



SCHOOL

How can disease be detected before it strikes?

The Siemens answer: Early detection and prevention.

Answers for life.

SIEMENS

Megatrends and Climate Change – the world’s toughest questions



Urbanization

- Today: 280 million people in megacities (> 10 million)
 - 2007: First time in human history more people living in cities than in rural areas
 - 2015: 350 million people in megacities
- ➔ **Challenge for infrastructure**

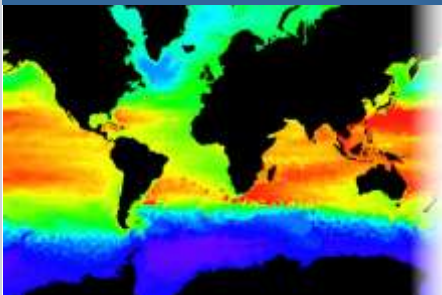
Megatrends

Demographic change

- Average life expectancy increasing globally from 46.6 (1950) to 72 (2025)
 - Population growth from more than 6 billion to 8 billion by 2025
- ➔ **Challenges for infrastructure and healthcare**



Climate Change



- The average global surface temperature has increased by 0,76° C compared to the 18th hundreds. 11 of the last 12 years rank among the 12 warmest between 1994 and 2005.
- Greenhouse gas emissions haven risen dramatically since industrialization. Today we face the highest CO₂-concentration in the atmosphere for 350,000 years.

