



PEPconnect
**Your smarter connection
to knowledge**

Empowering healthcare professionals

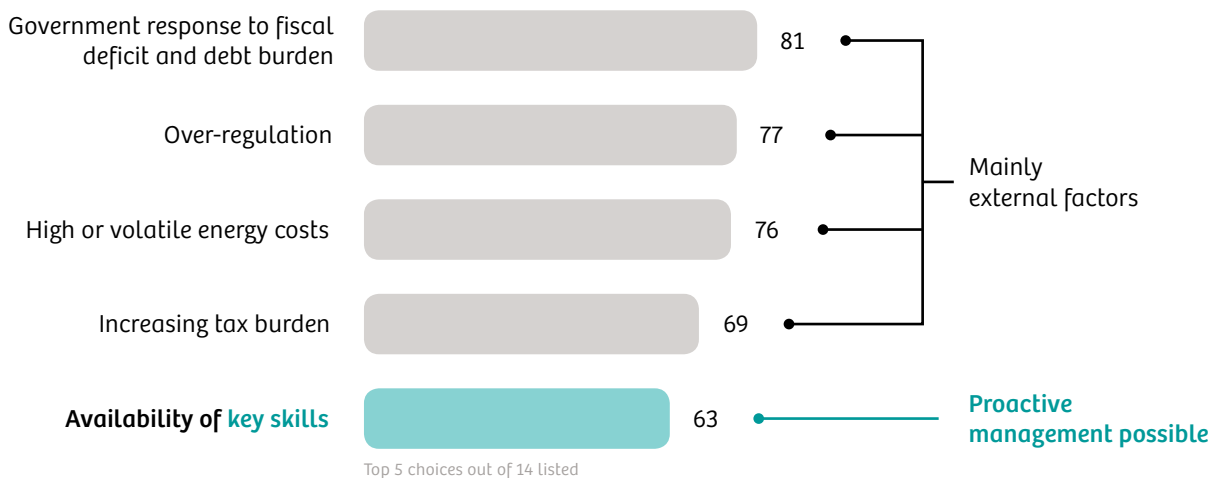
With a personalized education and performance experience –
anywhere, anytime, from any device

It's a fact: the value of education becomes more and more important as healthcare managers and staff are faced with well-known challenges like staff shortages, cost constraints and greater workloads – while delivering quality patient care is still, as ever, a top priority. Driven further by global trends such as aging populations and the increase of chronic diseases, the role and importance of medical diagnostics is expanding. Today, diagnostics already plays a vital role in establishing or clarifying treatment plans and expected treatment outcomes by providing essential information along the entire healthcare continuum.

Investments in personnel will always pay off – and are mandatory

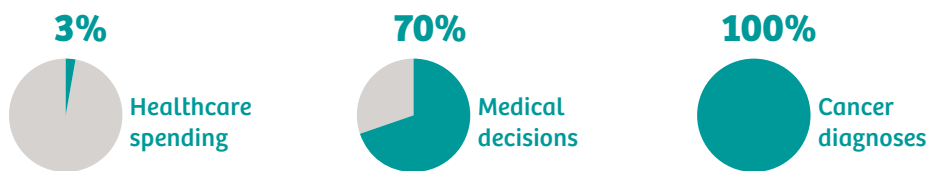
As an illustration: On average, laboratory tests represent 3% of the total healthcare spending, while influencing more than 70% of medical decisions. And they are, for example, the basis of 100% of cancer diagnoses. Furthermore, laboratory medicine becomes essential in the control, adaptation and optimization of therapies and treatments¹, which in turn calls for highly educated and trained personnel. The overall challenge is clear: ultimately reducing the time to achieve job competency and increase on the job performance while ensuring that every one has the same level of knowledge at the end of the day.

This is how concerned our customers are about each of the following threats to their growth prospects?²



¹ <http://www.unilabs.com/company/diagnostics/Pages/default.aspx>
² Fit for the Future, 17th Annual Global CEO Survey, PwC 2014

To maintain the impact laboratory tests, for instance, are having on healthcare spending, medical decisions and cancer diagnosis, continuous education and the availability of key skills is a prerequisite.



Today’s healthcare organizations’ vital backbone: highly-educated staff that feels acknowledged and cared for

It is no big surprise that the constantly growing healthcare market brings up a huge demand for clinical and, best case scenario, highly skilled staff which is always up-to-date in terms of technology, treatment options and bedside manners.

