

# Value Partnerships in Latin America

Enabling stronger outcomes, smarter  
systems, and sustainable growth

[siemens-healthineers.com/value-partnerships](https://siemens-healthineers.com/value-partnerships)



## Foreword

*“Across Latin America, we’re seeing how Value Partnerships empower providers to deliver better care – more efficiently, more sustainably, and always with the patient at the center.”*

**Ivan França**, Head of Enterprise Services, Latin America, Siemens Healthineers



# Content

- Foreword
- Understanding Latin America's healthcare landscape
- Pioneering breakthroughs in healthcare. For everyone. Everywhere. Sustainably.
- Modernizing systems to increase efficiency at scale
- Improving quality and reducing exam time for MRI
- Transforming pediatric care with heart and science
- Driving diagnostics where they're needed most
- Value Partnerships empower hospitals and health systems
- Explore more Value Partnerships around the world





# Understanding Latin America's healthcare landscape

**Mexico<sup>1</sup>**
**Brazil<sup>2</sup>**
**Colombia<sup>3</sup>**
**The healthcare system**

- A fragmented public system provides broad coverage
- The private sector, though small in reach, accounts for over half of health spending

- The public system (SUS) offers universal, free care at all levels
- Private providers complement the public system, mostly for wealthier patients

- The public system (EPS) enables citizens to enroll with insurers, which manage public and private funds and contract providers
- Nearly universal coverage but performance varies by region and provider

**Key issues**

- Underfunded public care with staff and equipment shortages
- Major access gaps, especially in rural and uninsured populations
- Weak coordination between public and private sectors
- Prevention and digital health remain underdeveloped

- Long wait times and uneven quality across regions.
- Infrastructure gaps, especially outside major cities.
- Mental health needs and rising insurance costs strain the system.

- Widespread financial instability among EPS
- Service delays are common
- Reforms aim to centralize funding
- Critics warn of potential system collapse
- Rural care inequities are a pressing challenge

**To navigate these challenges, healthcare providers in Latin American countries need a strategic partner with the expertise and flexibility to help rethink delivery models, enhance workforce efficiency, and upgrade technology.**



# Pioneering breakthroughs in healthcare. For everyone. Everywhere. Sustainably.

At Siemens Healthineers, we help healthcare professionals deliver high-quality care, with the aim of achieving the best possible outcome for patients. Our portfolio of products, services, and solutions is at the center of clinical decision-making and treatment pathways, and innovation has always been at the heart of what we do. We aspire to create better experiences and outcomes for patients, no matter where they live or what they are facing.

