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Siemens IT Care Plan

The long-term IT service contract
to maintain state-of-the-art software.



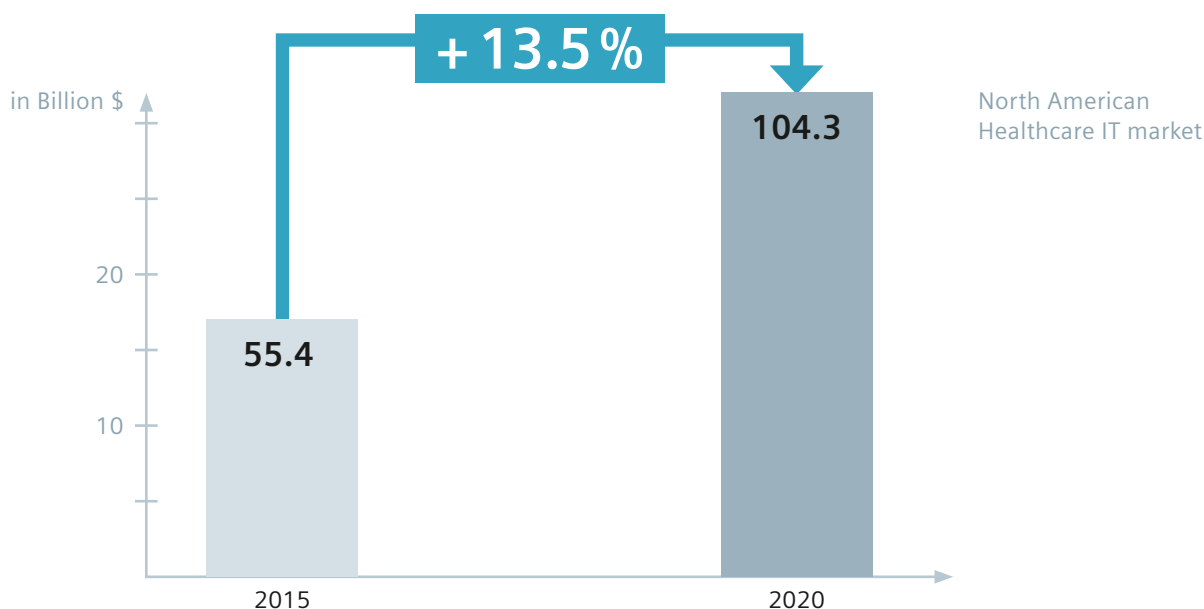
IT
Services

Focused on cutting-edge IT service solutions – unburdening IT staff and clinical personnel

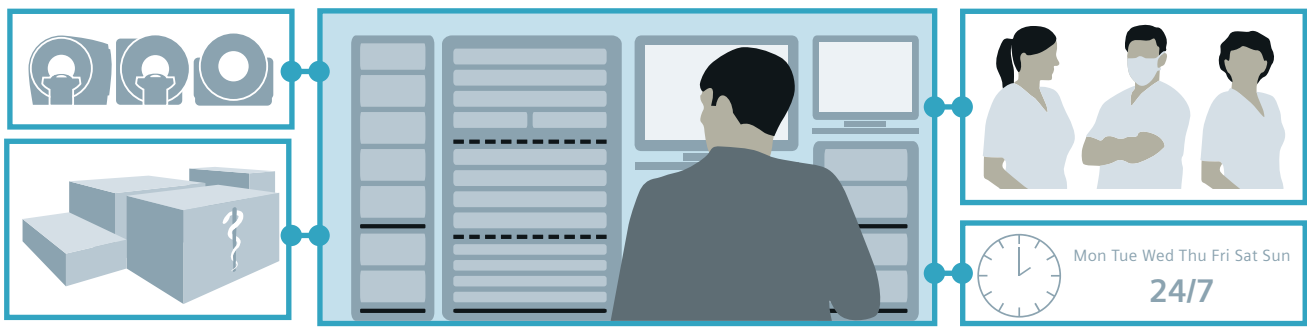
The healthcare landscape is changing rapidly. There are a constantly growing number of business and technology issues to navigate and, associated with this, a growing number of healthcare IT service solutions which go hand-in-hand with greater value – as you and your staff evolve existing care models and the ability to connect, to innovate, and to transform.

