

The Siemens logo is displayed in a white box at the top left of the page. The background of the top section features a network diagram with various nodes and lines, representing interconnected healthcare concepts. A hand in a suit is pointing at one of the nodes labeled 'Clinical capabilities'.

Reputation

Overhead
burdenProcess
efficiencyClinical
capabilitiesPatient
outcomeFinancial
performancesiemens.co.in/healthcare**i**connect

Imaging news from Siemens Healthcare

Issue 03 | January 2015

Wishing you all a very Happy New Year!



On behalf of Siemens Healthcare, I would like to wish you all a very happy and a prosperous new year! Another exciting year has commenced and I am sure it will bring with it abundant opportunities, which will help us provide quality healthcare accessible to the masses.

The healthcare market in India is growing at a very fast pace. Emerging countries like India are also considered as a prime destination for private investments. At the same time, there are several challenges faced by these countries like burden of rising and aging population, delivery of adequate healthcare and adaption to newer technologies. To provide solutions to these challenges, what we together need to do is – Think Healthcare Ahead.

Siemens Healthcare has launched a book called **Thinking Healthcare Ahead** that focuses on five major trends that will influence the way healthcare will be delivered around the world in the coming years. You can download this book as an app by visiting www.siemens.com/publications-app.

Being the innovation leader, Siemens will continue to provide you with updates on healthcare trends and introduce innovative technologies that will help you to achieve your organizational goals. One such platform was RSNA 2014, where Siemens presented wide range of new systems – from entry-level to premium. Another such platform is IRIA 2015, where you can discover our newest radiological offerings.

Do keep writing to us at, hc_contact.india@siemens.com. A big thank you for all those who are appreciating *i-connect* and are providing us genuine feedback.

Best Regards,

Richard Guest,
CEO-Siemens Healthcare, India

Artis with PURE®

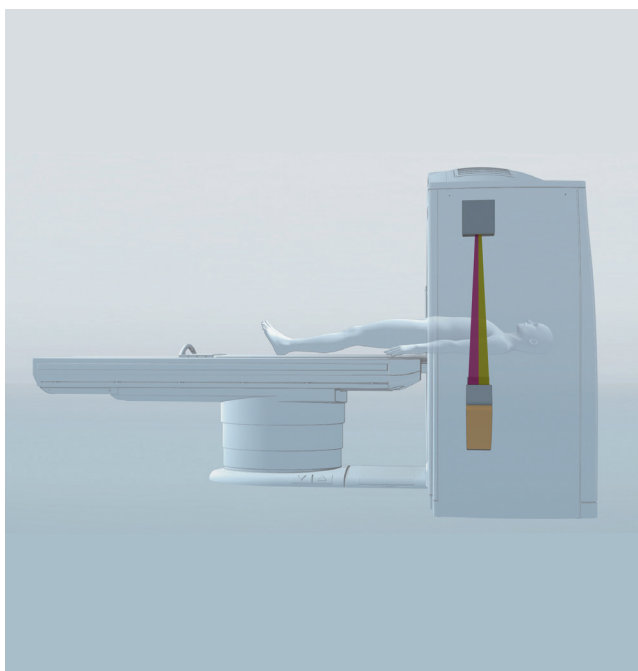
Adding smooth to start

PURE® is the new platform for Siemens' Artis systems that adds smooth use to Siemens' smart technologies in the angio suite, helping users to increase their process efficiency, get the full potential of their system and enhance their patient outcomes.

The focus of PURE® is to improve the ease-of-use of our systems, while increasing image quality and further reducing dose.

TwinBeam™ Dual Energy

New Benchmark in Single Source Dual Energy

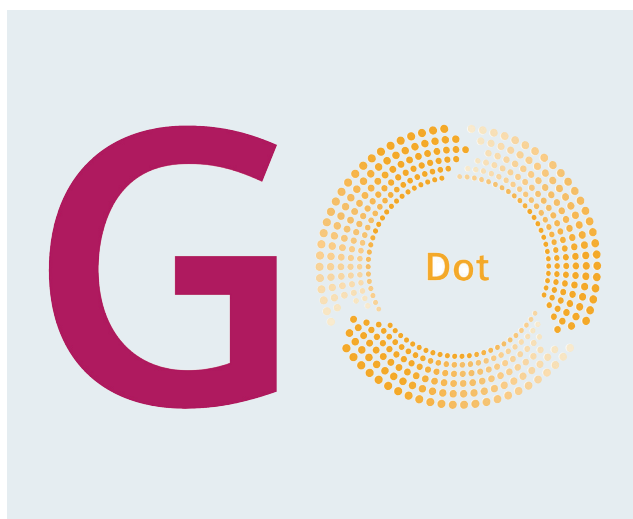


Siemens Healthcare has created the basis for establishing the dual energy procedure in clinical routine. TwinBeam™ Dual Energy is an innovative technology unique to Siemens that enables simultaneous imaging at two different energy levels for the first time in single source CT. Thanks to a novel user- and patient-friendly measurement method, information on tissue and other material can be obtained along with the traditional morphological data, even during examinations with high contrast media dynamics. **This means that more patients will benefit from the added value of dual energy imaging.**

TwinBeam™ Dual Energy technology is available on Siemens' SOMATOM Definition AS+ and SOMATOM Definition Edge CT scanners. Dual Energy CT application portfolio on syngo.via is now available for cases acquired using single source Dual Energy.

