

SIEMENS
Healthineers



How to Build a Biomed/Technologist Partnership for Better Service Efficiency



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Background

US service headquarters based in Cary, North Carolina

- Training and Development Centers
- Technical and Applications Support

\$50M

equipment on-site for technical and clinical education

100+

Instructors nationwide

Approximately

12,000+

participants per year

2,000+

classes per year



Training and Development Center

Agenda

- What is Education?
- Technical & Applications Support
- Clinical Engineer Pain Points
- Customer Case Studies
- Meeting Future Education Challenges
- Q & A





What is Education?

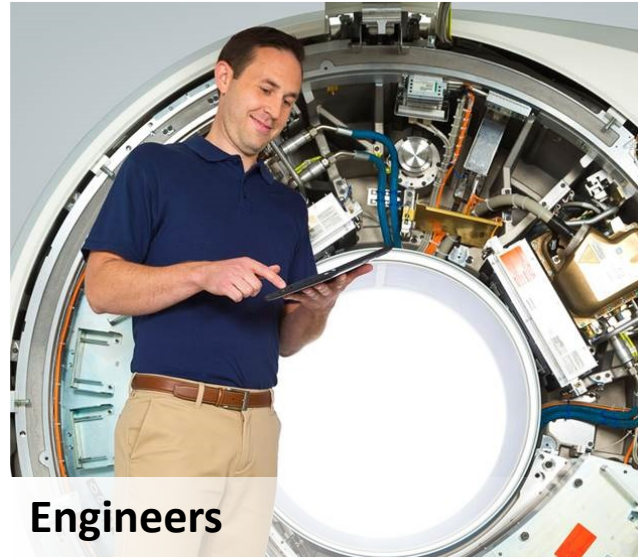
What does education mean to you?





What is “Valuable” Education?

Who needs education?



Support



What do you do when you have an issue?

Typical length of calls to the Customer Care Center

Image Quality
15 to 30
minutes

Applications
Support
8 to 10
minutes

Technical Support
15 to 20
minutes



Customer Care Center Analysis

FY 2017 Rad/Fluoro

Technical Support
10,852 Live calls

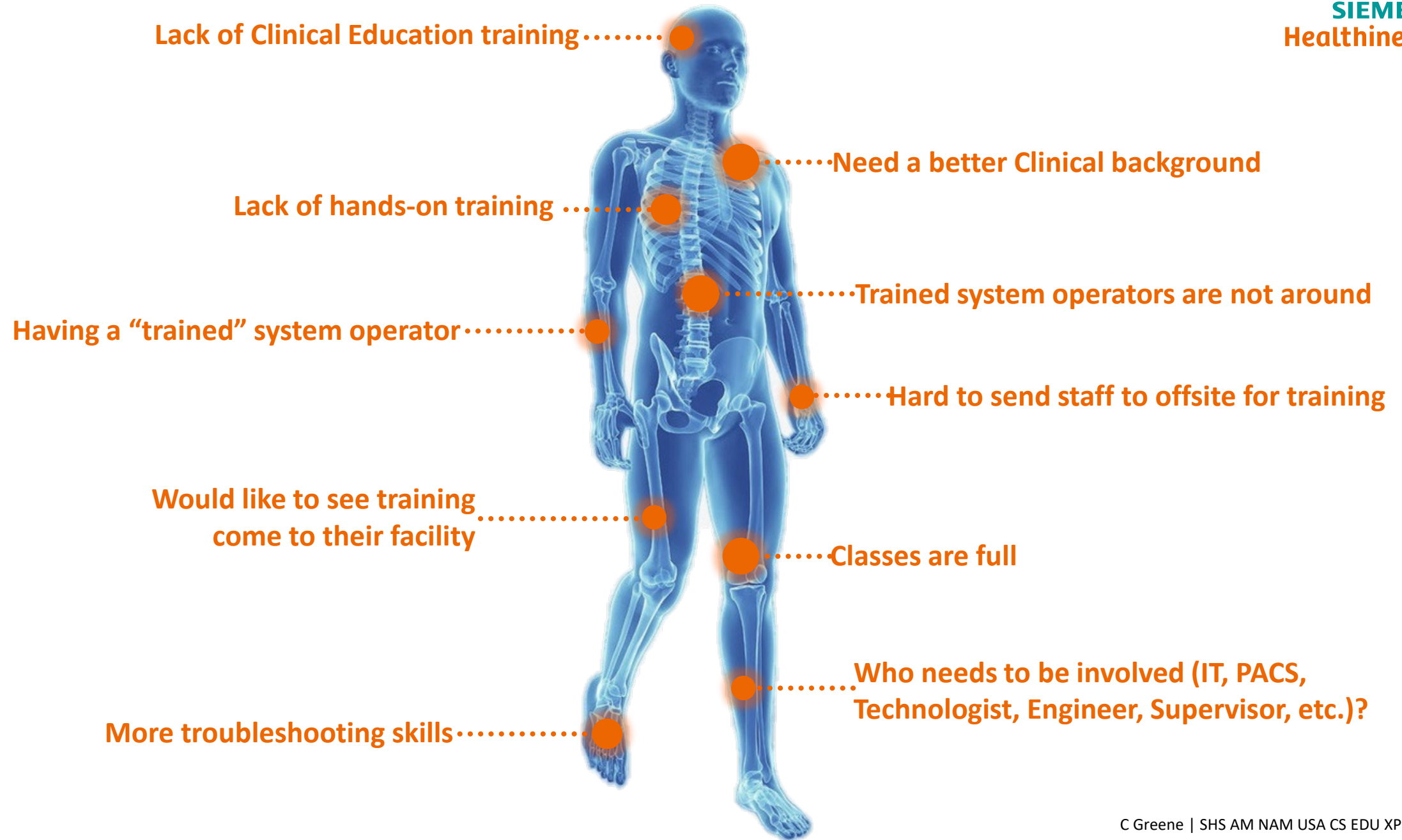
Application & Technical Support
875 Combined calls