Top priority: managing the complexity of healthcare IT

If we assume that the healthcare information technology is comprised of hardware, software, and services, then the market prospects are rosy as there is a high demand for solutions that can ease clinical IT workflows: The North American HCIT market, for example, is forecast to grow at a CAGR of 13.5% during the forecast period of 2015 to 2020, reaching USD 104.3 Billion by 2020 due to the growing need to adhere to regulatory guidelines and government initiatives for eHealth, high return on investment (ROI), and rising need to curtail the escalating healthcare costs¹. And this is an important starting point for offerings that streamline processes and reduce administrative overhead, helping healthcare institutions to achieve improved care and higher efficiency while overall costs decrease.



¹ <http://www.marketsandmarkets.com/Market-Reports/north-america-healthcare-it-market-1190.html>, retrieved August 8th, 2016



Helping you and your IT administration with an extra portion service for all syngo installations and laboratory IT – with real-time remote technical and application support

It is well-known that software must be maintained continuously – and this is what the IT Care Plan stands for: Providing software updates and upgrades to the latest software version supports you to increase system and staff productivity. Newest functionalities ease everyday work and processes, and unburden IT staff and clinical personnel while preventing disturbing and cost-intensive downtimes.

Additionally, the Siemens IT Care Plan gives healthcare IT Administrators the certainty that they are cared for and supported in their everyday work with a landscape of reliable tools and knowledge bases – which in turn can lead to an overall positive impact as highly engaged business units are on average 3.4 times more effective financially than units who were less engaged. And this financial effectiveness can reflect in total sales and revenue, in actual performance to target goals, and in year-to-year gains in sales and revenue.²

Siemens Healthineers can quickly react to your requests or questions, using the secure and remote access to your system. Technical or application experts then instantly connect remotely and either fix the problem if it is a technical issue, or guide you through the steps you need to utilize the application – live and on your own screen. The centrally organized remote experts are highly qualified professionals who are continuously trained on all software changes and updates.

Important note: The IT Care Plan for imaging equipment can be acquired without an in-house IT Administrator, but local costs need to be considered as the IT administrator's tasks are being taken over by the local Siemens Healthineers Service organization.



Less engaged
business units

Highly engaged
business units

² Castellano, William, "A New Framework of Employee Engagement," Center for Human Resource Strategy at Rutgers University.

Valuable measures in times of transition

In the transition to value-based care, all healthcare industry stakeholders face various challenges to staying financially viable, including those presented by healthcare reform and consumerism. Many healthcare providers have realized that valuable measures to overcome those challenges and create a sustainable revenue stream often lie within the realms of operational optimization and within strict clinical imperatives. Siemens Healthineers believes there is great potential to be achieved with a Siemens IT Care Plan in all three areas of clinical imperatives, operational optimization, and financial performance.

Clinical imperatives

- Ensure a high quality of reports, readings, and results when they are needed by keeping the system up-to-date, high performing, and available.
- Improve system uptime by solving potential errors before they occur and lead to system malfunction, so the systems can be used to the full potential. Avoid unplanned downtime and workflow interruptions due to issues or service activities.
- Efficiently onboard new IT staff through access to the Lifenet syngo Information Center, the Services Knowledgebase and Ask the Expert Sessions. Users of all experience levels are integrated into a global community & the knowledge sharing platforms for syngo administrators.

Operational optimization

- Our experts for your expertise: Speed up your daily work and benefit from our team of specialists who provide fast and comprehensive support up to 24/7 using the Siemens Remote Service (SRS) infrastructure and features.
- Get the most out of your system with optimized system usage.
- Increase radiology staff confidence in their capabilities and equipment usage with effective, enabled, qualified, on-site IT Administrator's support: they are constantly kept in the loop with the most up-to-date information concerning their syngo products.
- Increase peace-of-mind and save time – you do not have to deal with additional contacts and processes when it comes to your syngo-related hardware – you call the same Siemens hotline, and hardware vendor management is taken care of.

Financial performance

- Protect your budget and system investment with the comprehensive features of the Siemens IT Care Plan, which keeps your syngo and laboratory system software up-to-date and operational over the entire product lifecycle.
- Add to your institutions competitive edge by fostering a culture of self-learning. Reduce your overhead burden by avoiding the travel cost and missing on-site workforce due to offsite training days. Optimize throughput and increase your revenue with less downtime due to fast and efficient on-site support by your own IT administrators.

Siemens IT Care Plan

Investment in IT services' development and staff's knowledge is key to long-lasting business success

The trend towards evidence-based medicine also requires the decision-support features healthcare providers demand from their healthcare IT systems. Whatever your applications, workflow, or IT requirements are: The Siemens IT Care Plan is at hand. The comprehensive service contract, customized for Healthineers IT systems, is offered to institutions who choose *syngo.via*, the leading Healthineers 3D post-processing suite, and *syngo.plaza*, the reliable Siemens Healthineers PACS system, as well as RapidComm and sLIM software for laboratory diagnostic systems. The contracts are tailored to the level of service that is appropriate to your specific system and organization. The four main parts of the contract are (1) Technical Support, (2) Application Support, (3) Software Updates, and (4) Software Upgrades.