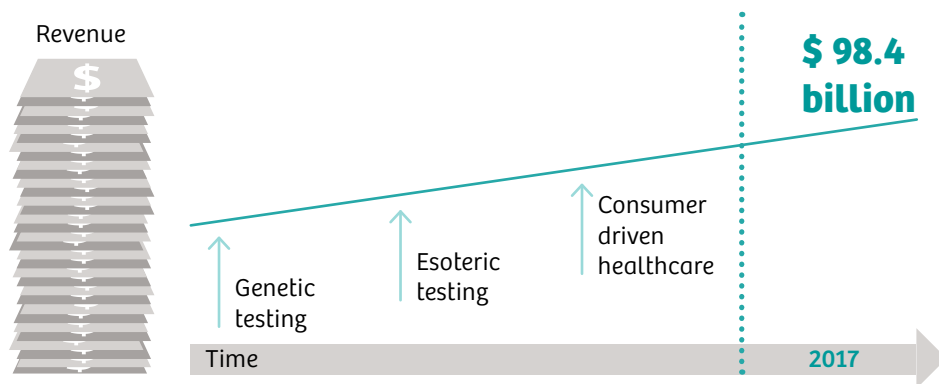
Growth in lab testing market requires availability of key skills

This is all the more important because forecasts predict that the clinical diagnostic lab testing market will reach \$98.4 billion in revenue by 2017. An increase in genetic testing, esoteric testing, consumer driven healthcare, aging demographics and expanded access to healthcare are among the key factors contributing to this strong market growth.³ This also matches the current development within the United States where the equivalent of USD 8,713

per person was spent on health in 2013 (per capita health spending increased by 1.5% in real terms), whereas spendings on hospital and specialists increased even faster by 2.3% and 2.2% respectively.⁴

Continuous education of personnel also positively impacts radiology departments

Aside from bringing obvious workflow benefits in throughput-oriented radiology departments, continuous staff training may also reduce radiation doses of, for example, pediatric CT exams. Numerous scientific studies have proven that, specifically in widely highly used computed tomography imaging technology, training and retraining increases awareness, compliance and continuous optimization. It ensures that personnel is knowledgeable about and proactively applies dose optimization features.⁵



Three in one: personalized and competency-based content, regulatory compliance and quality patient results

PEPconnect, part of the total Siemens Personalized Education Plan (PEP) solution, is a flexible interface that fosters a learner-specific, competency-based learning and performance experience everyday, anytime, anywhere. Customers can satisfy their continuing education requirements and access step by step procedures and instructional videos to expand their professional development with simple education activities. PEPconnect allows the healthcare professional to construct their own personalized learning experience and share and connect learning experiences with others, with an intuitive interface offering options, always based on their personal learning motivation.

3 <http://www.prnewswire.com/news-releases/clinical-diagnostic-lab-testing-market-to-grow-over-90-through-2017-61816467.html>
 4 <http://www.oecd.org/unitedstates/Country-Note-UNITED%20STATES-OECD-Health-Statistics-2015.pdf>
 5 <http://appliedradiology.com/articles/continuous-staff-training-reduces-radiation-doses-of-pediatric-ct-exams>

Valuable measures in times of transition

In the transition to value-based care, all healthcare industry stakeholders are facing various challenges to staying financially viable, including those presented by healthcare reform and consumerism. Many healthcare providers have realized that valuable measures to overcome those challenges and create a sustainable revenue stream often lie within the realms of operational optimization and within strict clinical imperatives. Siemens believes there is great potential to be achieved with PEPconnect in all three areas of clinical imperatives, operational optimization and financial performance.

Clinical imperatives

- Decrease time to treatment with competent staff performing daily activities in a standard level of proficiency in alignment with standard operating procedures.
- Support quality patient results with standardization of competency directly impacting clinical performance, personal job satisfaction and staff retention with on-demand performance support and standardized procedures in a blended learning approach.
- Improve ability to handle greater or adapt to changing patient volume with access to performance support to meet the on-demand needs for information just in time via a web-based education and performance solution.
- Increase staff confidence, competency and capabilities with on-demand performance support available anytime, anywhere, on any device.

Operational optimization

- Elevate, supervise and tailor your staff's level of knowledge and education with a sustainable life-long web-based education and performance strategy.
- Streamline your institution's and clinical workflows by investing into a competency based and blended learning approach that your staff will easily be able to integrate into their daily work.
- Increase your facility's reputation as both an employer and as a healthcare provider by bringing together all educational aspects for your staff in one blended learning approach.

Financial performance

- Reduce investment in retraining during times of turnover and changes in technology.
- Decrease onboarding costs for new staff, technology and equipment.
- Establish an innovation reputation with industry's first education and performance support solution that evolves with technology and human behaviors.
- Strengthen facility's reputation as an engaging workplace with cutting edges practices, attracting the next generation of healthcare professionals.

PEPconnect

Life-long learning paves the way towards innovative procedures and highly motivated staff

Today, more than ever, the continuous development of skills, capabilities and offerings is essential in the healthcare sector to expand clinical capabilities and to stand out with an unbeatable portfolio – with solutions the customer really needs. As a technologically advanced virtual competency based education and performance support solution, PEPconnect focuses on increasing the knowledge, skills, and abilities of each individual user of Siemens equipment, with access to performance support activities on demand. With features such as event management, registration and transcript, PEPconnect provides a single space for the individual to effectively and continuously enhance job-relevant and competency-based knowledge.