Global Megatrends drive the long term strategy at Siemens

3 sectors



Industry



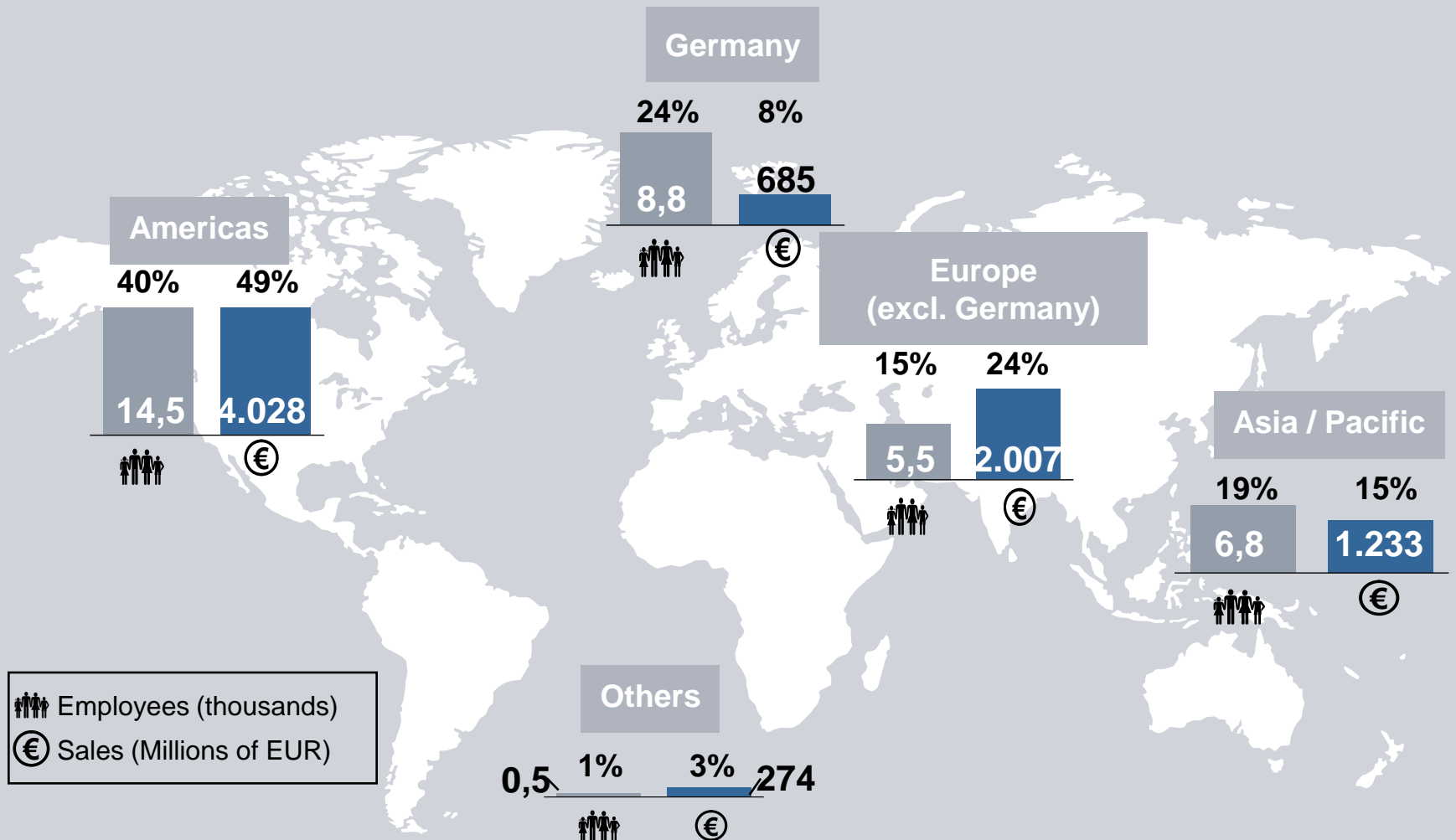
Energy



Healthcare



Siemens Healthcare is worldwide present



As of February 2007

Significant demographic change is transforming healthcare

Relevant Mega-trend

Demographic change
i.e. aging and growing
population

Major Implication

Growing demand
for healthcare

Major Challenges

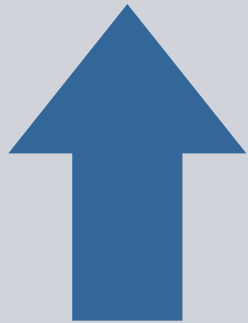
Capturing
efficiency
potential in
healthcare
systems

Healthcare costs

Diagnostic Opportunities

- Earlier diagnosis & intervention
- Disease orientation
- Knowledge based decision support
- Integrated IT systems

How to best improve healthcare efficiency



Quality



Cost

Of Healthcare delivery

Two Words:
Improve workflow

through

- Innovation
- Process optimization



Proven Outcomes

**Prevention /
Early detection**

Diagnosis

Therapy

Care

Our Vision

We help our partners to provide ...

- **high quality and patient-centered care**
- **along the healthcare continuum**
- **with best processes**
- **and with proven outcomes.**

**Prevention /
Early detection**

Diagnosis

Therapy

Care

Our strategy: oriented on challenges in healthcare

- **The biggest challenge in healthcare – the improvement of efficiency – opens growth opportunities**
- **Our strategy takes care of this challenge through innovation and cost optimization and approves the key role of healthcare IT and molecular medicine**
- **We realize these business opportunities by strengthening our portfolio, by expanding our workscope – and by training our employees**

