

# **Integrated Solutions for Efficient Healthcare Units**

**Tuesday 20 March 2012**

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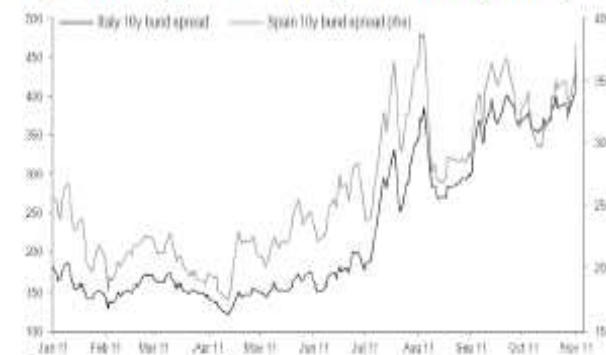
## Macroeconomic headwinds are challenging healthcare systems

### Macroeconomic developments

- EU and US sovereign debt problems
  - re-financing costs rising (I, ES)
  - danger of further escalation
- Weak economic data – GDP growth expectations trending down
- Leading indicators with negative signals
- Governments with limited options to provide stimulus in a new downturn scenario – already at high debt levels
- Ongoing increase of public healthcare expenditure

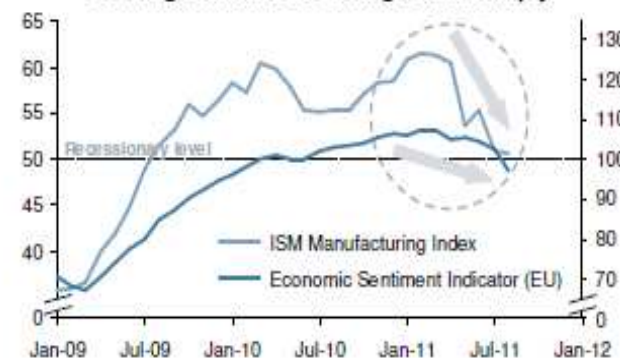
### Indicators reflecting increased risks

#### Rising financing costs - bond spreads in Italy and Spain



Source: Datastream, JP Morgan

#### Leading indicators trending down sharply





# Megatrends are significantly shaping the future of our planet

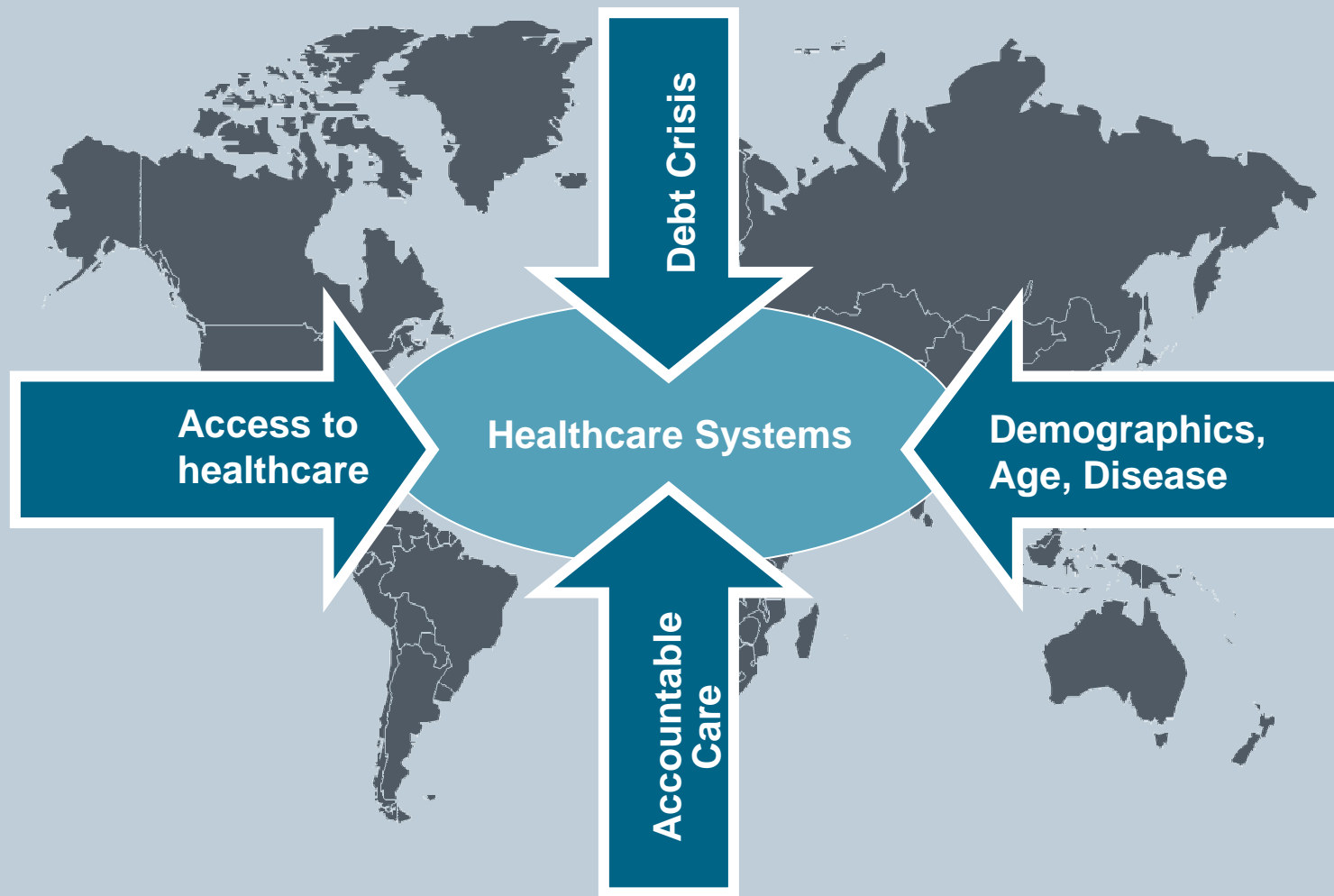
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Efficient use of resources	Urbanization	
	Demographic change	
	Climate change	
	Globalization	



