

Press

Joint Press Release

by Siemens Healthineers and RHÖN-KLINIKUM Campus Bad Neustadt

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RHÖN-KLINIKUM Campus Bad Neustadt becomes Center of Reference for cardiovascular medicine

- **RHÖN-KLINIKUM Campus Bad Neustadt becomes international training center and center of reference for Siemens Healthineers customers in cardiovascular care**
- **RHÖN-KLINIKUM Campus Bad Neustadt supports enhanced integrated treatment for patients with cardiovascular diseases and development of an innovative regional remuneration model**

RHÖN-KLINIKUM AG and Siemens Healthineers have signed a partnership agreement under which RHÖN-KLINIKUM Campus Bad Neustadt acquires the status of Siemens Healthineers European Center of Reference for Cardiovascular Medicine. This gives both national and international customers of Siemens Healthineers the opportunity to learn from the medical experts in Bad Neustadt how state-of-the-art imaging systems and solutions can be used more efficiently in diagnostics, therapy, and aftercare for patients with cardiovascular diseases.

The certificate will be awarded during the internal event “Networking and interaction between cardiology, heart surgery, radiology, and rehabilitation” at the RHÖN-KLINIKUM Campus Bad Neustadt on September 24.



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Multi-sector collaboration for the patient's benefit

Being named as an international Center of Reference for cardiovascular medicine is just one acknowledgment of the hospital's approach to integrating treatment for heart-failure patients across medical specializations. In May 2020, the project "Trans-sectoral treatment according to requirements of patients with cardiac insufficiency and development of an alternative remuneration model" ("sekTOR-HF"), initiated by RHÖN-KLINIKUM AG, also received a project grant for a total of 42 months from the Innovations Committee in the Federal Joint Committee (G-BA).

sekTOR-HF is a collaborative project between medical and scientific partners in the focal regions of Rhön-Grabfeld (Bavaria) and Marburg-Biedenkopf (Hesse). "We developed this project on the basis of our RHÖN Campus concept, which has enabled us to provide multi-sector healthcare for our patients for a number of years, including the use of digital networking," explains Professor Bernd Griewing, Member of the Managing Board of RHÖN-KLINIKUM AG. "With sekTOR-HF, we're aiming to break down real-world sector boundaries and be able to think and work as part of regional networks. Otherwise the system simply won't work in the future, especially in rural regions." Professor Sebastian Kerber, head of Cardiology I at RHÖN-KLINIKUM Campus Bad Neustadt, adds: "There are particular challenges associated with handling, diagnosing, and treating patients with heart failure. Only differential diagnosis and personalized heart-failure therapy can enable reasonably lengthy survival times and improve quality of life."

Long-term cooperation

“Many years of highly successful cooperation link us with RHÖN-KLINIKUM Campus Bad Neustadt,” observes Dr. Bernd Ohnesorge, head of the Europe, Middle East and Africa (EMEA) Region at Siemens Healthineers. “For example, we helped the hospital to successfully integrate multimodal therapy concepts in diagnostic imaging and image-guided therapy into its clinical routine. In the future, we’ll also function as a full strategic partner to RHÖN-KLINIKUM Campus Bad Neustadt to develop innovative models to bolster healthcare at a regional level. All of this confirms my view that RHÖN-KLINIKUM Campus Bad Neustadt is ideally suited to be a European Center of Reference for cardiovascular medicine.”

The experts in cardiovascular care at Siemens Healthineers view themselves mainly as advisers who offer end-to-end solutions intended to help restructure healthcare in cardiovascular medicine. Their guiding principles are the expansion of precision medicine, improving the patient experience, and digitalization of the healthcare sector.

“For me, the crucial factor is that Siemens Healthineers not only manufactures devices, they also help us develop innovations perfectly suited to ensuring the best possible diagnostic and treatment workflows at our hospital,” says Dr. Lukas Lehmkuhl, head of Diagnostic Radiology at RHÖN-KLINIKUM Campus Bad Neustadt. “We’re looking forward to being able to welcome internationally renowned cardiologists, radiologists, and surgeons to our facility to show them our approach and our innovations.”