Application Support
2,882 Live calls

533 Calls started with
Technical Support
changed to
Applications Support



What are your Pain Points?



A close-up photograph of a man in a white lab coat looking through a microscope. The image is partially obscured by a white graphic element on the right side of the slide.

10 sites contacted
to engage the
Biomedical Engineer group's

8 out of **10** sites
stated they felt they
would benefit from an
Applications class.

All **10** sites
stated they need more
trouble shooting type
training.

10 out of **10** sites
stated that they have a
hard time leaving to
attend class in Cary.

Average cost for a “down” room

CT One hour **\$995**
One day **\$7,963**
Three days **\$23,889**

MRI One hour **\$457**
One day **\$3,665**
Three days **\$10,964**

Angiograph

One hour **\$257**
One day **\$2,057**
Three days **\$6,171**

Estimates provided by our downtime calculator found at:

<https://usa.healthcare.siemens.com/customer-services/valuebeyondcost1/downtime-calculator>

The users actual results may vary from these estimates, and Siemens Healthineers makes no warranty regarding the accuracy of such estimates.



Agenda

- What is Clinical Education?
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- Customer Case Studies
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Customer Case Study

Case Study 1: “Images did not save”

- Technologist is using the Fluoro room for an Upper GI study and realizes none of their images saved during the case.
- Clinical Engineering is called in and makes a call into Technical Support.
- Biomed is onsite, but the technologist has left for the day.
- Issue extends to the next day to see what button they used to save the images.
- On day two, the technologist shows biomed which button they pushed, biomed calls back into speak to tech support, tech support conferences in Applications, and they find it was the wrong button.

.....
Impact: Lost two days worth of patient revenue
.....



Case Study 2: “The system lost my images”

- Technologist performs a chest exam and sends images to PACS. The Doctor requests an additional image, when the technologist goes back to the system she cannot find the images.
- Technologist calls into tech support.
- Tech support dispatches an engineer for the next day.
- Engineer cannot find the images and calls tech support who then escalates the case for further investigation.
- Via remote access, Applications identifies auto delete is on and the system is pretty full of un-archived images.

.....
Impact: System was not used for 3 days because the impression was the system “Lost” patients.



Case Study 3: “When sending my Fluoro loops, I receive a failed message”

- Technologist sends images and they do not send.
- Call is placed into Technical Support and all cases are stopped in the room.
- Technical Support finds that the process is correct for sending, the nodes are set up correctly, etc.
- An engineer is dispatched to work with IT and PACS.
- Engineer discovers that the port for sending is set up to “auto negotiate” but the port is set to 1G and makes the adjustment.
- Issue resolved, and images start sending to PACS.

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Impact: System is down for a day and revenue lost.

Case Study 4: “Ortho images do not align properly”