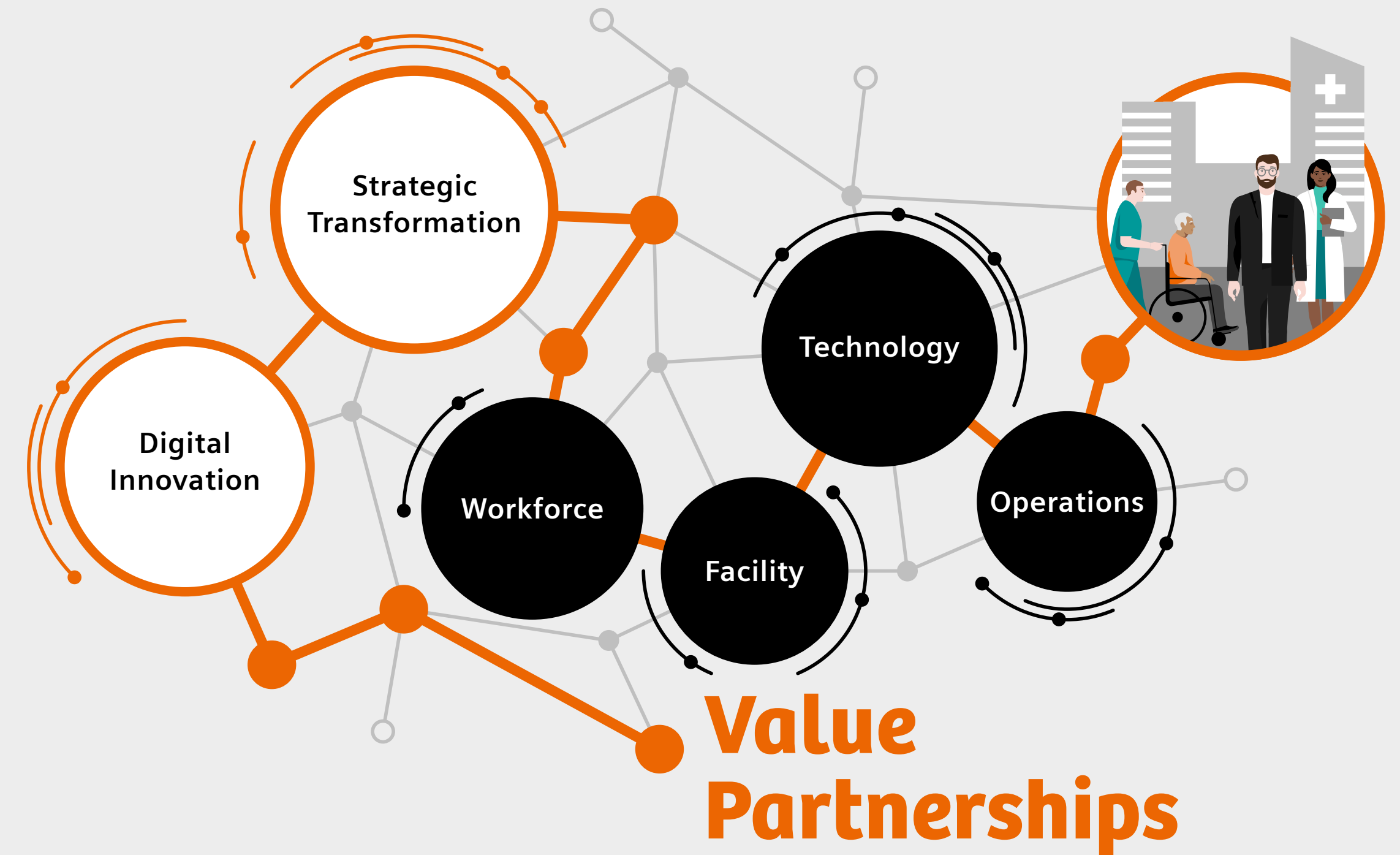
Value Partnerships are designed to be revolutionary catalysts for change. These long-term strategic relationships address healthcare's biggest challenges. Designed to drive performance and unlock potential, these collaborations can span technology, operations, workforce, facility, digital innovation, and strategic transformation.

With deep insight into the local healthcare landscape, we help our partners across Latin America navigate fragmented and underfunded systems, rising patient volumes and access barriers, and aging infrastructure – while advancing their goals of delivering better clinical outcomes and patient-centered care.

As a result, many of these Value Partnerships are focused on three core healthcare priorities: providing patient-centric care, improving access to care, and optimizing performance.

Here are five Value Partnership examples that show how collaboration advances these core priorities in distinct and meaningful ways. While each partnership has a broad scope, we will focus on how they address certain core healthcare priorities.

1. **Optimizing performance: Hospitales Puerta de Hierro and Hospital Orizonti**
2. **Patient-centric care: Instituto Roosevelt**
3. **Access to care: Centro de Integração de Educação e Saúde (CIES)**