“RHÖN-KLINIKUM Campus Bad Neustadt provides comprehensive care for patients with cardiovascular diseases and pursues an integral treatment strategy covering the entire clinical patient pathway,” says Doris Pommi, General Manager Global Cardiovascular Care at Siemens Healthineers. “That makes this hospital especially well-suited to serve as a

reference site for cardiovascular solutions. Integrated innovations and concepts that optimize patient therapy in order to achieve better treatment results are our common goals.”

History of successful collaboration between Siemens Healthineers and RHÖN-KLINIKUM Campus Bad Neustadt

Clinical and scientific collaboration with RHÖN-KLINIKUM Campus Bad Neustadt began as early as 2001 with the efficient integration of various methods of cardiovascular imaging in order to improve diagnostics and image-guided therapy in cardiovascular healthcare. In addition, imaging and therapeutic intervention became increasingly closely linked with the refinement of the clinical pathway concept, thanks to the integration of diagnostic imaging modalities. Radiology and interventional cardiology grew together to form a multimodal pathway concept for patient-centered imaging. “Now, with more than 1,500 MRI and about 600 to 800 CT scans each year in cardiac diagnostics alone, RHÖN-KLINIKUM Campus Bad Neustadt has been one of the first users of this multimodal concept,” says Professor Thomas Deneke, head of Cardiology II at RHÖN-KLINIKUM Campus Bad Neustadt.

In 2010, Siemens Healthineers and RHÖN-KLINIKUM Campus Bad Neustadt worked together successfully on extensive consulting approaches to systematically assess and improve hospital operation and on clinical processes to improve results for selected diseases. At the time, RHÖN-KLINIKUM Campus Bad Neustadt provided elements of best practices for the standardized management of acute coronary syndrome (ACS) and heart failure – for example, the CardioAngel project – and established one of the first special wards for patients in the advanced stages of heart failure.

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Fields for future collaboration

Both partners want to continue to encourage the sharing of knowledge and experience in cardiology in the future. One example is a clinical training program for physicians and the medical assistance professions. In the future, they hope to work together to improve clinical workflows and continue to develop innovative treatment strategies for non-invasive and invasive cardiology. This will include defining diagnostic and treatment pathways that will make patient care even more efficient and personalized. In direct interaction with various Siemens Healthineers Business Areas, RHÖN-KLINIKUM Campus Bad Neustadt will also support the development of future processes and technologies. Their shared insights will flow into future developments from Siemens Healthineers.

This press release is available at

<https://www.siemens-healthineers.com/press-room/press-releases/referencesitebadneustadt.html>

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RHÖN-KLINIKUM Campus Bad Neustadt, one of five locations operated by RHÖN-KLINIKUM AG, provides multi-sector medical care in rural areas. At its hospital premises, the campus brings together outpatient and inpatient services with a wealth of medical and preventive care services that weren't previously co-located: Self-employed specialists and clinics representing diverse fields like cardiac medicine, orthopedic surgery, and neurology work hand-in-hand with nursing and rehabilitation services. An essential element in this setting is the digital networking of all the players involved in the treatment process using innovative IT solutions and communication systems. The more than 2,800 employees at the campus treat about 78,000 patients every year. www.campus-nes.de

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<https://www.rhoen-gesundheitsblog.de/>

Siemens Healthineers AG (listed in Frankfurt, Germany: SHL) is shaping the future of Healthcare. As a leading medical technology company headquartered in Erlangen, Germany, Siemens Healthineers enables healthcare providers worldwide through its regional companies to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience, and digitalizing healthcare. Siemens Healthineers is continuously developing its product and service portfolio, with AI-supported applications and digital offerings that play an increasingly important role in the next generation of medical technology. These new applications will enhance the company's foundation in in-vitro diagnostic, image-guided therapy, and in-vivo diagnostics. Siemens Healthineers also provides a range of services and solutions to enhance healthcare providers ability to provide high-quality, efficient care to patients. In fiscal 2019, which ended on September 30, 2019, Siemens Healthineers, which has approximately 52,000 employees worldwide, generated revenue of €14.5 billion and adjusted profit of €2.5 billion. Further information is available at www.siemens-healthineers.com.

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