

## Siemens and National Jewish Partner

---

FEBRUARY 13, 2008

DENVER — *Institute for Advanced Biomedical Imaging to Be Constructed at National Jewish*

**February 13, 2008** – With a shared vision of a more personalized medicine, Siemens Healthcare and National Jewish Medical and Research Center have formed a strategic alliance to improve and develop novel imaging and diagnostic technologies using genomics, proteomics, and integrated research and clinical care.

As part of the initiative, National Jewish will integrate Siemens technology throughout the institution to help diagnose respiratory, cardiac and rheumatologic diseases. Especially important will be the Institute for Advanced Biomedical Imaging™, where much of the patient care and collaborative research planned for this alliance will be conducted.

“We are excited about our collaboration with National Jewish and look forward to supporting the organization with new clinical pathways and workflows for improved quality and patient care,” said Heinrich Kolem, CEO of Siemens Medical Solutions USA, Inc. “Integrating new concepts for early detection, including state-of-the-art imaging and information technologies, as well as molecular methods, will help support our shared vision of personalized healthcare.”

“Together we will be leaders in bringing forward the concept of advanced diagnostics, which merges imaging and the clinical reference laboratories,” said Michael Salem, MD, president and CEO of National Jewish. “Siemens Healthcare will be a terrific and innovative partner in furthering our common vision.”

National Jewish is a non-profit institution renowned worldwide as a leader in the research and treatment of respiratory, immune, and related disorders. Its alliance with Siemens will help accelerate a new era in medicine, moving beyond the current reactive trial-and-error model of practicing medicine to a proactive model of personalized, total healthcare. This will be achieved by integrating the facility’s research and clinical efforts at the point of the patient, so that each patient can take advantage of the latest technological innovations.

The Institute for Advanced Biomedical Imaging™, scheduled to open this spring, will house two Siemens computed tomography (CT) systems and one positron emission tomography-CT (PET-CT) system, replacing the hospital’s CT scanner currently in place. Key to the long-term development of this vision is an integrated radiology information system (RIS) and picture archive communication system (PACS) solution that uses the same *syngo*® architecture as the imaging modalities leading to data reconciliation and consistency.

As part of the initial agreement, Siemens will provide the following technologies to National Jewish:

- SOMATOM Definition™ – With a dual X-ray tube and dual-detector design, the Definition routinely provides images with superior temporal resolution that freeze the motion of the heart, and enjoys twice the speed and twice the power of single-source systems.
- MAGNETOM® Avanto – Offering comprehensive metastasis evaluation, whole CNS imaging, and visualization of vascular diseases, the Avanto is the first Siemens system to fully incorporate Tim® (Total imaging matrix) technology and the first whole body surface coil concept.
- SOMATOM Sensation® 64 – Provides breathtaking image sharpness and clarity combined with the simplicity and speed of seamless integrated workflow.
- *syngo*® Imaging and *syngo*® Workflow – In addition to the integration with CAD applications, *syngo* Imaging also allows for fast and easy installation of *syngo* Studio, the main 2D image reading application. *syngoWorkflow* drives the radiological workflow from order entry to image and report distribution.
- Biograph® 40 – The most comprehensive PET/CT product offering on the market today, providing clinicians with enhanced imaging clarity and diagnostic confidence for applications, such as oncology management and cardiac assessment.

- ARCADIS® Avantic is the multipurpose high-end C-arm for a vast range of applications, including cardiac surgery, vascular surgery, gastroenterology, orthopedics, and many other fields of practice where high power and a large field of view are required.
- c.cam™ – Siemens' award-winning dedicated cardiac gamma camera provides clinicians with clearer and more accurate images.

### **About National Jewish Medical and Research Center**

**National Jewish Medical and Research Center** is known worldwide for treatment of patients with respiratory, immune and related disorders, and for groundbreaking medical research. Founded in 1899 as a nonprofit hospital, National Jewish provides the best integrated and innovative care for patients and their families; seeks to understand and find cures for the diseases we research; and educates and trains the next generation of healthcare professionals to be leaders in medicine and science. We pursue this vision by pioneering individualized medicine programs which embrace the paradigm shift from reactive medicine to proactive, personalized healthcare. For 10 consecutive years, *U.S. News & World Report* has ranked National Jewish the No. 1 respiratory hospital in the nation. Scholarly publisher Thomson Scientific has ranked National Jewish among the 25 most influential research institutions in the world in its areas of focus. Further information can be found by visiting [www.nationaljewish.org](http://www.nationaljewish.org).

### **About Siemens Healthcare**

**Siemens Healthcare** is one of the world's largest suppliers to the healthcare industry. The company is a renowned medical solutions provider with core competence and innovative strength in diagnostic and therapeutic technologies as well as in knowledge engineering, including information technology and system integration. With its laboratory diagnostics acquisitions, Siemens Healthcare will be the first fully integrated diagnostics company, bringing together imaging and lab diagnostics, therapy, and healthcare information technology solutions, supplemented by consulting and support services. Siemens Healthcare delivers solutions across the entire continuum of care -- from prevention and early detection, to diagnosis, therapy and care. The company employs more than 49,000 people worldwide and operates in 130 countries. In the fiscal year 2007 (Sept. 30), Siemens Healthcare reported sales of €9.85 billion, orders of €10.27 billion, and group profit of €1.32 billion. Further information can be found by visiting [www.siemens.com/healthcare](http://www.siemens.com/healthcare)

**National Jewish Health** is the leading respiratory hospital in the nation. Founded 120 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the media resources page.

### **Media Contacts**

Our team is available to arrange interviews, discuss events and story ideas.

**William Allstetter**  
303.398.1002  
allstetterw@njhealth.org

**Adam Dormuth**  
303.398.1082  
dormutha@njhealth.org