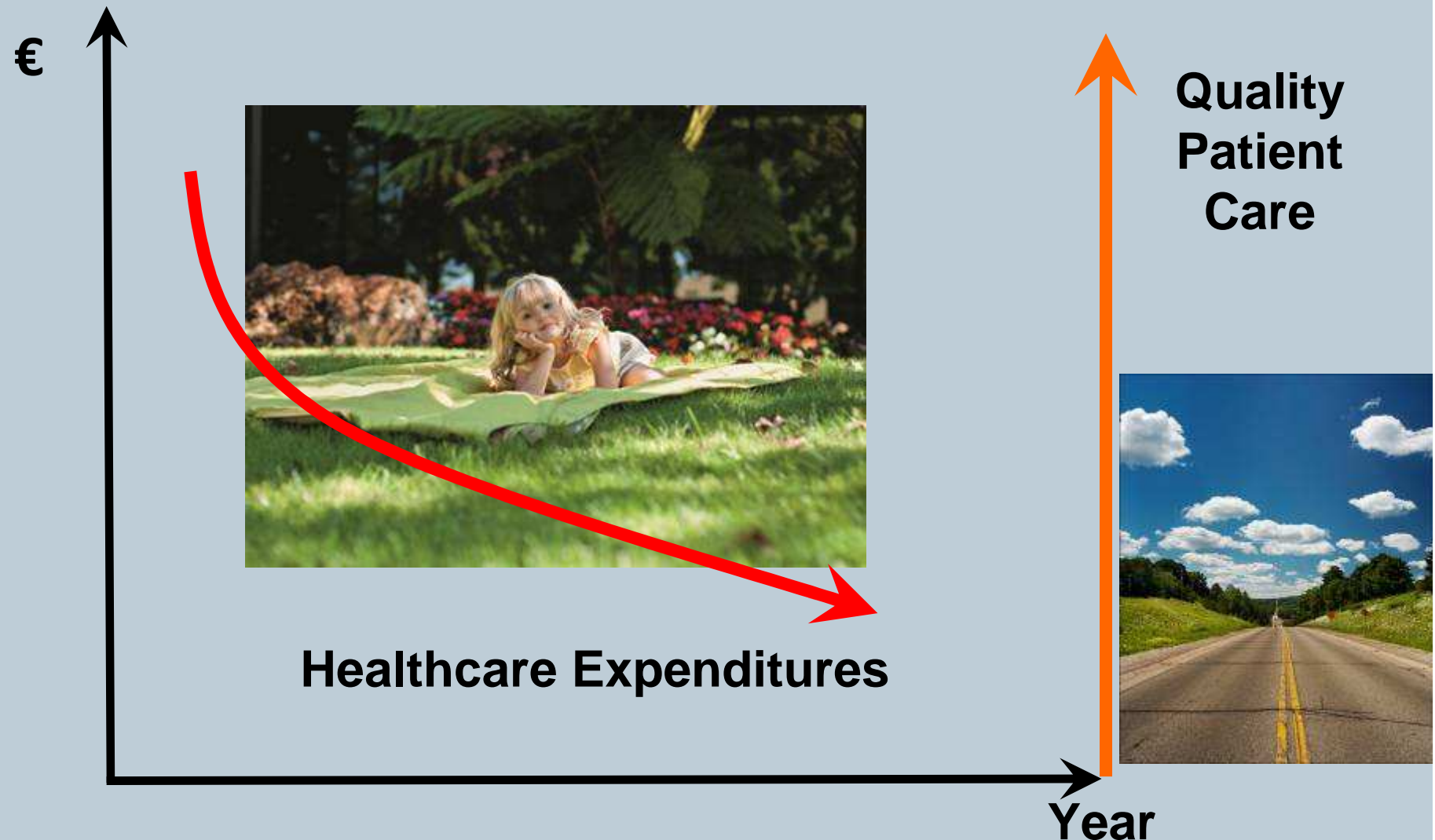
## Healthcare systems worldwide are under pressure