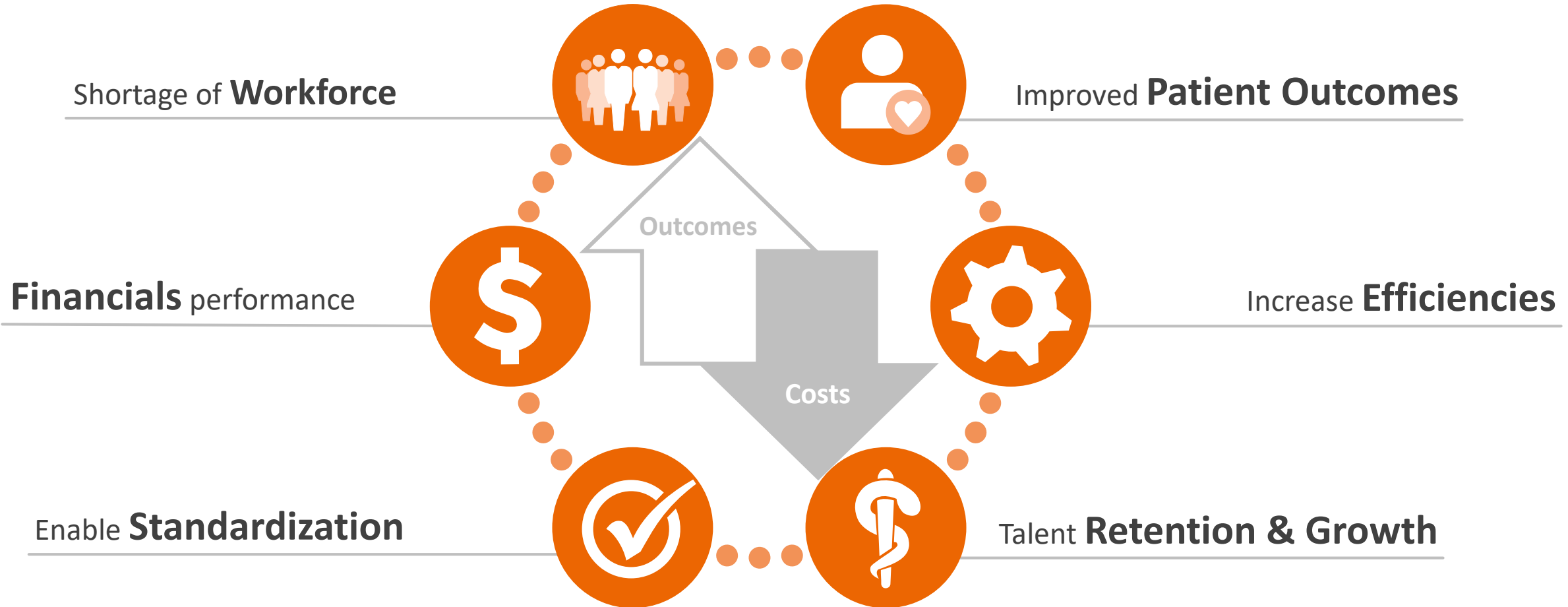
- System is set up and images display stitched on the system, but there appears to be a slight misalignment.
- Technologist adjusts and cannot seem to get the images just right.
- Tech calls for technical support to see if the system is “off”.
- Engineer is dispatched onsite.
- Remote assist helps display the images, and although an adjustment is needed, there are additional steps that can be followed.
- Steps reviewed, and successfully send images to the physician.

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Impact: System downtime due to onsite technical support.

How do we minimize this disruption?