# Advancing healthcare in Latin America with Value Partnerships



> **Optimizing performance**



> **Patient-centric care**



> **Access to care**

# Optimizing performance



# Hospitales Puerta de Hierro

Modernizing systems to increase efficiency at scale



## About Hospitales Puerta de Hierro

### Location:

Jalisco, Mexico

### Public/Private:

Private

### Facilities:

5 hospitals plus several clinics and surgical centers

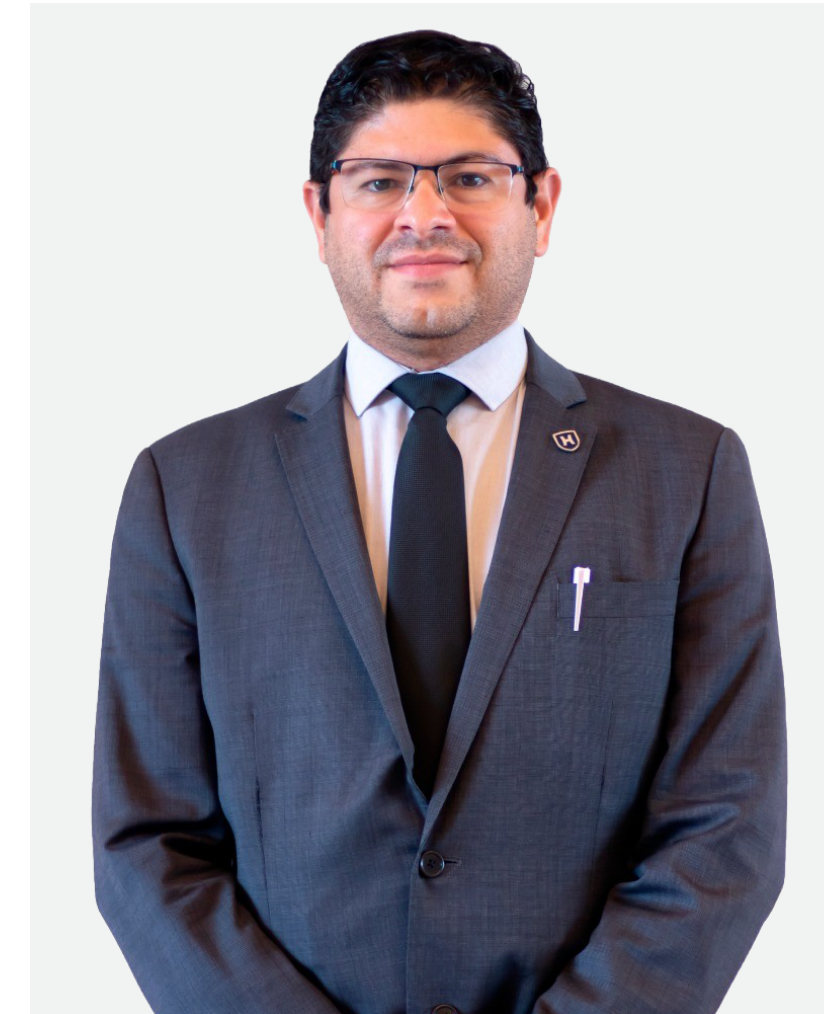
### Value Partnership began:

2024

### Value Partnership duration:

10 years

Hospitales Puerta de Hierro in Jalisco, Mexico, faced rising demand for precision diagnostics to support highly specialized care across multiple locations. Limited by a fragmented system, outdated infrastructure, and aging equipment, the health system struggled to serve patients efficiently, let alone at scale. This led to long wait times and difficulty training staff in complex clinical protocols. Leadership sought to unify care across the locations and expand services while maintaining a positive patient-centered experience.



*“We are committed and confident that this alliance with Siemens Healthineers will keep us at the forefront – not only in patient care but also in generating new knowledge that helps others apply technology more effectively.”*

**Dr. Juan José Domínguez**, Medical Director, Hospitales Puerta de Hierro

Through a Value Partnership with Siemens Healthineers, the organization aims to replace the entire install base of 24 systems to modernize imaging across four campuses. Adding software solutions like teamplay for fleet management, *syngo* Virtual Cockpit to support remote scanning, and *syngo.via* software for intelligent image reading will make operations across all locations run smoothly. Expert consulting through ActExcell will align staff performance with patient-centered goals, and UpTime™ Services TOP, UpLift™ Services, and UpSkill™ Services will be deployed across the install base to support staff in delivering the highest standard of care as efficiently as possible.

In the future, Hospitales Puerta de Hierro will work toward even faster, more precise diagnostics and greater consistency in imaging interpretations. As the organization adopts new technology, the goal is to decrease wait times so patients can more readily access specialized care. Ongoing training and performance tracking will ensure staff productivity and professional growth. Aligning the campuses' operations aims to further standardize care. Hospitales Puerta de Hierro is positioned as a national benchmark for healthcare innovation and operational excellence, all centered around the patient.



