

What do you think the next generation  
of healthcare will look like?

**Integrated diagnostics — the convergence of laboratory  
diagnostics, medical imaging and IT solutions.**

**The promise of personalized medicine for improved patient outcomes.**

Answers for life.

**SIEMENS**



"The promise of integrated diagnostics is, quite simply, earlier diagnosis and earlier cure by advancing the optimal point of medical intervention earlier in the natural course of a disease."

— Richard C. Friedberg, M.D., Ph.D., Chairman, Department of Pathology, Baystate Health, Springfield, Mass.; Professor and Deputy Chairman, Department of Pathology, Tufts University School of Medicine, Boston, USA

# The Future of Healthcare Has Arrived

## Welcome to the next generation in optimized care.

In a healthcare environment where physicians, radiologists, pathologists — even patients — already work as a team, where will the next generation of optimized care emerge? The answer is integrated diagnostics: fully coordinated laboratory diagnostics (in-vitro diagnostics) and imaging technology (in-vivo diagnostics) that provide interpreted, action-oriented results at every stage of the patient-care continuum.

**Siemens, the world's first integrated diagnostics company, is uniquely positioned to help you transform healthcare by leveraging the power of integrated diagnostics solutions.** Siemens can help you use the right technology at the right time to drive quality improvements, strengthen cost containment and positively influence patient outcomes.

Over the long term, the benefits of integrated diagnostics include:

- **More patient-centric healthcare.** Reduce reactive, late-stage disease management, and increase pre-symptomatic disease detection, preventive and targeted care.
- **Better outcomes.** Make more valuable diagnoses at earlier stages of disease. The result will be improved quality of life for patients.
- **Decreasing costs over time.** Streamlined workflow leads to earlier and quicker diagnoses and can drive savings to the bottom line — creating a competitive advantage for healthcare providers that stay ahead of the curve.

By truly integrating diagnostics, the efficiency and accuracy of patient care can improve dramatically during screening, diagnosis, treatment and monitoring. Turn the page to learn more about this exciting future and how partnering with Siemens can help you redefine success for your healthcare facility.

## What Is Integrated Diagnostics?

Integrated diagnostics is the convergence of laboratory diagnostics, medical imaging and IT solutions to advance the delivery of healthcare's knowledge, quality and productivity. By providing the right information at the right time, integrated diagnostics will lead to improved clinical decision-making across the entire continuum of care.

# Improved Outcomes

How integrated diagnostics will drive better outcomes at every stage in the patient-care continuum.

Integrated diagnostics doesn't exist in some distant future. Healthcare providers who are embracing it today are at the forefront of a new era: balancing disease-centric and patient-centric care.

Let's travel along the patient-care continuum and discover how integrated diagnostics delivers better outcomes in actual practice.

## Prevention and early detection

When care begins by integrating biomarkers, molecular screening and imaging results to create a complete diagnostic portrait of a patient, more-accurate risk assessments can be made earlier, allowing clinicians and patients to collaborate in truly preventive medicine. Because most healthcare costs are incurred during treatment, using integrated diagnostics during prevention and early detection drives overall savings. With breast cancer, genetic panels can predict the risk of developing the disease based on genetic predisposition.

## Accurate diagnosis

Getting integrated and interpreted information into clinicians' hands at diagnosis can lead to increased efficiency, shortened length of stay and improved patient outcomes. In patients admitted to the ER with cardiac-related

shortness of breath, the combination of BNP or NT-proBNP with cardiac echography helps to drive earlier diagnoses while providing valuable prognostic information.

## Personalized therapy

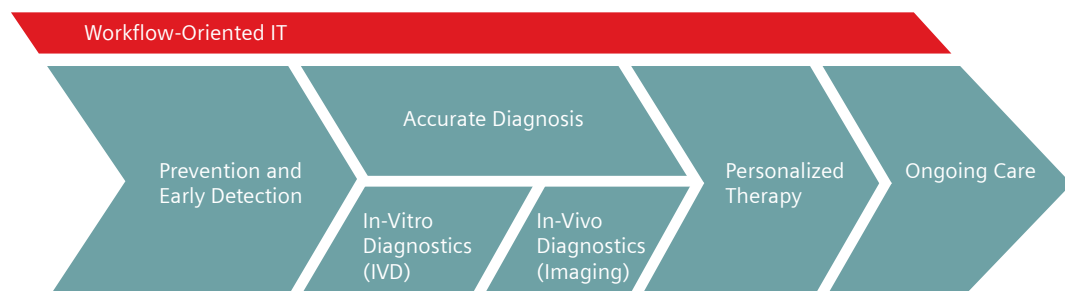
As personalized therapy — based on a patient's individual genetic information and imaging data — becomes more the norm, the most appropriate treatment can begin sooner, reducing side effects and avoiding delays. An HIV-infection diagnosis, for example, can be based on more sensitive laboratory immunoassays, while molecular diagnostic tests can help to determine the most appropriate treatment, based on the genetic information of the specific HIV virus involved.