**Prevention /
Early detection**

Diagnosis

Therapy

Care

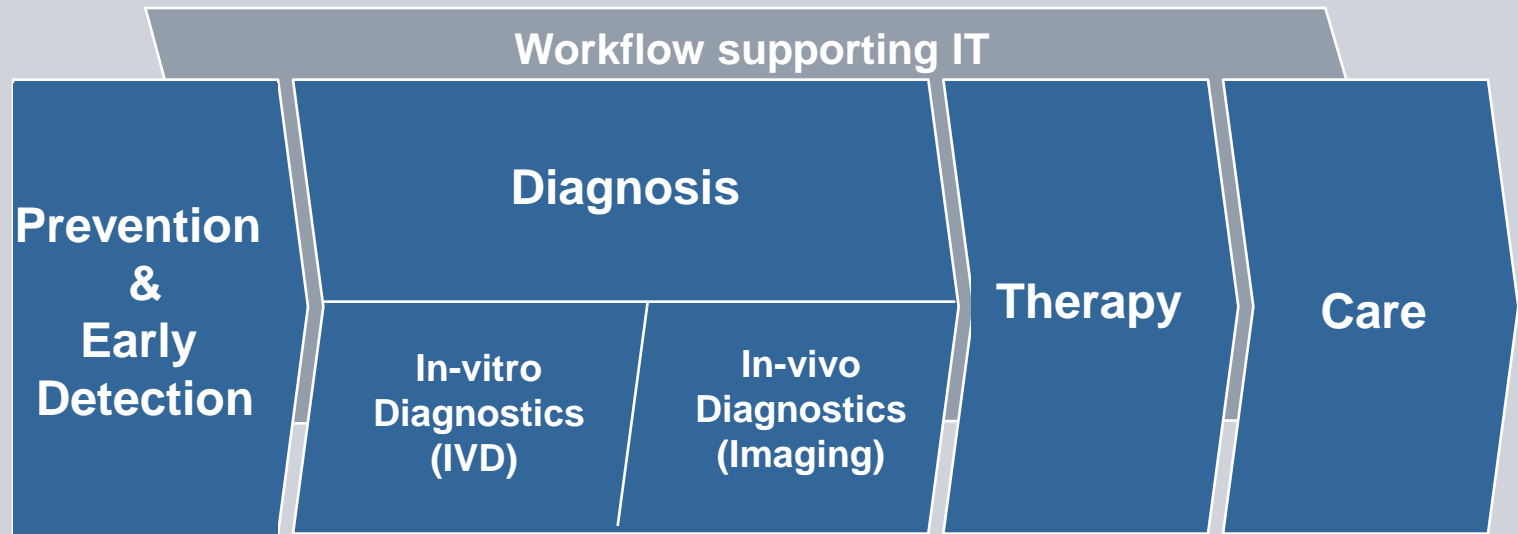
Recent acquisitions help us to serve the full continuum of care

2000:

- Shared Medical

2007:

- GSD



2006:

- DPC
- Bayer Diagn.

2007:










- Dade Behring

2005:

- CTI

Existing Portfolio

Products

								
Angiography	Nuclear Medicine	Ultrasound	Computed Tomography	Magnetic Resonance	Oncology Care Systems	Audiology	Laboratory systems	Refurbished Systems

Solutions

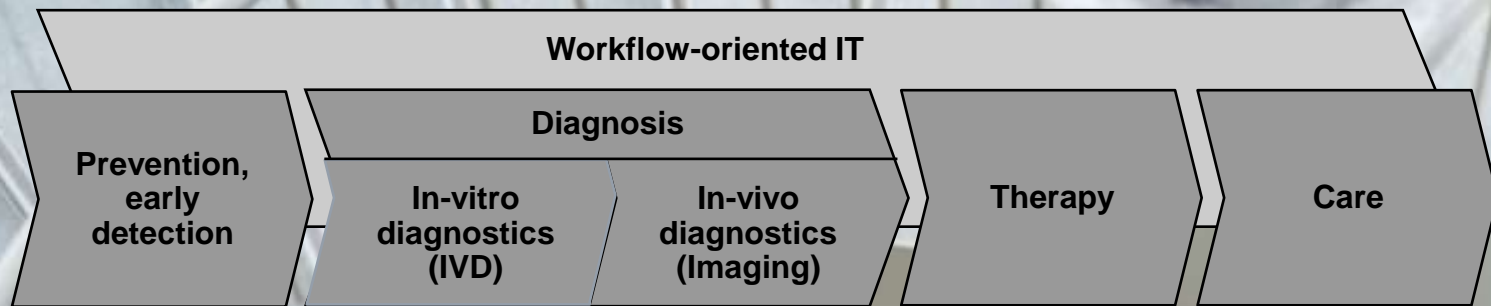
					
Cardiology Solutions	Radiology Solutions	Oncology Solutions	Women's Health Solutions	IT Solutions	Molecular Imaging