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**Our Vision:  
Focus on Customer – Focus on Quality**

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## Our innovation is driven by customer needs



### Clinical utility



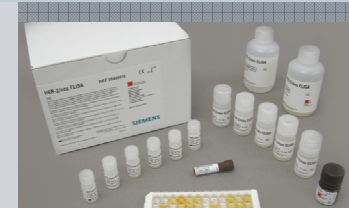
Open bore MR for obese & claustrophobic patients



Congestive heart failure test (BNP)



Lowest dose CT



Breast cancer test (HER-2/neu)



### Workflow efficiency



Integrated diagnostic systems



Increased productivity with *syngo* TimCT



Lab automation



Workflow-enabling IT



### Cost efficiency



Most affordable 1.5T MR



Most popular entry level CT



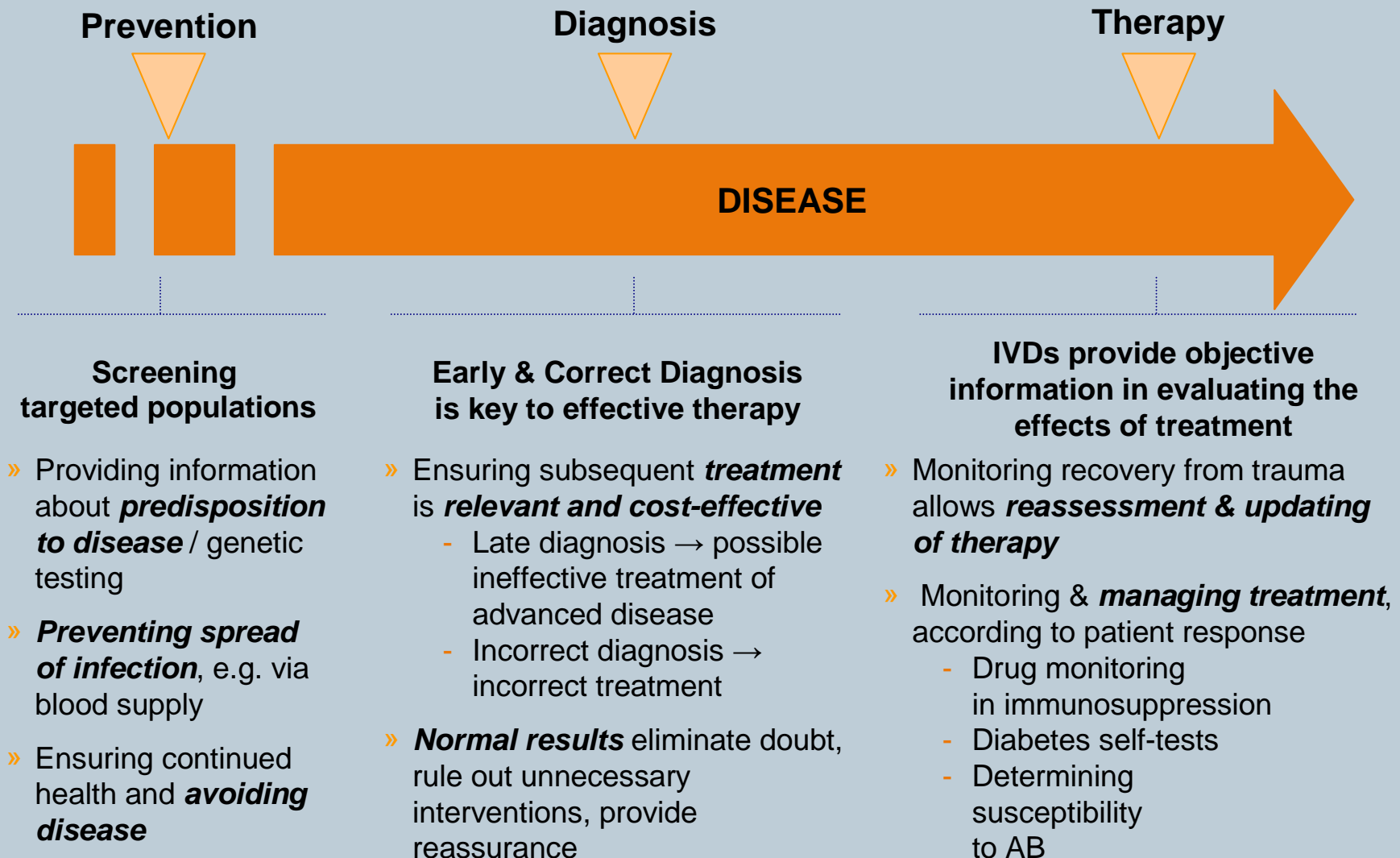
Mobile X-ray system



Remote service leadership



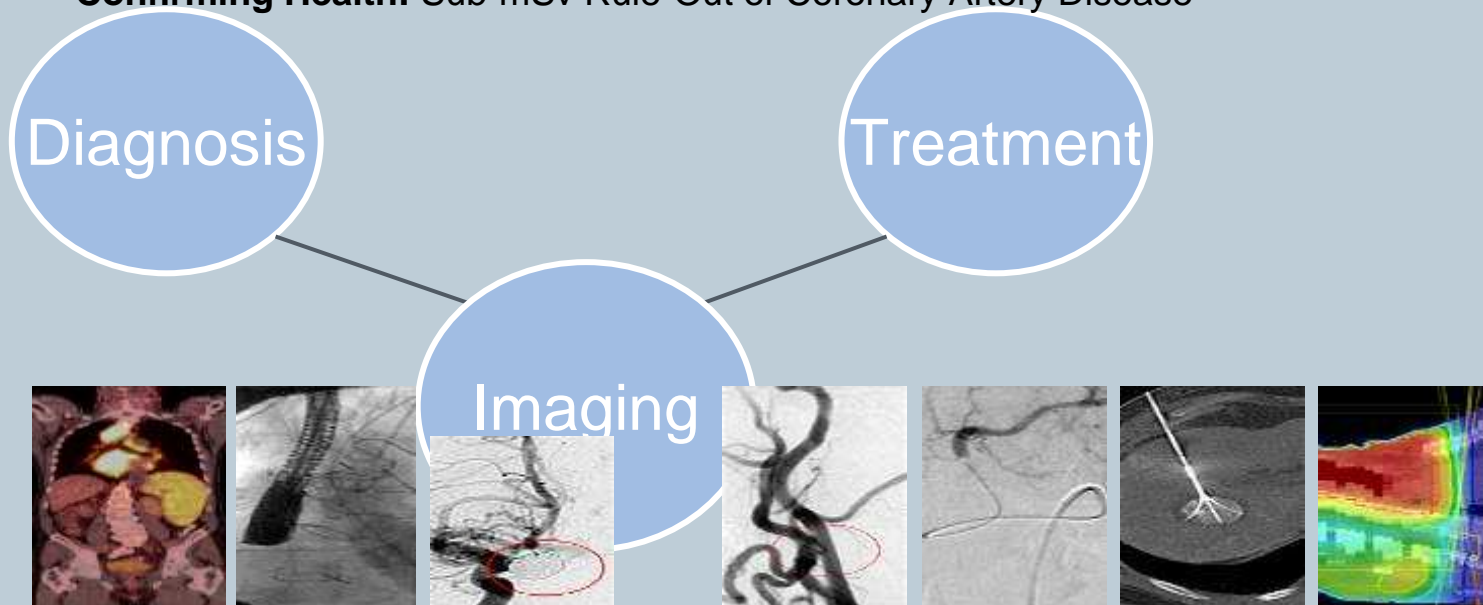