DotGO

Go for consistent results, efficiently.



DotGO is Siemens' unique MRI exam software, combining intuitive protocol management (Dot Cockpit) providing quality results for each exam (Dot engines). Dot enables you to reduce exam time by up to 20%¹ and makes scheduling more predictable.

DotGO empowers you to provide your MRI expertise for the entire department and to define a higher standard of care for more patients and referrers.

¹University Hospital Essen, GER, Brain Dot Engine Workflow Study

Symbia Evo Excel

Small is the new big



Symbia Evo Excel combines industry-leading SPECT image resolution and detector sensitivity with the smallest room size requirement in its class*. **Designed to fit into almost any existing nuclear medicine exam room, Symbia Evo**

Excel virtually eliminates costs associated with room renovation and expansion.

With a high-capacity patient bed, larger bore size compared to previous systems and highly flexible detectors, the system is optimized for obese or critically ill patients and increases the variety of applications a healthcare institution can offer.

** Entry level SPECT scanners for general nuclear medicine imaging, excluding organ-specific / dedicated scanners.*

ACUSON X600™ Ultrasound System

Discover the New Standard of
"Standard."



We've engineered the ACUSON X600™ ultrasound system to punch above its price class because we believe some things—such as image quality and reliability—should never be compromised. **Its advanced imaging engine, typically reserved for higher-end systems, excels in General Imaging, Cardiology, and OB/GYN, delivering high-quality imaging across your shared-service environment.**

ACUSON X700™ Ultrasound System

Diagnostic Confidence. Investment Confidence.

The ACUSON X700™ system is engineered for the most critical innovation: **confidence, in both your diagnoses and your investment.** Leveraging the premium



technologies of our higher-end systems, this core system delivers advanced imaging that's compatible across a wide variety of our ultrasound system transducers.

Mammomat Select

Makes your day the easy way!



Mammomat Select is our new analog mammography system designed with smart features like EasyTouch and isocentric rotation that allow you to streamline your workflow. Personalized OpDose with Automatic Exposure Control makes individually selecting the right dose for each woman very simple. **All these features together enable high patient throughput.**

360° view for treatment decisions in oncology

syngo.via's 360° view supports the milestones of the cancer treatment path: **treatment decision, planning, and response assessment – across modalities, therapies, and departments.** syngo.via offers new and improved applications for image-based treatment decisions in oncology.

- Quantitative evaluation of functional tumor response
- Efficient and flexible viewing and contouring
- Multi-disciplinary evidence sharing, even when offline
- Oncology workflows with Easy Reading Mode
- Assessment of tumor growth at a glance
- Comparison of mammography images from different sources

syngo.via RT Image Suite

syngo.via RT Image Suite is a dedicated imaging-for-RT software solution that allows Radiation Therapy clinics to leverage their imaging information; providing compelling clarity for making clinical decisions. The solution supports concurrent viewing and contouring of up to four image series and an additional four fused series. 3D/4D CT, PET, PET•CT, MRI and Linac Cone Beam CT (CBCT) images as well as rigid and deformable image registration are supported.

Zero Harm Culture

At Siemens, we attach highest importance to Zero Harm culture. We take utmost care that our equipments are running with the highest quality and safety standards.

In our first issue of *i-connect*, we had mentioned that the MRI system has a superconducting magnet whose magnetic field is "ALWAYS ON" irrespective of the MRI system is in itself powered on or not. This is also true for the permanent magnet systems. The greatest risk from this "ALWAYS ON" static magnetic field is attraction of a ferromagnetic object into the magnet of the MRI scanner, which could create a projectile effect leading to significant injury to people or irreversible damage to the MR system.

We have thus developed and mounted caution boards at all our customer sites, with an intent to keep patients, technicians and housekeeping staff informed to not carry ferromagnetic objects that may get attracted to the strong magnetic field of the MRI system. However, keeping a vigil on this point continuously would help to avoid any fatal incidences.

It is with this objective that we have once again included this information in this edition as well. We request you to keep your personnel, who have access to the magnet room, informed about this potential risk. In addition, we also request you to kindly mark the magnet room as an area with "restricted entry only for authorized personnel".



SIEMENS

Giving a growing world healthcare that grows with it.
Siemens answers are helping to give more people access to tailored quality healthcare.

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