Services

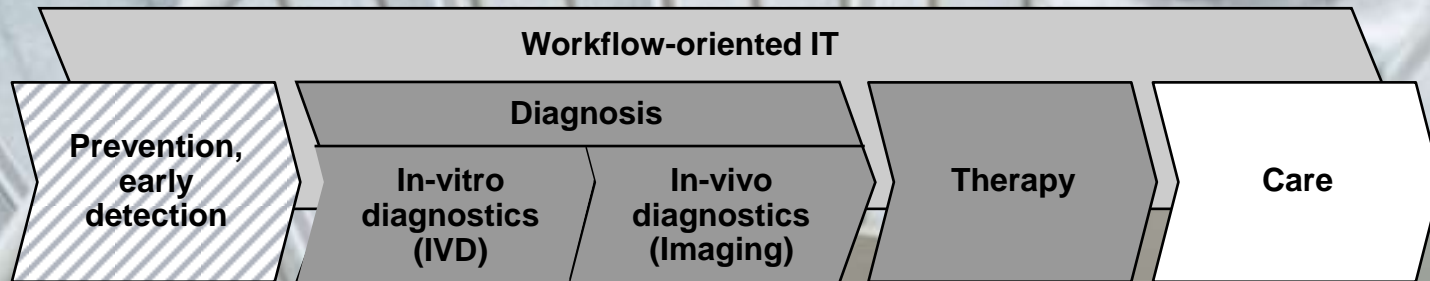
			
Picture Archiving & Communication	Clinical and Administrative Software	Managed Healthcare Services	Customer Service


Trends in Healthcare

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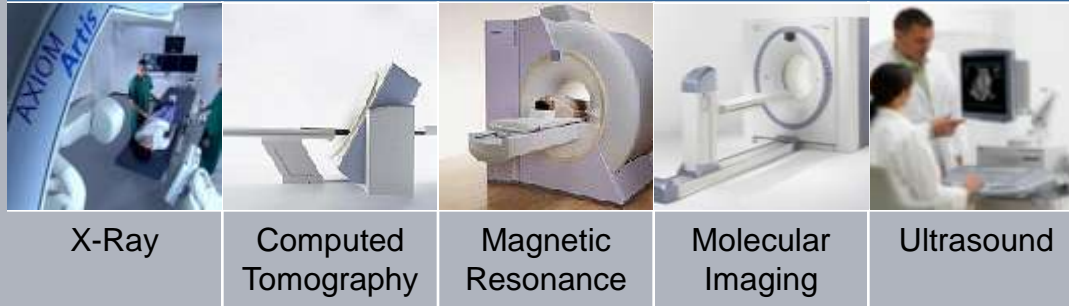
Trends in Healthcare



 Already covered by Siemens Medical Solutions

First integrated diagnostics company

In-vivo diagnostics (major medical imaging systems)