# The Essential Role of Diagnosis





## Advanced Technology for Efficiency Improvement

- **Chronic Diseases:** are the biggest challenge, because they require long-term medical care, which is expensive & will probably dominate healthcare. With good medical care, acute diseases can be managed.
- **Avoiding Open Surgery:** ie in Aortic Valve Replacement
- **Enabling Minimally Invasive Procedures**
- **Accurately Applying Therapy :** Sparing Healthy Tissue through Image-Guided Therapy
- **Instantly Verifying Treatment Result:** MR-guided Tumor Resection (Astrocytome)
- **Understanding Disease:** Ultra High-Field MRI of Multiple Sclerosis, Alzheimer. ...
- **Confirming Health:** Sub-mSv Rule-Out of Coronary Artery Disease

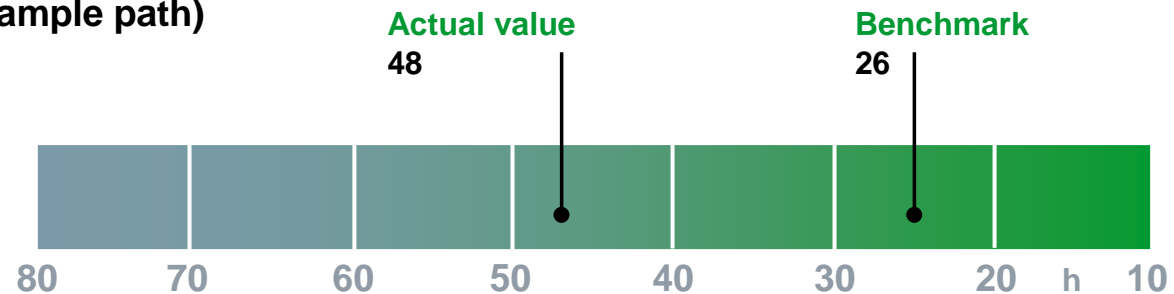




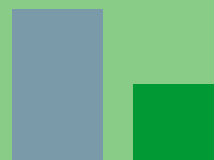
## Cost reduction through shorter length-of-stay

### Dimension: Efficiency

Average length of stay (example path)