Keeping systems evergreen: IT administrators of imaging systems and your clinical institutions can benefit from those four highly efficient features, each one with its own special function to enhance the IT landscape's efficiency and to make your IT administrators' work easier.

Additional Services – referred to as **Care Plus** – are an integrated part of every syngo relevant Siemens IT Care Plan and include Event Monitoring, a documentation and troubleshooting library, as well as an expert-to-peer forum for the most current insights into *syngo.via* and *syngo.plaza*, plus Hardware Call Management.

For *syngo.via*, you can furthermore decide to add **optional IT Services:** Admin Plus for remote administration, Delta FIT to keep your experts up to date. Other options are either Hardware Evolve only, or the combination of both Hardware and Software Evolve.³

Diagnostic laboratories can also benefit from the four main and highly efficient features. Each one provides diagnostics-specific support, from technical and application phone support to updates and upgrades⁴ – software upgrades offer enhanced features and functionality for you with purchased licenses.

Remote technical and application support is key for fast and efficient service provision

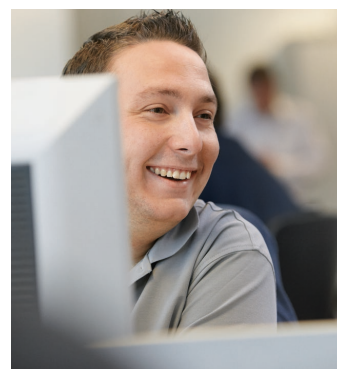
Access to the latest software versions helps support high-quality diagnoses, broaden service lines, and stay competitive in the long run

Gain financial stability as there is no need to budget repeatedly or annually for new software updates or upgrades

Evolve existing care models and the ability to connect, to innovate, and to transform while workflow configurations are stable over the entire lifecycle

Proactive Event Monitoring – benefit from increased system availability and a further reduction in clinical workflow interruptions.

Receive latest information on system developments as well as real hands-on improvement suggestions, directly from the source; exchange your views with peers and gain further knowledge of news and features.



³ Availability of the optional IT Services depends on the configuration level of your systems.

⁴ Diagnostics upgrades can be restricted and only available via Price Book.

Monetizing care value

The following examples are based on generic assumptions. They are intended to trigger a general discussion and thought exchange on how continuous IT service in care-providing environments, or the lack thereof, can substantially influence a healthcare institution's profit and loss statement.

Without a Siemens IT Care Plan, wait time, missing efficiency gains and unnecessary downtime can lead to missed revenue and savings. With additional features such as TACE and the Alzheimer's disease application, you could also add additional revenue and broaden your service lines.

In comparison, a nurse in Germany typically costs 28,800 € a year – a radiographer (MTRA) around 30,000 €.