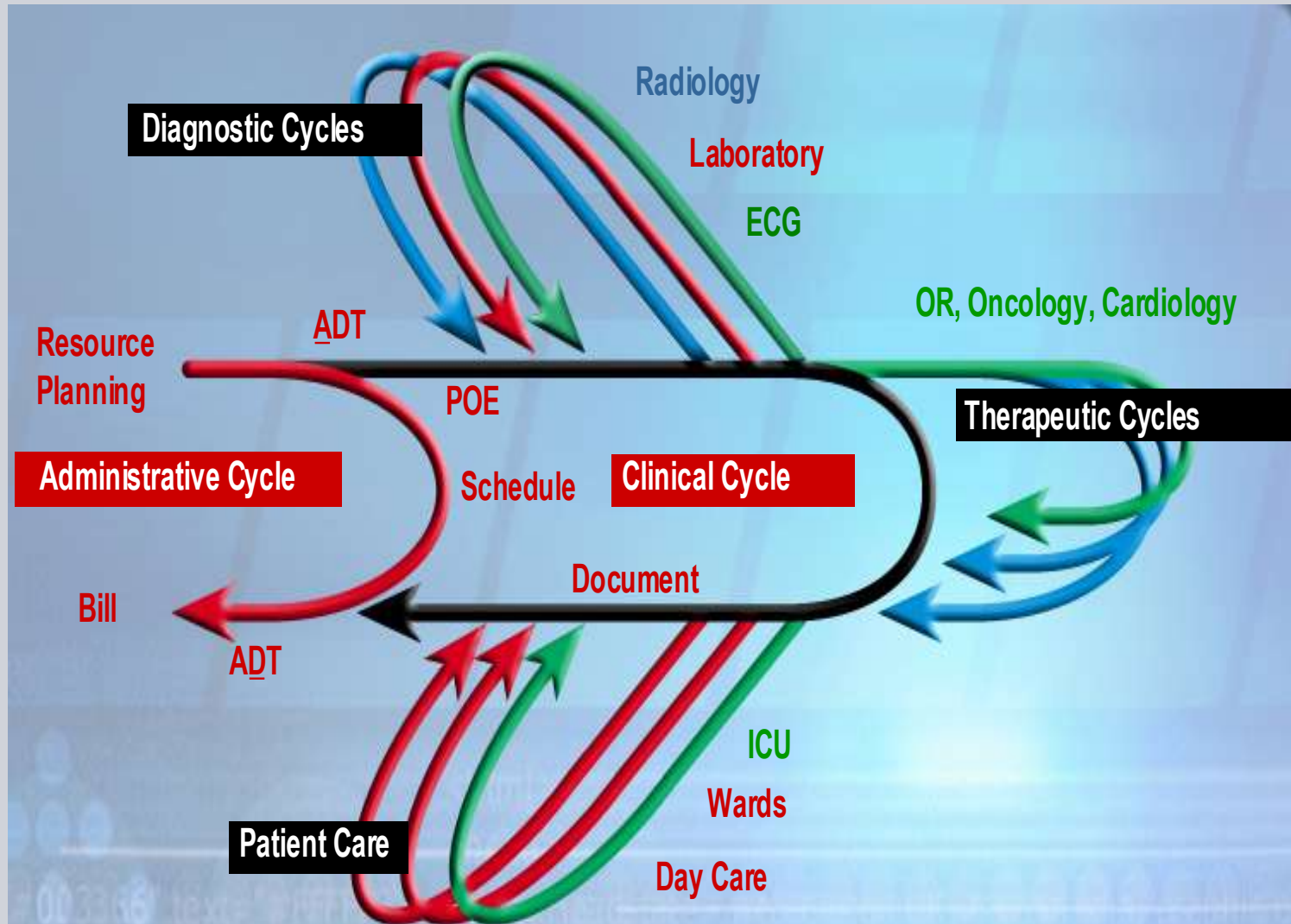


Healthcare IT

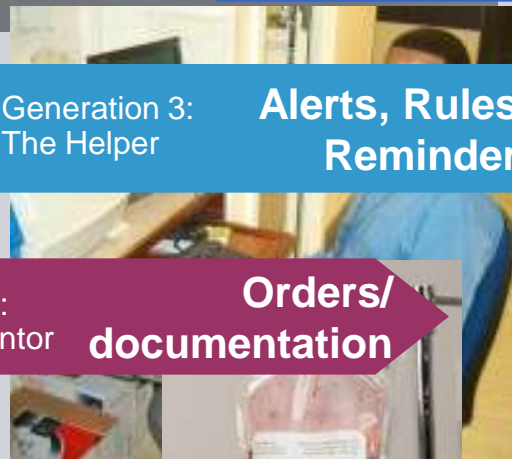
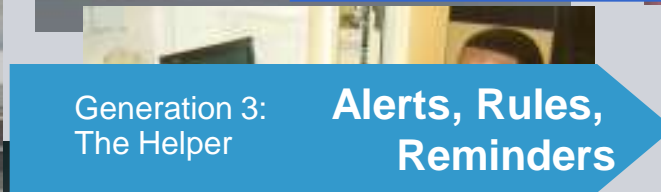
In-vitro diagnostics (major medical laboratory systems)