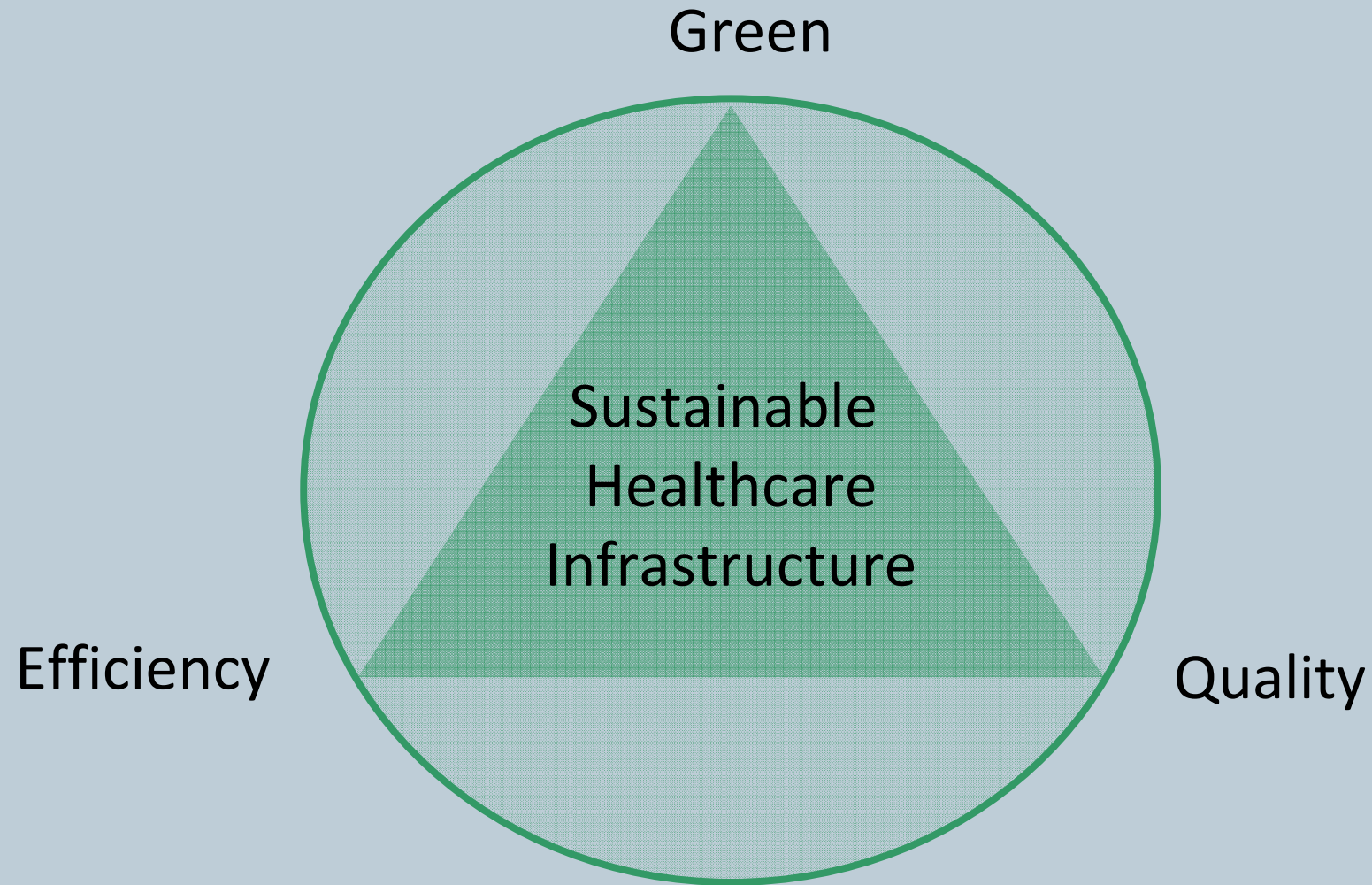
Efficiency potential



Time - 46%

- Cost reduction through shorter length-of-stay
- Earlier allocation of costs possible

## **Sustainable Healthcare Infrastructure**



## Medical & Diagnostic Technology

### Efficiency

### Green

- **Central Lab Total Automation Systems**
- **Time saving state-of-the-art imaging systems**
- **Optimized diagnostic time and less waiting time thanks to state-of-the-art imaging and diagnostic systems**

Sustainable  
Healthcare  
Infrastructure

### Efficiency

### Quality



## IT Technology

### Efficiency

### Green

- Enhanced data quality through archive and document solutions (enterprise content management for hospitals)
- System integration for hospital information systems
- Workflow optimization by workflow-oriented medical IT
- Process Management Enhances Value of Diagnosis in Patient Care.

