

## **At HIMSS 2013, Siemens Demonstrates Care Coordination Across Healthcare Communities**

The Associated Press

MALVERN, Pa.--(BUSINESS WIRE)--Mar 4, 2013--Siemens Healthcare is demonstrating solutions that connect healthcare communities in booth #2641 at the Healthcare Information and Management Systems Society (HIMSS) 2013 Annual Conference and Exhibition, from March 3 - 7, at the Ernest N. Morial Convention Center in New Orleans. Siemens will depict how a growing number of healthcare organizations — both large and small — are using Soarian to connect top-of-the-line patient care with effective bottom line results. The company will spotlight how the MobileMD Health Information Exchange (HIE) is being used by providers to securely deliver clinical and administrative data across a community. Siemens will showcase a solution that addresses the challenges posed by “big data” in healthcare, which is called Healthcare Intelligence. Siemens will continue recruiting top IT talent with on-site Human Resources recruiters, and the company will also make charitable donations to returning veterans through Hope For The Warriors®, a national, nonprofit organization that supports wounded U. S. service members, their families and families of the fallen.

“Healthcare information technology continues to deliver numerous benefits to providers: helping them to better synchronize information and workflows across care settings,” said John Glaser, PhD, CEO, Health Services Business Unit, Siemens Healthcare. “At HIMSS, Siemens will showcase the progress we have made in helping providers achieve a high degree of care coordination and to prepare to meet accountable care objectives.” Siemens is increasingly being sought out to help organizations transform care delivery by re-engineering inefficient processes, re-imagining the revenue cycle and re-thinking business intelligence. These objectives are easier when enabled by Soarian, an enterprise electronic health record with embedded workflow technology available across the entire care continuum. Soarian helps providers coordinate clinical activities, proactively identify patient risk factors and escalate potential delays and adverse events.

To connect care communities, Siemens offers the MobileMD HIE, which securely delivers clinical and administrative data across a community. This cloud based HIE serves as an important building block in enabling care providers within a community to better coordinate care for individuals and populations while achieving clinical and financial objectives.

To meet future needs as the focus shifts to managing population health, HIMSS 2013 attendees can explore a solution such as Healthcare Intelligence, which collects both clinical and financial data as well as structured and unstructured data for analysis. Healthcare Intelligence gives organizational leaders rapid access to detailed analytics on individual patients or entire patient populations so they can better manage risks and achieve the outcomes associated with value-based

purchasing, bundled payments and accountable care.

Siemens adds more health IT talent, strategic consulting Addressing the demand from Siemens customers, the company will use its presence at HIMSS to recruit top-tier talent into the Health Services Business Unit and the North American Sales organization, including the recently announced Strategic Consulting group. The Strategic Consulting group is growing at a rapid pace and helps customers meet the objectives of accountable care through a combination of Soarian, quality reporting tools, healthcare intelligence tools, risk identification and stratification, program dashboards, content fueled workflows, and advisory, optimization and performance improvement services. Workforce expansion in the Siemens health IT business is directly in line with one of the main pillars of the Agenda 2013 program, a two-year global initiative, which focuses on continually strengthening Siemens through people development and talent acquisition.

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For further information on Soarian, please visit: <http://usa.siemens.com/soarian>.

Launched by Siemens Healthcare Sector in November 2011, Agenda 2013 program is a two-year global initiative to further strengthen the Healthcare Sector's innovative power and competitiveness. Specific measures will be implemented in four fields of action: Innovation, Competitiveness, Regional Footprint, and People Development.

The Siemens Healthcare Sector is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Siemens offers its customers products and solutions for the entire range of patient care from a single source – from prevention and early detection to diagnosis, and on to treatment and aftercare. By optimizing clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective. Siemens Healthcare employs some 51,000 employees worldwide and operates around the world. In fiscal year 2012 (to September 30), the Sector posted revenue of 13.6 billion euros and profit of 1.8 billion euros. For further information please visit: [www.siemens.com/healthcare](http://www.siemens.com/healthcare).

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