

# What would it take to expand your MRI services? Less than you think.

Last year, MRI procedure volume grew by 8%, especially for upper and lower extremities, abdomen, and prostate exams<sup>1</sup>.

If your MRI scanner is not equipped to handle this growth or the changing needs of your referring physicians and patients, it may be time for an upgrade.

EZ Upgrade is a cost-effective way to transition to our industry-leading MAGNETOM® Aera.

The program offers 0% financing on the scanner and a combined monthly lease and service payment that is equal to your current service-only payment for up to 2 years. Beyond the 1–2 years, the nominal increase in your monthly payment typically is offset by seeing just one more patient per day<sup>2</sup>.

MAGNETOM Aera offers trendsetting technologies to standardize workflows, deliver consistent, high-quality images (even with motion or metal implants<sup>3</sup>), and increase patient volume so that you can expand your MRI services and outperform the competition.



Limited-  
Time Offer

Transition to our  
industry-leading  
MAGNETOM Aera  
with EZ Upgrade.

<sup>1</sup>2015 MR Market Outlook Report. IMV Medical Information Division, Inc. 2015.

<sup>2</sup>Calculation based on average reimbursement of \$450/scan and 26 days/month of operation.

## How can MAGNETOM Aera help grow your business?

Potential Advantage	Description
<b>Accommodate Obese Patients</b>	A large, 70-cm open bore and 550-lb table weight limit support a growing obese population. Plus, the short magnet enables more head-out exams, which may help reduce claustrophobia and anxiety.
<b>Provide Implant Imaging</b>	Over the next 10 years, there is an anticipated 14% growth rate in inpatient orthopedic procedures, mainly for joint replacements <sup>4</sup> . With metal implant imaging <sup>3</sup> , you can better support the diagnostic process for these MSK patients on issues like prosthesis loosening and infection.
<b>Accelerate and Automate Workflow</b>	Dot™ reduces exam time by up to 20% and helps make scheduling more predictable by adapting the scanner to changing patient conditions. Additionally, Tim® 4G integrated coil technology helps you manage increased patient volume as you grow your business with new exams.
<b>Recover Hidden Costs</b>	A study at Harborview Medical Center concluded that 20% of all MRI exams were repeated due to motion, which equates to a potential yearly cost of \$115,000 per scanner <sup>5</sup> . A comprehensive suite of standard and optional motion-correction techniques, including BLADE and PACE software, helps you reduce motion-related artifacts.
<b>Investment Protection</b>	Siemens Healthineers continually introduces new sequences, applications, and coils to enhance image quality, diagnostic capabilities, and workflow. The Evolve program protects your investment by keeping both the system hardware and software current, enabling you to benefit from the most recent advancements.

<sup>3</sup>The MRI restrictions (if any) of the metal implant must be considered prior to the patient undergoing an MRI exam. MRIs of patients with metallic implants bring specific risks. However, certain implants are approved by governing regulatory bodies to be MRI 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 MRI safety are the responsibility of the implant manufacturer, not of Siemens Healthineers.

<sup>4</sup>Orthopedics: Service Line Strategic Outlook. The Advisory Board Company. 2011.

<sup>5</sup>Andre J, Bresnahan B, Mossa-Basha M, et al. Towards Quantifying the Prevalence, Severity, and Cost Associated with Patient Motion During Clinical MR Examinations. J Am Coll Radiol 2015 Jul;12(7):689-95.

The outcomes achieved by the Siemens Healthineers customer described herein were achieved in the customer's unique setting. Since there is no "typical" hospital and many variables exist, there can be no guarantee that others will achieve the same results.

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

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