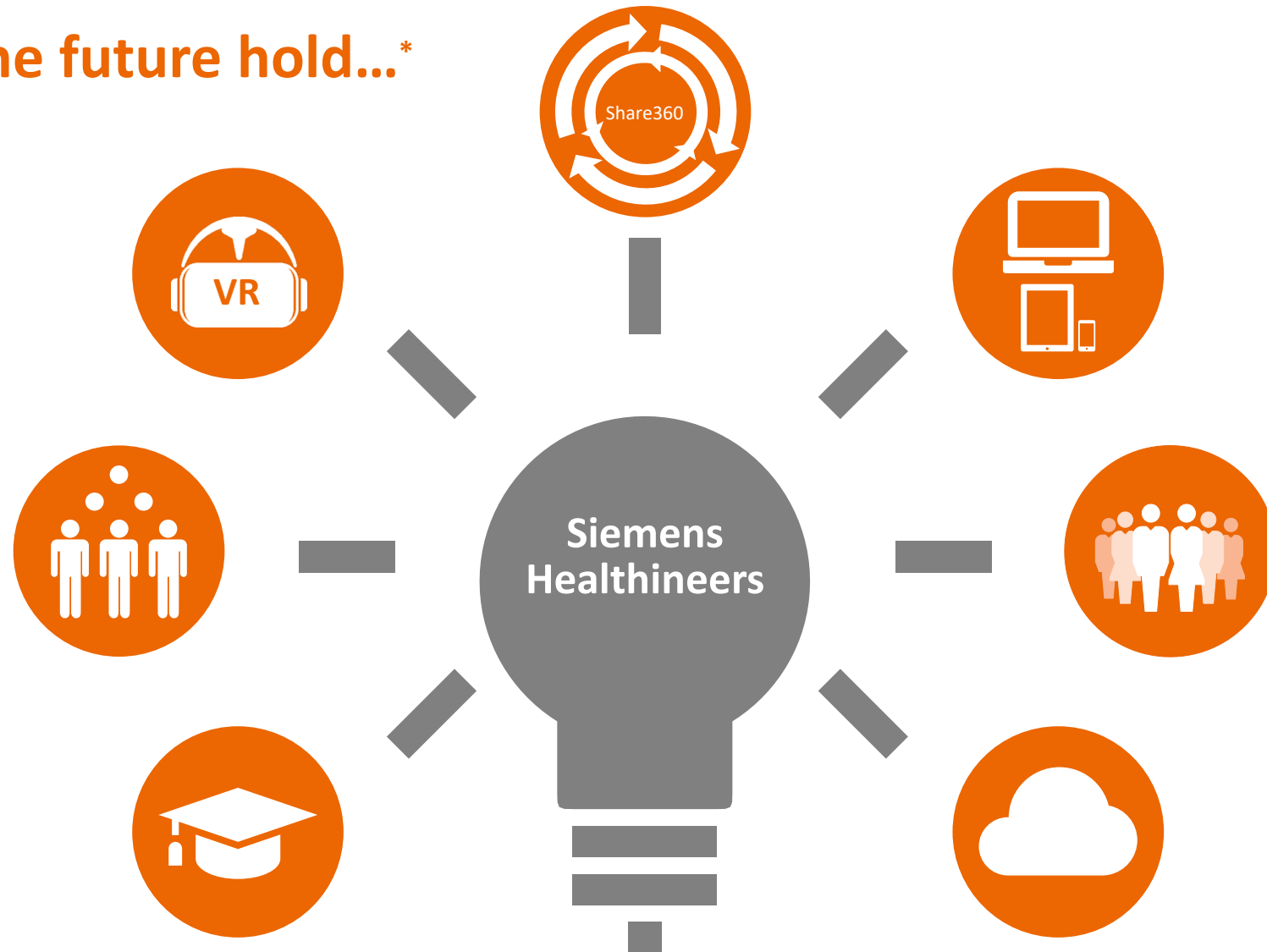


Market challenges impacting healthcare organizations





What does the future hold...*



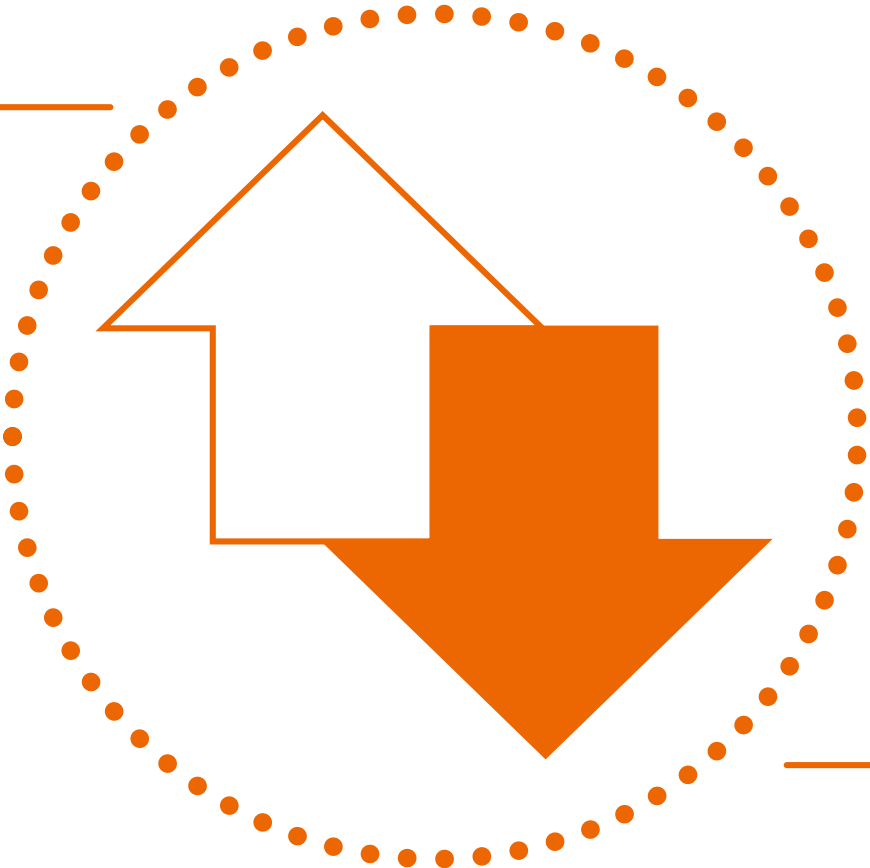
Healthcare Education of Tomorrow...

*Disclaimer: The products/features and/or service offerings (mentioned herein) are not commercially available in all countries and/or for all modalities. Their future availability cannot be guaranteed. Please contact your local Siemens Healthineers organization for further details."



How can your biomed/technologist partnership benefit you?

**Enabling
better outcomes**



**at
lower costs**

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**Thank
You!**