Knowledge foundation suitable to the staff's individual needs

Therefore, PEPconnect provides access to all online and virtual training documentation, with a wide variety of product-specific, clinical general healthcare, professional development and further-job relevant courses as well as performance support activities for customers using Siemens medical equipment.

- Dynamic, comprehensive online learning platform open to Siemens' customers seamlessly delivering quality educational content – accessible on any device
- Designed to increase staff competency, efficiency, and productivity for the overall healthcare environment with smarter connections of people to knowledge
- Strengthened facility reputation as engaging workplace with cutting edges practices, attracting the next generation of healthcare professionals

The Voice of our Customers

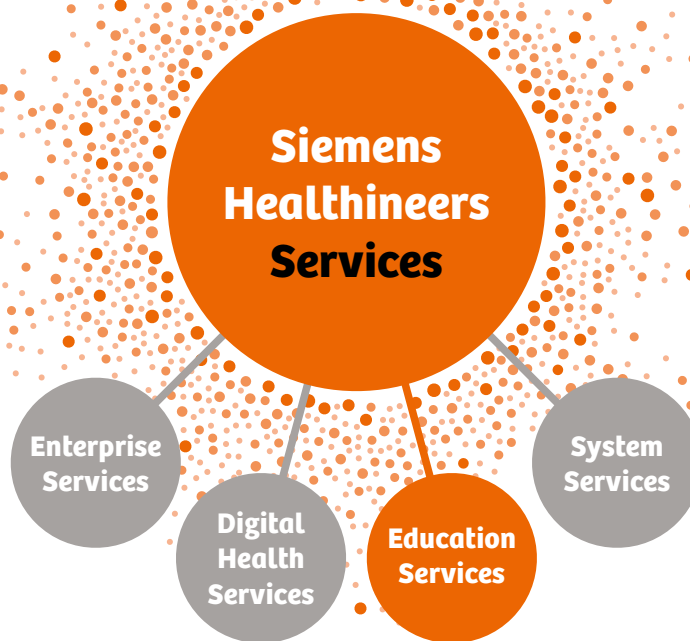
"It'll allow me to continually assess and guarantee that everybody in the lab, 24/7, all the different shifts and staff levels – whether full, part time or per diem employees – have the same level of competency."

Marilyn A. Leonard,
ASCP Supervisor,
White Plains Hospital
White Plans, NY, USA

"PEP (virtual education solution) provides current operating procedures and information that keeps [me] up to date and competent while working with Siemens' instrumentation."

Tamara Moyer,
Technologist,
Saskatchewan Disease Control Laboratory
Canada

Related offerings



Education Plans

Maintain or improve your staff's expertise as well as your systems' efficiency at a predictable cost with Education Plans that bundle single elements into a complete package. By bundling various portfolio elements into one contract, you can meet changing knowledge needs and provide comprehensive training that targets individual users, systems, and even entire departments.

Education Management Check

With Education Management Check (EMC), you benefit from a consultancy approach to assess your training processes in imaging departments. EMC scrutinizes all of your current training processes and provides valuable information for ongoing staff development, a benchmark for your workflows, and clear recommendations to improve your education management and strategy.

Efficiency Consulting

When it comes to maximizing the benefits of your Siemens systems, an experienced Application Specialist Consultant can make all the difference. Through our comprehensive program, Efficiency Consulting for example, we can identify possible improvements specific to your procedures and processes that can help you optimize outcomes and efficiency.

CRADLE

CRADLE stands for Contrast Reducing Analysis Decreasing Load and Expenses. This comprehensive consultancy program entails a holistic approach to optimize contrast media performance in CT examinations. It is intended to facilitate the appropriate administration of contrast media dose per CT examination, adapted to patients' individual medical conditions.



Why Siemens Healthineers?

At Siemens Healthineers, our focus is to help healthcare providers succeed in today's dynamic environment.

Healthcare providers around the world have long relied upon our engineering excellence – leading-edge, high-quality medical technologies across a broad portfolio. Our technologies touch an estimated 5 million patients globally every day.⁶ At the same time, they help hospital departments to continuously improve their clinical, operational and financial outcomes.

We now consolidate this unprecedented volume of data and insights and turn them into pioneering enterprise and digital health services. With those, we maximize opportunities and share risk for the success of your entire health system.

Partnerships are built on people. With Siemens Healthineers there is no team more committed and more connected than we are to realize your success together.

Engineering success. Pioneering healthcare. Together.

The products/features and/or service offerings (here mentioned) are not commercially available in all countries and/or for all modalities. If the services are not marketed in countries due to regulatory or other reasons, the service offering cannot be guaranteed.

Please contact your local Siemens organization for further details.

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