Healthcare processes ... It's all about workflows



Gartner's 5 Generations EPR



Generation 1:
The Collector

Generation 2:
The Documentor

Generation 3:
The Helper

Generation 4:
The Colleague

Generation 5:
The Mentor

Displays data

Orders/
documentation

Alerts, Rules,
Reminders

Workflow,
Knowledge-base

Decision-Making

Intelligent,
deterministic

1993

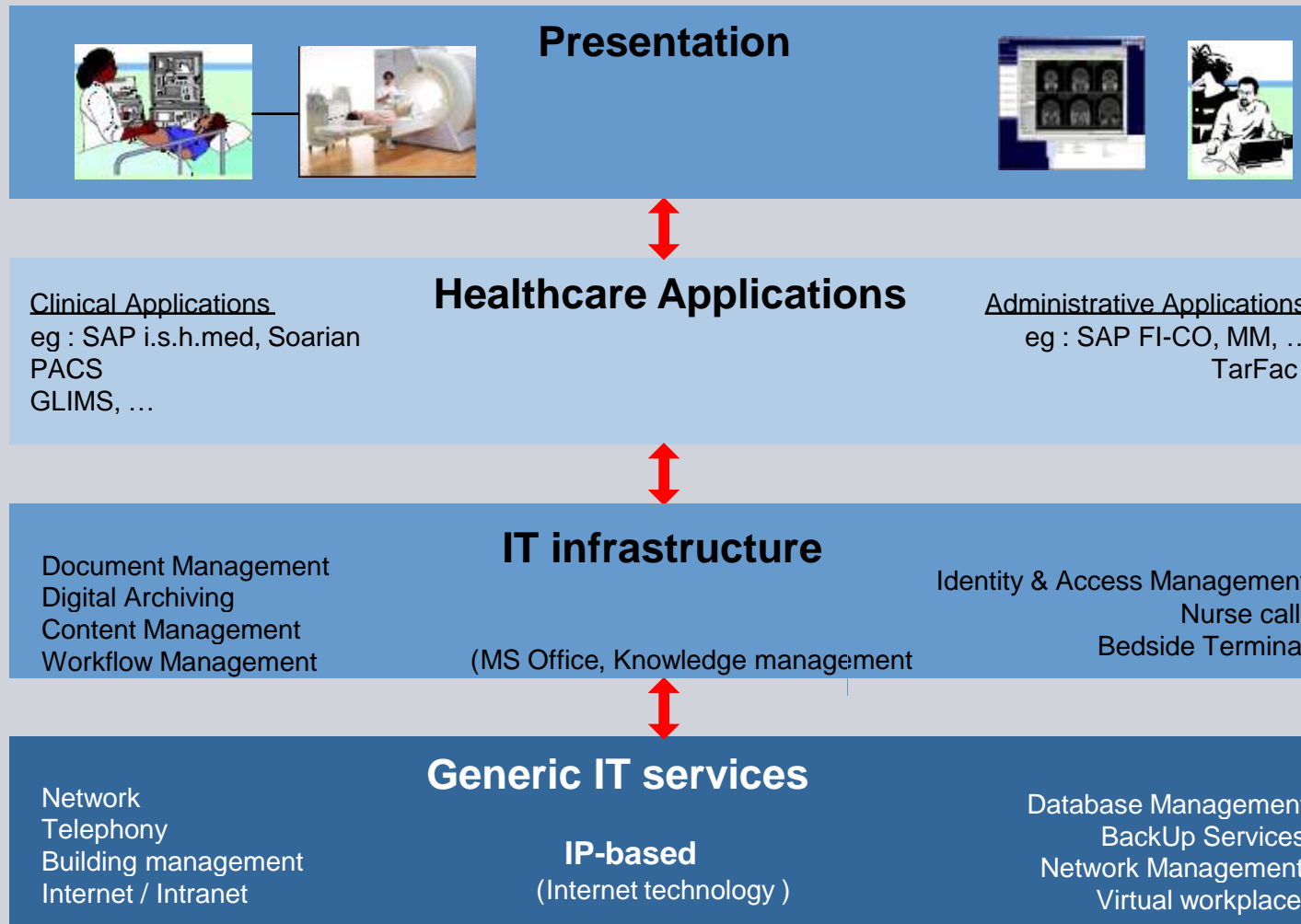
1998

2004

2008

2012+

IT Support in the Healthcare sector