*“We’ve moved beyond a provider-client relationship to a long-term partnership anchored in education and innovation. Over the next decade, advanced training and AI will drive more accurate diagnoses, optimized processes, and more agile patient care.”*

**Omar Silerio**, General Director Hospitales Puerta de Hierro

# Hospital Orizonti

Improving quality and reducing exam time for MRI



**About Hospital Orizonti**

**Location:**

Minas Gerais, Brazil

**Public/Private:**

Private

**Facilities:**

252 beds

**Value Partnership began:**

May 2024

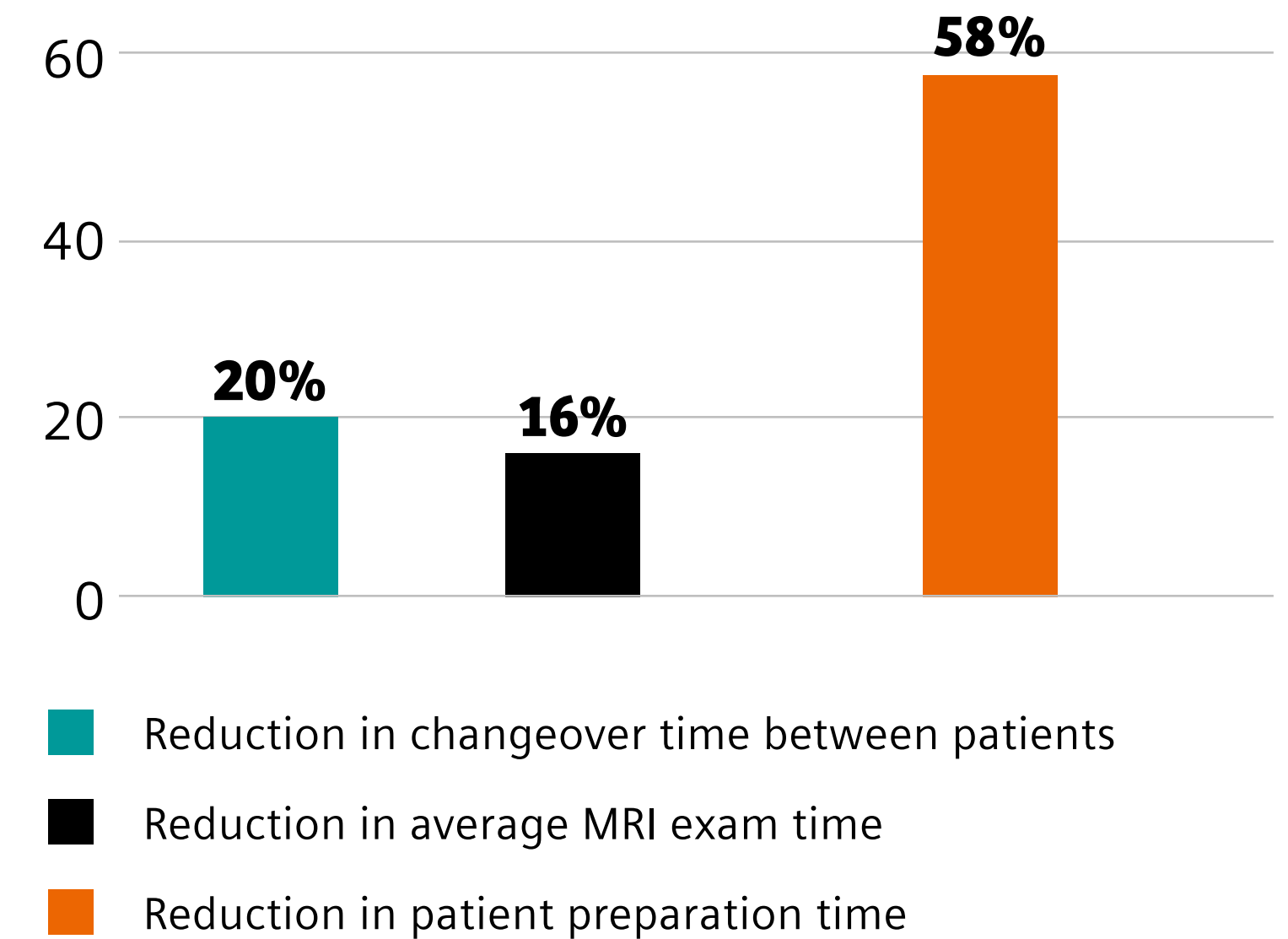
**Value Partnership duration:**

5 years

Hospital Orizonti, a private cancer center in Brazil, was building new facilities. They needed to expand diagnostic capacity, introduce a new MRI system, and improve imaging and reporting quality while reducing scan time. To handle more cases without compromising patient care, they recognized the need to redesign their processes.