## Ongoing care

Integrating laboratory and imaging results with a patient's comprehensive diagnostics portrait is essential to patient monitoring and treatment management, and it reduces side effects and improves outcomes. In many oncological diseases — breast cancer, for example — the correct combination of serum tumor markers (i.e., serum HER2/neu, CA 15-3, CEA, BR 27.29) and imaging help to provide vital information for the patient's ongoing care.

## The Path to a Better Outcome

From early detection to ongoing care, integrated in-vitro and in-vivo diagnostics are central to each stage in the patient-care continuum.





## Integrating In-Vitro and In-Vivo Diagnostics Benefits Everyone

### Patients

- Receive the most specific and necessary tests, procedures and therapies according to their health and disease state.
- Have enhanced dialogue with their healthcare provider.
- Play a more active role in their own well-being by gaining easier and earlier access to their diagnostic picture.

“Because of the accuracy of the tests now available, my physician was able to customize my treatment to have the most powerful effect on the specific type of tumor I had. Without these diagnostic tests, my personal outcome would probably have been very different — they literally saved my life.”

— Nancy Singleton, breast cancer survivor,  
New Jersey, USA

### Clinicians

- Receive the right information, at the right time, to produce the best patient outcome.
- Make the optimal treatment decision sooner based on a complete diagnostic picture.
- Proactively manage patient care, rather than simply treat disease.

“The benefits from the blending of diagnostic modalities are obvious: easily accessible information, less time lost chasing reports, more time to spend with patients, better-tailored care and improved outcomes.”

— Paul Collinson, M.D., Director of Pathology and Consultant in Charge, Vascular Risk Management Clinic, St. Georges Hospital, London, England

### Hospitals

- Offer innovative, leading-edge technology to their community, clinicians and patients.
- Create a point of competitive differentiation.
- Improve workflow through technology and resource optimization, reducing errors, increasing quality and lowering costs.

“Our measurement metrics, such as length of stay and operating margins, improved and validated our investment. What surprised us was how quickly these metrics were affected.”

— Fred Crowgey, IT Project Office Director,  
MedCentral Health System, Ohio, USA



# The Siemens Solution

## **Make the next great leap in healthcare delivery.**

**As the world's first integrated diagnostics company, Siemens is able to provide leading-edge solutions across the healthcare delivery system.** We want to build a new and more powerful care continuum with you — one that has the potential to change the very face of medicine. By bringing together laboratory diagnostics, medical imaging and healthcare IT, we have dedicated ourselves to providing healthcare professionals with the vital information they need to deliver better and more personalized care to their patients.

**Siemens has a distinguished history of medical technology insights and innovation.** As we unleash the power of integrated diagnostics, we look forward to helping you deliver increasingly patient-centric medicine in this exciting new era.

“Although still in its infancy, integrated diagnostics has the potential to dramatically transform healthcare — and it will do it along the entire healthcare continuum, from prevention to early diagnostics to more-targeted, personalized therapies. This future is just on the horizon and will be led by the institutions that bring the diagnostic modalities together.”

— Thomas Miller, CEO, Workflow and Solutions Division, Siemens Healthcare



Siemens Healthcare Diagnostics, the leading clinical diagnostics company, is committed to providing clinicians with the vital information they need for the accurate diagnosis, treatment and monitoring of patients. Our comprehensive portfolio of performance-driven systems, unmatched menu offering and IT solutions, in conjunction with highly responsive service, are designed to streamline workflow, enhance operational efficiency and support improved patient care.

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**Siemens Healthcare Diagnostics Inc.**  
1717 Deerfield Road  
Deerfield, IL 60015-0778  
USA