IT Healthcare sector

Healthcare market in Belgium/Luxemburg

Siemens BeLux IT Healthcare sector

**Siemens
Medical
Solutions**

**Siemens
IT Solutions
and Services**

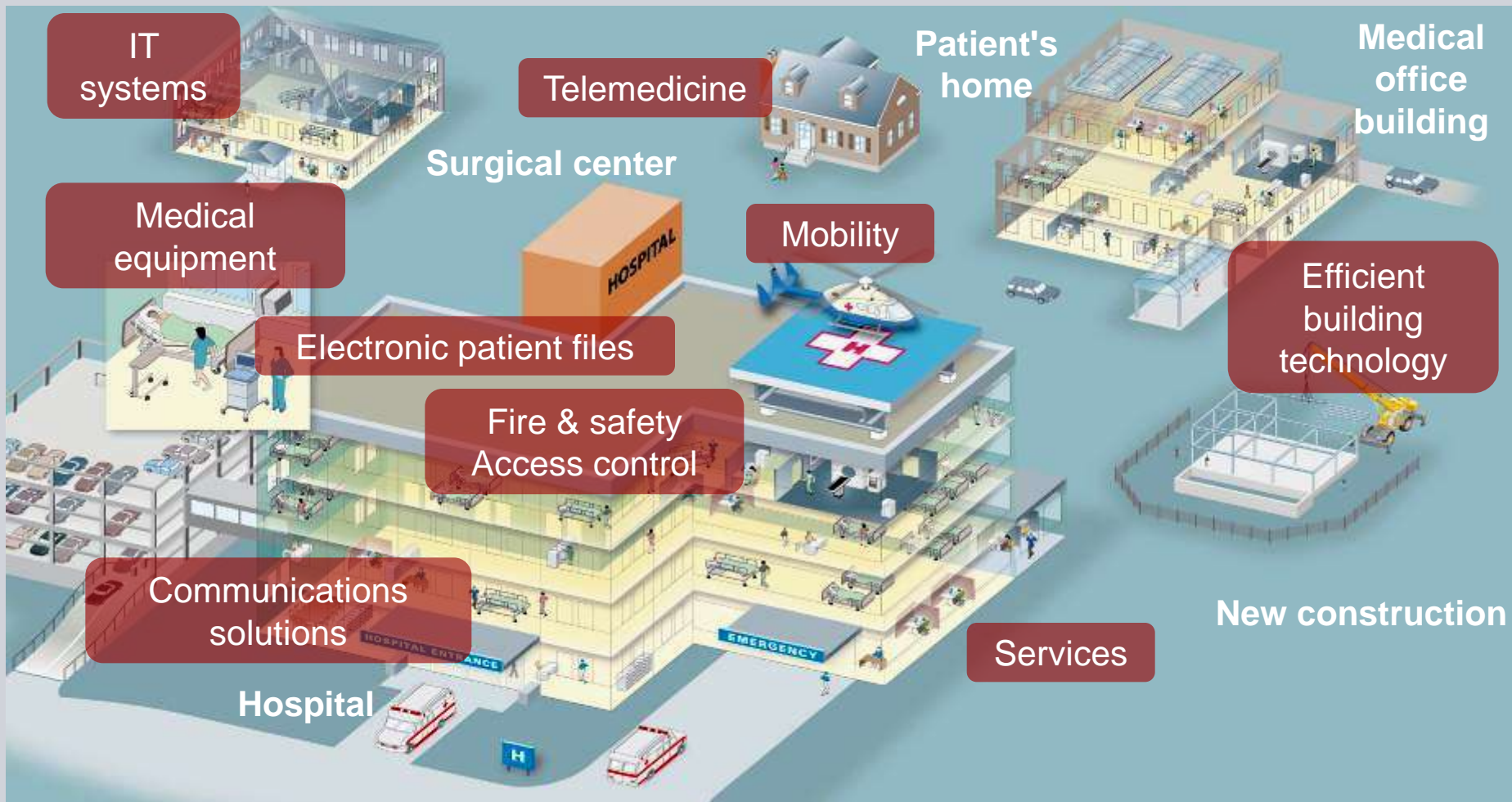
Application
Clinical pro
Patient adm
Tarificati
etc

Joined approach and delivery

**Integrated solutions
Innovation for efficient and patient-
centric healthcare**

Services
Structure
sses
gration
operations

Siemens One: Leading digital hospital provider



The world is our home