Through a Value Partnership with Siemens Healthineers, Hospital Orizonti collaborated with the Enterprise Services (ES) team to co-develop operational and workflow improvements. Using a digital twin, they simulated different approaches and tested variables to identify the most favorable conditions, highest productivity, and best patient experience. Insights from the digital twin informed a team-based action plan to redesign operations and expand capacity. Structural layout changes and visual management strategies were also introduced to improve patient flow. In addition, the hospital added an MRI with Deep Resolve Boost technology to support faster image acquisition without losing image quality.

**Impact Highlights**



As a result, Hospital Orizonti increased scheduling capacity and reduced waitlists. Team engagement improved, with a continued focus on providing humanized, integrated care.



*“Our partnership with Siemens Healthineers has driven significant technological growth, expanding our imaging capabilities to fully support our oncology program and deliver comprehensive patient care in Orizonti Hospital.”*

**Luciana Rugani**, Medical Coordinator, Orizonti Hospital

# Patient-centric care



# Instituto Roosevelt

Transforming pediatric care with heart and science



## About Instituto Roosevelt

### Location:

Bogotá, Colombia

### Public/Private:

Non-profit, funded in part by the government and by private contributions

### Facilities:

144 beds

### Value Partnership began:

2017

### Value Partnership duration:

7 years

Instituto Roosevelt in Bogotá, Colombia, recognized that its outdated infrastructure needed architectural upgrades to accommodate modern imaging equipment. While the hospital could perform basic diagnostic imaging with conventional X-rays, it wanted to introduce MRI with anesthesia services to expand clinical offerings and better serve pediatric patients. Implementing a new modality – along with facility and workflow changes, staffing adjustments, and budget constraints – required an innovative payment model that would protect cash flow and ensure the hospital could maintain the extraordinary pediatric experience for which it was known.



The Value Partnership with Siemens Healthineers, which covered equipment, remodeling, and expert consultation in one contract, had a clear priority: the child's experience. Together, the team selected advanced imaging capabilities – MRI with anesthesia, CT, echocardiograms – featuring child-friendly elements designed to reduce scan time and limit sedation. Siemens Healthineers also provided expert consulting and training support for the new MRI. Adding *syngo.via* imaging software ensures that reading and reporting processes were also streamlined. A space motif with spaceships, planets, and astronauts created a welcoming environment designed to reduce anxiety. And a flexible financial model allowed the Institute to sustain operations while positioning itself for long-term growth.

## About Instituto Roosevelt

### Location:

Bogotá, Colombia

### Public/Private:

Non-profit, funded in part by the government and by private contributions

### Facilities:

144 beds

### Value Partnership began:

2017

### Value Partnership duration:

7 years

As a result, Instituto Roosevelt has become a national referral center for pediatric MRI – now its most profitable service – and has earned “a” Health Accreditation Certification as a mark of excellence.



*“Siemens Healthineers isn’t just about technology—it’s technology with empathy. Their approach reflects our own slogan, ‘Love and science at the service of children,’ by delivering solutions that listen, support, and help us make a real difference in children’s lives.”*

**Dr. Martha Oyuela**, Head of Diagnostic Imaging Services

# Access to care



# Centro de Integração de Educação e Saúde (CIES)

Driving diagnostics where they're needed most



## About Centro de Integração de Educação e Saúde (CIES)

### Location:

São Paulo, Brazil

### Public/Private:

Private

### Total mobile units:

100 mobile medical  
units operating in  
11 regions of São Paulo

### Value Partnership began:

2017

### Value Partnership duration:

7 years

The Center for Integration of Education and Health (CIES) is a non-profit organization that provides hospital management and specialized health care services in São Paulo, Brazil. It delivers medical consultations, exams, and surgeries in mobile units to serve patients from the public health system in areas difficult to access.

