Press

INNOVATION WITH A FOCUS ON PRECISION MEDICINE
Launchings presented by Siemens Healthineers at JPR 2019 shows cases and practical solutions about digitalization, precision medicine and improved patient experience

São Paulo, May 2019 - The 49th edition of the São Paulo Radiological Meeting (JPR 2019), organized by the São Paulo Radiological and Diagnostic Imaging Society (SPR), to take place May 2-5 in São Paulo, has already become one of the premier radiology events and inserted Brazil in the global circuit when it comes to scientific studies and advancements in this area. For several years, Siemens Healthineers has been using its knowledge and experience in the segment, not only in the Brazilian market, to achieve a level of collaboration with the entire healthcare chain, particularly with regards to precision medicine, improved patient experience and digitalization.

"It is possible to assist in preventive actions during routine exams, provide proactive follow-up through machine learning, manage installed base remotely, among other things. These are concepts already well known in other industry sectors and that are being inserted at a fast pace in Healthcare also. With Digitalization, Population Healthcare Management becomes increasingly more viable through individual and personalized care for each patient," says Armando Lopes, Managing Director of Siemens Healthineers in Brazil.

It is through this strategy that the company presents at JPR its innovations and solutions for this continuously expanding segment. The latest equipment + solutions are:

MAGNETOM Altea* - at the performance core of this Magnetic Resonance machine is the exclusive and innovative Biomatrix Technology, which allows equipment to adapt to the individual characteristics of each patient, leading to faster routine studies and thus reducing patient permanence time in the institution, increasing workflow efficiency and faster return on investment. In turn, Innovision*, an exclusive and revolutionary device that provides the patient a unique and immersive multimedia experience, allows conducting MR exams on patients who until now were ineligible, such as people with claustrophobia or involuntary movements, for example.

ACUSON Sequoia – an ultrasound launch that possesses the new BioAcoustic image generation technology, capable of adapting the signal to different characteristics, ensuring the best image quality for each physical and unique variability in each patient. In addition to the new Deep Abdominal Transducer (DAX), a new high power architecture and innovative updates for elastography and ultrasound with contrast – achieves a visualization penetration of up to 40 centimeters. With this powerful architecture and innovative features, it expands precision medicine - allowing for high resolution images that adapt to the individual size and characteristics of patients, contributing to a more precise and reliable diagnostic.

SOMATOM go.TOP - through the use of a tablet that's integrated with the CT, healthcare professionals can check patient information, prepare the protocol and perform all stages of an exam inside the room, next to the patient – precision medicine favoring humanization. **Made in Brazil** – since the beginning of the year, the SOMATOM go.NOW line is produced at Siemens Healthineers' plant in Joinville (SC). And starting June, the SOMATOM go.UP will also be made in Brazil.

MAMMOMAT Revelation – the digital mammography machine that provides less discomfort through compressors with customized software compression, SoftComp, as well as PRIME technology benefits, which reduces the amount of radiation by up to 30% during 2D exams and reduces the need to repeat exams with its 50° wide-angle tomosynthesis, which allows obtaining the highest resolution of depth and detailing of the lesion; the 3D breast biopsy technology, exposure of the biopsy fragment during the procedure, the mammogram with contrast and classification of breast density resolution in this equipment that was conceived with the best patient experience and exam result precision in mind.

And for the future: more than "machines"

Technological advancements have gone beyond breakthroughs in terms of equipment, and today, is definitively living the era of AI. All the intelligence behind an equipment and a process has made a difference: "The advent of increasingly more advanced technologies is inevitable and are being more and more understood and utilized to create benefits such as: prevention and increased well-being of patients through precision medicine. Repetitive actions shall be performed more and more by machines, while healthcare professionals can dedicate more of their time to humanizing healthcare and developing platforms," says Robson Miguel, Head of Digital Services at Siemens Healthineers Brazil.

And, pursuant to this strategy adopted by the company are its latest developments AI-Pathway Companion and AI-Rad Companion Chest CT:

AI-Pathway Companion* - clinical decision support system based on Artificial Intelligence (AI) that assists doctors in making diagnosis and treatment decisions along disease pathways. It was developed to help optimize processes during clinical

Unrestricted

pathways and, thus, the overall success of patient management, supplying doctors with recommendations for multidisciplinary diseases according to the clinical state of each patient, based on the integration of data and artificial intelligence, providing next step suggestions. The first clinical application will be for prostate cancer.

AI-Rad Companion Chest CT*- the first intelligent software assistant for radiology, which can identify organs and changes potentially relevant for diseases. Targeted for CT scanners, scientist teams at Siemens Healthineers train the underlying algorithms based on extensive clinical datasets. Using images of a chest CT, the software can differentiate the various structures of this part of the body, highlight them individually, mark them and measure potential abnormalities. This equally applies to organs such as the heart and lungs, the aorta and vertebral bodies. The software automatically transforms discoveries in a quantitative report.

VOC changes its name to *syngo* Virtual Cockpit

Developed 100% in Brazil, the Virtual Operations Center (VOC) – an exclusive Siemens Healthineers solution that allows controlling MR equipment remotely anywhere in the country – receives high recognition from the market and becomes a global company product under the name *syngo* **Virtual Cockpit**.

Visit Siemens Healthineers' booth and learn more about these and other solutions that are going to conquer the diagnostic imaging world even more.

49th São Paulo Radiological Meeting – JPR

WHEN: May 2-5, 2019

WHERE: Transamérica Expo Center (TEC): Avenida Dr. Mario Villas Boas Rodrigues, 387, Santo Amaro, São Paulo,

SP, Brazil.

TIMES: May 2-4, from 9 a.m. to 7 p.m.; May 5, from 9 a.m. to 1 p.m.

Further information is available at https://www.jpr2019.org.br

Siemens Healthineers Booth #12

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*Awaiting ANVISA approval.

Siemens Healthineers
Siemens Healthineers enables healthcare providers worldwide to increase value by empowering them on their journey toward expanding precision medicine, transforming care delivery, improving the patient experience, and digitalizing healthcare. A leader in medical technology, Siemens Healthineers is constantly innovating its portfolio of products and services in its core areas of diagnostic and therapeutic imaging, and in laboratory diagnostics and molecular medicine. Siemens Healthineers is also actively developing its digital health services and enterprise services. In fiscal 2018, which ended on September 30, 2018, Siemens Healthineers generated revenue of €13.4 billion and adjusted profit of €2.3 billion and has about 50,000 employees worldwide. Further information is available at www.siemens-healthineers.com
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