Radiology department with 1 CT and 1 MR with syngo.via

Without IT Care Plan		With IT Care Plan	
Missed revenue/savings or additional costs per year		Increased revenue or savings per year	
Issue occurs, you call the hotline, Standard Response time	4 h	Issue occurs, you call the hotline, Remote Response time	40 min
<ul style="list-style-type: none"> • Procedure time 20 minutes per scan • Reimbursement per procedure 100 € • Occurs 6 times a year → 7,200 € x 2 scanner 		<ul style="list-style-type: none"> • Procedure time 20 minutes per scan • Reimbursement per procedure 100 € • Occurs 6 times a year → 1,200 € x 2 scanner 	
Missed revenue	14,400 €	Increased revenue ⁴ (14,400 € – 2,400 €)	12,000 €
Additional costs for syngo.via software upgrade as one-time purchase p.a.	9,000 €	syngo.via software upgrade included in Siemens IT Care Plan p.a. = 3,000 €	
Missing proactive Event Monitoring	data loss	Increased savings ⁵ (9,000 € – 3,000 €)	6,000 €
<ul style="list-style-type: none"> • Reinstallation of system • 3 days, external rate = 4,500 € • This might occur once in 5 years 		No hardware system down due to proactive Event Monitoring	no data loss
Missed savings	900 €	<ul style="list-style-type: none"> • No reinstallation of system • 3 days, external rate = 4,500 € • Did not occur once in 5 years 	
Missing opportunities due to lack of features (e.g. Alzheimer's disease application in version VA30)		Increased savings	900 €
<ul style="list-style-type: none"> • 1 patient a day = 240 patients a year • Reimbursement per procedure = 100 € 		Broaden service lines due to new features available in new software version (e.g. Alzheimer's disease application in version VA30)	
Missed revenue	24,000 €	<ul style="list-style-type: none"> • 1 patient a day = 240 patients a year • Reimbursement per procedure = 100 € 	
<ul style="list-style-type: none"> • Missed revenue on prostate scans due to missing "b-values calculation" • 100 MR prostate cases p.a. with extended time to diagnosis 	9,900 €	Increased revenue	24,000 €
Missed savings on each TACE patient (unnecessary additional cycles)	12,000 €	<ul style="list-style-type: none"> • Additional features increase revenue e.g. "b-values calculations" • Potential time savings per MR prostate scan = 5 min • Average scan time per MR exam = 15 min • Reimbursement per MR exam = 300 € 	
<ul style="list-style-type: none"> • Missing knowledge • IT Administrators not enabled to solve simple issues by themselves due to missing access to Lifenet syngo Information Center, SKB and Ask the Expert Session • 3 issues could have been solved independently, now they need to involve Siemens Healthineers Service organization 		Additional reimbursement per average time savings per 100 MR prostate cases	9,900 €
<ul style="list-style-type: none"> • Standard Response time = 4 h • 3 issues a year with 4 h response time = 12 h • Procedure time 20 minutes per scan • Reimbursement per procedure 100 € • 36 missed procedures x 100 € x 2 scanner 		<ul style="list-style-type: none"> • TACE patient • 3 to 4 cycles per patient per year at 24,000 € each • 50% non-responders to therapy • MR onco care helps to assess therapy response after only 1 month 	
Missed revenue	7,200 €	Savings per TACE patient on average	12,000 €
Sum of missed revenues/savings and additional costs	77,400 €	<ul style="list-style-type: none"> • IT Administrator is trained and has access to latest system and support information • Solves 3 issues a year independently • There is no need to involve Siemens Healthineers Services • Issue is solved without wait time 	
		<ul style="list-style-type: none"> • 3 issues a year with 4 h response time = 12 h • Procedure time 20 min per scan • Reimbursement per procedure 100 € x 2 scanner 	
		Increased revenue ⁶	7,200 €
		Value of the Siemens IT Care Plan (Sum of increased revenues and savings per year)	72,000 €

4 compared to 4 hours when opening a call without an IT Care Plan

5 compared to one-time purchase

6 based on the Standard Response time of 4 hours

Transformation through partnership: working with you to drive success

“The Remote Support from Siemens gives us a sense of safety. We know that we receive help to *syngo.via* when we need it. Normally the first response to an incident is very fast. The time until a problem is solved depends on the problem itself. Once they are known, problems are resolved quickly.”



Jan-Christoph Adler,
IT Administrator
Inselspital Bern, Switzerland



Inselspital Bern

As a university hospital, Inselspital plays an important role within the Swiss health care system. It is a medical competence, high-technology and knowledge centre with an international reputation and an interface for academic scholarship and scientific research. It offers highly specialized, tertiary medical services, including transplantation services, with an advanced approach to inter-disciplinarity and quality of human care.



Patients:

- around 40,000 inpatients each year
- roughly 520,000 yearly outpatient contacts



Members of staff
7,837



Siemens service contracts and imaging systems:

IT Care Plan, Performance Plans (with Guardian incl. TubeGuard), *syngo.via*, *syngo* workplaces, SOMATOM Definition Edge, SOMATOM Definition Flash, SOMATOM Sensation, 16 Artis Q.zen, Artis zee biplane, Artis zee multi-purpose, AXIOM, MAGNETOM Aera, MAGNETOM Avanto, MAGNETOM Skyra, MAGNETOM Trio, A Tim System, MAGNETOM Verio, MAMMOMAT 300, Multiple MOBILETT, Several Sensis systems, Ysio Max, ultrasound S-Class, X-Class and G Series



Specialties:

30,000 cardiological treatments annually
Emergency maintenance 24/7
35,000 emergency patients annually

Plans for the future:

From a hospital area of 180,000 m² in 2015 to a hospital area of 550,000 m² in 2016

Next steps

Related offerings

syngo.via Hardware Evolve

syngo.via Hardware and Software Evolve

Admin Plus

Siemens Performance Plans

Delta FIT

The products/features and/or service offerings (here mentioned) are not commercially available in all countries and/or for all modalities. If the services are not marketed in countries due to regulatory or other reasons, the service offering cannot be guaranteed.

Please contact your local Siemens organization for further details.

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