Sustainable

Healthcare  
Infrastructure

### Efficiency

### Quality



## Smart, **Green**, and Efficient: The American Heart Institute in Cyprus

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**“Our motto was that we care for the ailing patient, but at the same time we care for the ailing planet.”**

**Marinos Soteriou, MD, Surgeon, Co-Founder, American Heart Institute, Nicosia, Cyprus**

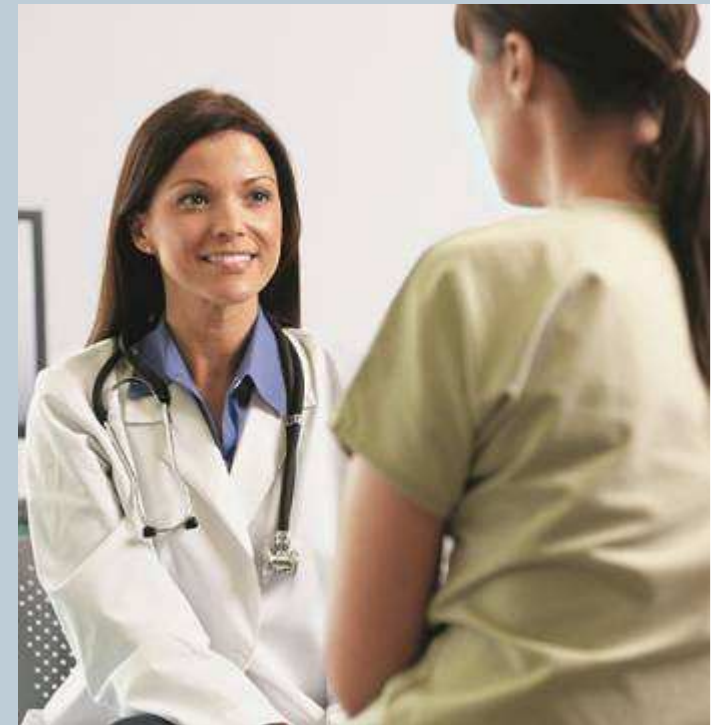
**“High-quality medical equipment also boosts efficiency.”**

**Christos Christou, MD, Co-Founder, American Heart Institute, Nicosia, Cyprus**

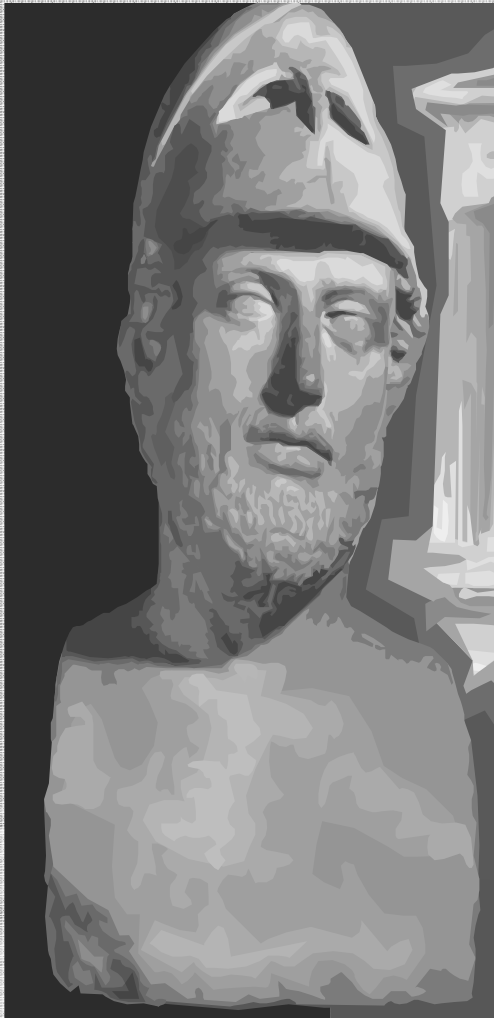
## Shaping the Future

***“ In the near future, we will be able to detect diseases at very early stages using innovative technologies based on blood tests or imaging.”***

Professor Erich Reinhardt, PhD, former CEO of Siemens Healthcare,  
Executive Advisor CEO, Siemens AG, Erlangen, Germany



**We are acting now to be prepared**



**»The key is not to  
predict the future, but  
to be prepared for it «**

**Pericles (ca. 495 BC – 429 BC)  
Greek Statesman**

A person wearing a white lab coat is holding a large, rolled-up blueprint. The blueprint is partially unrolled, showing detailed technical drawings of a building or industrial facility, including floor plans and structural elements. The person's hand is visible, gripping the roll of the blueprint. The background is slightly blurred, focusing attention on the blueprint and the person's hand.

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**Thank you!**