

*\*FDA approved*

## Artis one wins “Special Mention 2015” in German Design Award

**Designed around you.**



We are delighted to announce that Artis one has received a German Design Award “Special Mention 2015” decided by a jury of 30 renowned experts. This prestigious international award is given by the German Design Council to discover and honor high-quality products and projects from product and communications design, design personalities and newcomers for their pioneering contributions to the German and international design landscape.

Artis one has been awarded a “Special Mention” distinctions for exceptional design quality in the category “Industry, Materials and Health Care”. This particular award honors achievements whose design has especially noteworthy aspects or solutions – a distinction that acknowledges the commitment of both companies and designers.

## syngo.via VB10

**Get the full picture**

The syngo.via 3D and advanced visualization solution helps to accelerate workflows across all modalities and is perfect for both day-to-day and more challenging cases. We have now introduced new applications:

- **syngo.CT Myocardial Perfusion:** Analysis and visualization of the full spectrum of myocardial perfusion analysis

- **syngo.MR OncoCare:** Quantitative evaluation of functional tumor response
- **syngo.via RT Image Suite:** Efficient and flexible viewing and contouring of Radiotherapy planning datasets in a multi-modality environment
- **syngo.MI Offline Oncoboard:** Enabling multi-disciplinary evidence sharing by communicating visual and quantitative findings in multi-disciplinary settings ex.tumor board
- **syngo.CT Dental:** Prepare dental images for implant planning, create panoramic and paraxial images, and visualize the mandibular canal
- **syngo.CT DE Hardplaque:** Display Identify and automatically remove calcifications from a Dual Energy CTA image to display the true vessel lumen
- **syngo.CT DE Rho/Z:** Get access to electron density and effective Z maps, which may aid in the differentiation and characterization of different body tissues.

*Note: VB10 is available as an upgrade for our existing syngo.via customer base, subject to compatibility of hardware and software version.*

## Look Closer

**Breast imaging with ultrasound and mammography.**



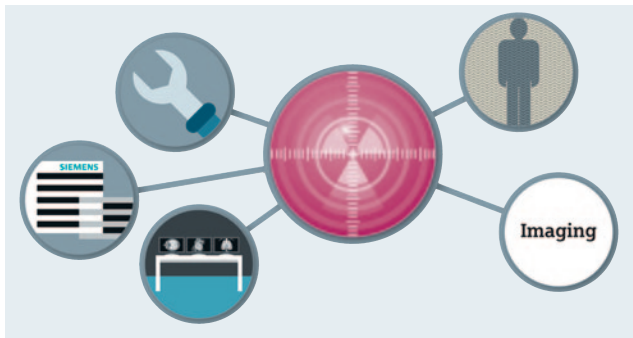
Both ultrasound and mammography provide advantages for breast imaging. Combine them and you can reveal even more.

- **See clearly:** Breast ultrasound and mammography are the two most commonly used imaging modalities for early breast cancer detection. The challenge in breast imaging is dense breast tissues. Siemens has answers to this challenge -- 2D ultrasound, 3D ultrasound using Automated Breast Volume Scanner (ABVS) and True 3D Breast Tomosynthesis.
- **Simplify operations:** Just as excellent image quality is crucial in breast care, so is an efficient workflow. That's why Siemens ultrasound and mammography systems and reading workstations have the syngo® user interface that translates into time savings, less training effort and greater efficiency every day.



- **Synergize business:** With a single expert partner for all your equipment, service and financing needs, you are well positioned to broaden your revenue base and increase your competitive edge. When you have just one contact, it allows you to achieve even more with your equipment – and to offer patients reliable, consistent and comprehensive breast imaging services.

## Guide to Right Dose



The 5<sup>th</sup> edition of our “Guide to Right Dose” helps you to stay up-to-date on what is new and developing in the field of diagnostic imaging, supports you in your daily decisions about dose application and assists you in better explaining medical imaging procedures to patients, who are increasingly knowledgeable and proactive about their healthcare. You can download the edition from [www.siemens.com/right-dose](http://www.siemens.com/right-dose).

### Customer Speak

## “Mammomat Inspiration is true to its potential”

**Dr. S Senthilkumaran, HOD & Consultant Radiologist, G. Kuppusamy Naidu Memorial Hospital, Coimbatore Specialist in oncoimaging, mammography and image guided procedures.**

We have installed the Siemens Mammomat Inspiration with 3D Tomosynthesis. On an average we do about 10 cases per day.

We were amongst the early birds to have installed a conventional mammography system in our city. In those days, the waiting period for patients to seek an appointment was 10-15 days for a mammogram. We used to do about 3-5 cases per day, mostly restricted by the availability of ultrasound room (for sonomammogram) and only for a



couple of hours in morning, as the ultrasound room used to be engaged for other routine scans and procedures.

When we decided to change our decade old mammography unit, our requirement of the machine was one that could reduce our turnaround time, thereby avoiding waiting period for mammogram appointments. We also wanted the patient experience during procedures to be comfortable, while reducing the radiation dose.

True to its potential, with Mammomat Inspiration, we have now completely avoided waiting period for all mammographic appointments. We do about 10 cases per day in about two hours. We consider our huge investment worthy, when our regular patients talk of vastly improved comfort with this new machine. We were initially hesitant to use tomosynthesis, but now are convinced of its benefits at the expense of the little extra radiation. Today we routinely use tomosynthesis for all dense breasts to increase our confidence and accuracy and have also picked up malignant masses, which were otherwise occult. Stereotactic biopsy is simple and accurate to perform. Some of the cases that I would like to share are...

**Case 1:** A 45-year-old, during screening mammogram, had an asymmetric density in left breast. Margins were indistinct. Tomosynthesis showed well circumscribed mass and classified as BIRADS II. No further was evaluation done.

**Case 2:** A 55-year-old came with long standing nipple retraction. She felt a vague lump in right breast. Mammogram showed architectural distortion but tomosynthesis clearly showed the spiculated mass - BIRADS V. Biospsy was infiltrating ductal carcinoma.

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