

Siemens Healthineers Sharpens Ultrasound to Focus on the Future of Procedural Imaging

- **Ultrasound business will further its investment in procedural imaging and image-guided therapy**
- **Company will build on its strength in intracardiac echocardiography (ICE), software, AI, and strategic partnerships**
- **General imaging ultrasound system sales to cease on October 12, 2026**

Siemens Healthineers is sharpening the focus of its ultrasound business on procedural imaging and image-guided therapy, where imaging is increasingly becoming an integral part of therapy itself. The company will concentrate its efforts on cardiovascular interventions, software, artificial intelligence, and partnerships that support physicians in guiding minimally invasive procedures. This strategic focus aligns with Siemens Healthineers broader ambition to [elevate health globally](#) and reflects its conviction that procedural imaging represents a significant opportunity for long-term growth and differentiated value.

As Siemens Healthineers focuses on addressing some of the world's most pressing health challenges, including cancer, stroke, cardiovascular and neurodegenerative diseases, the company is helping shape the future of non-communicable diseases (NCDs). Siemens Healthineers is bringing together the Acuson Origin cardiovascular imaging platform, its strength in intracardiac echocardiography (ICE), rapidly evolving software and AI capabilities, and partnerships with cardiovascular device companies to support physicians in increasingly complex cardiovascular interventions. This strategy is designed to help physicians perform more procedures, treat more patients, and prepare for the future of cardiovascular care. From trusted 2D imaging to breakthrough real-time 4D ICE, the Siemens Healthineers portfolio supports every stage of electrophysiology and structural heart interventions. As the pioneer of modern intracardiac echocardiography, Siemens Healthineers brings more than 25 years of innovation to a portfolio that continues to help shape the future of cardiac imaging.

"Medicine is evolving, and imaging is increasingly becoming part of therapy, not just diagnosis," said Sourabh Pagaria, head of Ultrasound, Siemens Healthineers. "By concentrating our ultrasound portfolio on procedural imaging, we can apply our strengths in advanced cardiovascular imaging, ICE, software, AI, and

partnerships with cardiovascular device companies to address important clinical needs and create long-term value for physicians, patients, and Siemens Healthineers.”

As of October 12, 2026, Siemens Healthineers will no longer sell general imaging ultrasound systems including the Acuson Sequoia, Redwood, Juniper, and Maple. The company will sell procedural ultrasound systems which include the Acuson Origin, P500 (ICE) and Freestyle, together with dedicated software and catheters to procedural customers, mainly electrophysiologists and interventional cardiologists.

General imaging ultrasound remains a well-served market with solutions available from multiple established providers. The company will continue to provide service and support for all existing customers in its installed base honoring all contractual and regulatory obligations and providing full lifecycle support, including maintenance, software updates, and transducer availability. By sharpening its focus, Siemens Healthineers is positioning its ultrasound business to help shape the next generation of image-guided cardiovascular therapy.

A press picture is available [here](#).

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