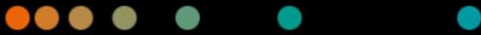# Siemens Healthineers

# Shaping the future of healthcare

Siemens Healthineers is one of the world's leading medical technology providers. The company is continuously expanding its innovative portfolio of medical imaging, laboratory diagnostics, and advanced therapy solutions as well as further developing its digital and enterprise services and molecular diagnostics portfolio – all with the ultimate goal of enabling healthcare providers achieve success – clinically, operationally and financially.

The company is committed to becoming the inspiring partner of healthcare providers worldwide and building long-term relationships with our customers in order to offer transformative services to maximise opportunities, minimise risks and enable better outcomes at lower costs.

Siemens Healthineers' history of innovation and business activities started in 1896. We have been an innovation leader in the healthcare industry for more than 120 years. Our commitment to South Africa, which commenced in 1926, has always been characterised by more than just the provision of medical equipment; our conduct has always been characterised by responsible behaviour and a desire to see and contribute towards genuine and sustainable social upliftment.

With more than 200 employees in South Africa and more than 46,000 employees in 75 countries worldwide, Siemens Healthineers is committed to the success of our customers as well as to the health of our customer's patients.

At Siemens Healthineers we enable healthcare providers to increase value by:

- Expanding precision medicine
- Transforming care delivery
- Improving the patient experience
- Digitalizing healthcare

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**Healthineers**

## Expanding Precision Medicine

We believe that medicine will become more precise. However, medicine today is generally based on a "one-size-fits-all" practice, and where targeted therapies are possible, it is impractical to scale. The goal of expanding precision medicine is to provide the right treatment at the right time for every patient. Tailoring treatment starts with a highly specific diagnosis without unwarranted variation. Based on data integrated from existing sources, adding genomics and radiomics enables a holistic understanding of the individual. These unique characteristics steer the personalization of treatment. A precise understanding of a patient's condition is the most effective approach to deliver outcomes favourable to all stakeholders.

**siemens-healthineers.com/precision-medicine**

## Improving the patient experience

We believe patients are becoming informed consumers. But today, the patient journey is still in its infancy despite patients increasingly choosing healthcare providers who can respond to their needs. Improving patient experience is about improving the sum of all interactions that influence patient perceptions across the continuum of care. This starts with engaging people before they become patients and it continues with the diagnostic and therapeutic experience in a care setting. Once accurately diagnosed, what matters to patients is preferred treatment outcomes that, ultimately, lead to higher quality of life. Patients stay loyal to health systems that create excellent experiences.

**siemens-healthineers.com/patient-experience**

## Transforming care delivery

We believe that value will shape care delivery. However, today's healthcare is not built for this: care cycles are fragmented, and payment models incentivize volume instead of outcomes. To increase value, care delivery needs to be organized around a patient's medical condition. Transforming care delivery begins with including the right patients and making sure they have convenient access. Once in the care system, it's about doing the right thing and doing things right. Highly productive teams perform along an optimized, integrated pathway. New provision models ensure value at the heart of care delivery – designed to reduce costs with no sacrifices in outcomes.

**siemens-healthineers.com/care-delivery**

## Digitalizing Healthcare

We believe healthcare will be digital. But right now, it is still struggling with unstructured data from siloed sources. And insufficient analytical capabilities prevent leveraging the full potential of big data. Digitalizing healthcare is the most important enabler for expanding precision medicine, transforming care delivery, and improving patient experience. But there are cumulative steps on the road to operationalizing the insights gained from data. Technologies like AI can turn data into actionable insights, but first it has to be intelligently generated, and aggregated. Guaranteeing cybersecurity is crucial to maximizing value while minimizing risk. The digitalization of healthcare will increase value – improving medical outcomes at reduced costs.

**siemens-healthineers.com/digitalizing-healthcare**