As they needed to reach large patient volumes in areas without hospitals or outpatient clinics. CIES also knew that infrastructure and staff turnover limited the solutions to this challenge.

Through a Value Partnership, Siemens Healthineers supported CIES by collaborating to develop an innovative idea that uses no fixed infrastructure. The solution? A mobile fleet of CT scanners mounted inside trucks. This way, imaging is brought directly to local communities. Because this is offered as a public service, patients can more easily access diagnostic imaging while also easing pressure on the city hospitals.

And the relationship has helped CIES continue to grow. In



### Did you know?

In 2020, CIES performed over 50%  
of ultrasound exams in São Paulo.

in addition to acquiring 20+ new imaging systems, the collaboration has expanded to include a MAGNETOM Flow.Ace MRI, consulting services, teamplay software for performance management, an operations manager, extended maintenance coverage, and an advanced education package. The acquisition of Magnetom Flow.Ace MRI contributed to their goals of greater sustainability, using less power than older models and eliminating need for helium refills.

Looking ahead, CIES also plans to add MRI systems with a wider bore to increase access for obese patients. CIES hopes to continue to show the city government the benefits of both the mobile imaging units and the need for imaging equipment that can accommodate obese patients. The mobile model's success has led CIES to plan additional mobile units, including adding MRI units, to reach even more patients.



*“This partnership gives us the flexibility to secure high-quality equipment despite fluctuations in public funding. By deploying and relocating mobile units, we can respond quickly to underserved communities. Joint innovations – like the mobile CT truck – prove we can deliver fast, effective solutions. Looking ahead, we plan to expand access and integrate new technologies to optimize care and reduce waitlists.”*

**Dr. Marcos Fumio, CEO, CIES**

# Value Partnerships empower hospitals and health systems

In Latin America, Siemens Healthineers Value Partnerships are driving measurable improvements in many areas, including the core healthcare priorities featured here: optimizing performance, supporting patient-centric care, and increasing access to care. By working closely with healthcare providers, each partnership addresses specific institutional goals while contributing to broader system transformation.

Together, these examples reflect the power of strategic collaboration to deliver lasting value for patients, healthcare professionals, and health systems in Latin America and around the world.

# Explore more Value Partnerships around the world

- [↗ United States of America](#)
- [↗ Spain](#)
- [↗ Portugal](#)

## Explore all our case studies:

- [↗ Value Partnerships case studies](#)
- [↗ Hear first-hand about the experiences of our Value Partnerships](#)



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 Healthineers organization for more details.

The results described herein by customers of Siemens Healthineers were achieved in the customer's unique setting. Since there is no "typical" hospital and many variables exist (e.g., hospital size, case mix, level of IT adoption), there can be no guarantee that other customers will achieve the same results.

The scientific overlay on the title is not that of the individual pictured and is not from a device of Siemens Healthineers. It is modified for better visualization.

Information intended exclusively for healthcare professionals.

<sup>1</sup> Hernandez J. Mexico's Healthcare Shift: Private Sector Opportunity Knocks. Mexico Business News. Published July 8, 2025. Accessed September 22, 2025. <https://mexicobusiness.news/health/news/mexicos-healthcare-shift-private-sector-opportunity-knocks>

<sup>2</sup> Chazaro C. Six Key Health Concerns for Brazilians. Global Health Intelligence. Published October 22, 2024. Accessed September 22, 2025. <https://globalhealthintelligence.com/ghi-analysis/six-key-health-concerns-for-brazilians/>

<sup>3</sup> Colombia's Social Reforms for 2025. Asinta. Published June 16, 2025. Accessed September 22, 2025. <https://www.asinta.com/news/colombias-social-reforms-for-2025/>

---

### **Siemens Healthineers Headquarters**

Siemens Healthineers AG  
Siemensstr. 3  
91301 Forchheim, Germany  
Phone: +49 9191 18-0  
[siemens-healthineers.com](https://www.siemens-healthineers.com)