Growth Personalized
Siemens’ PETNET Solutions

www.petnetsolutions.com

Answers for life.
Achieving Growth Through Personalized Solutions

The shifting healthcare industry is putting extraordinary pressure on providers. Fluctuating markets, new technologies and patient demand require imaging centers to do more with less. Having the right partner to help you increase efficiencies and expand patient access to new PET services is critical to success.
Siemens’ PETNET Solutions does more than deliver doses, it offers growth personalized. Siemens’ PETNET Solutions’ highly experienced staff offer customers an average of over 10 years’ experience in the molecular imaging industry. With this expertise, Siemens’ PETNET Solutions has developed a proven method to help our customers optimize processes, identify new opportunities and create an effective and customized blueprint for growth. In fact, our customers experience, on average, a 26% increase in PET/CT utilization as a result of successful execution of these personalized growth strategies.*

Siemens’ PETNET Solutions’ development process consists of three stages with various milestones:

1. Market Assessment
2. Action Plan Design
3. Performance Measurement

In each stage, a Siemens’ PETNET Solutions clinical expert serves as a guide in navigating through specific actions and helps confirm alignment with needs and objectives. Your Siemens’ PETNET Solutions representative remains involved throughout the entire process to help ensure seamless implementation and optimal results.

* Siemens’ PETNET survey data, 2014
Market Assessment

Action Plan Design
Performance Measurement
Stage 1:
Market Assessment

Objective:
Assess the market by analyzing the study mix, referring patterns and payer mix to define a path for potential growth.

Siemens’ PETNET Solutions initially works with the imaging center team to examine multiple data points, including drive times to the facility, ZIP code statistics and data from surrounding counties. The information is then compared against population age, mix of male and female residents and annual household income for the imaging center’s market.

Next, the Siemens’ PETNET Solutions clinical expert assesses the competitive landscape via a set of proprietary research tools.

This evaluation includes examining:
- data about other PET/CT providers in the market—both mobile and fixed
- data about other imaging modalities, such as CT, MRI and SPECT
- five-year projected procedure growth rates

By studying this data, the team gains insights on target populations, discovers underserved areas and identifies competitive differentiators. Siemens’ PETNET Solutions’ detailed research and analysis provide you with a comprehensive view of the market and prime opportunities to grow your clinical offerings.

PET/CT oncology indications *
Benchmark data for PET/CT oncology indications is used in comparison to the customer’s study mix

- Lung
- Head & Neck
- Breast
- Other
- Hodgkin’s/Lymphoma
- Colorectal
- Prostate
- Brain cancer
- Testicular
- Ovarian
- Pancreatic
- Thyroid
- Esophageal
- Melanoma

* Some categories may be combined based on a customer’s study mix.
The Market Assessment includes in-depth review of the following:

**Study Mix**
Your Siemens’ PETNET Solutions clinical expert examines the current incidence rate of the 17 most common cancers of your local market. This analysis takes into account new cases, as well as the projected five-year incidence rate. Next, the analysis looks at our customers’ study mix compared to benchmark data. Lastly, other imaging modalities and procedures are reviewed to discover if there may be other, less obvious, areas for growth in PET utilization. Ultimately, this analysis serves as the foundation of the overall growth strategy.

**Medicare Coverage**
Siemens’ PETNET Solutions experts have access to a wealth of market data. They gather and provide information on current Medicare coverage for initial treatment (diagnosis and staging) and subsequent treatment (restaging and monitoring), along with other insights. The information identifies additional clinical indications and uses for PET imaging, helping our customers understand their potential return on investment.

**Regional Payer Mix**
Siemens’ PETNET Solutions begins by educating our customers about their region’s payer mix. An analysis of insurance coverage, by geography, is overlaid with data on the incidence of diseases where the use of PET would be appropriate and covered by payer type. This insight guides the decision-making process on how to best drive growth.

**Referral Patterns**
Reaching out to referring physicians is a vital part of any successful growth strategy. Siemens’ PETNET Solutions assesses the size of the referral base, the established referral patterns and the mindset of key referring physicians. This information is benchmarked against data from similar markets to help our customers identify growth opportunities. Finally, an analysis is conducted to evaluate if the physician base in the market is sufficient to support specific indications. This data can be used to determine whether increased marketing and education can drive greater adoption of PET imaging and thus, new referrals.

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*Diagrams, charts and figures are for example purposes only*
Stage 2:
Action Plan Design

Objective:
Synthesize the results from the market assessment and create an action plan with clear objectives and targets.

Armed with insights from the market assessment, the team then collaborates on an action plan that includes three steps:

Identify Key Findings
Siemens’ PETNET Solutions’ dedicated clinical expert first benchmarks the data against comparable providers in customers’ market. The findings are also compared to local, regional and national statistics. The resulting market data is sorted and analyzed, delivering actionable information in a number of intuitive reports. These reports show areas of need, underutilization and indications—identifying potential prospects and opportunities.

Establish Targets and Goals
With information gleaned from key findings, the team establishes objectives. Siemens’ PETNET Solutions dedicated clinical expert works hand-in-hand with our customers to set clear, realistic and measurable goals. These goals are written to exacting criteria, such as “Increase breast cancer patients from 14% to 20% in the next 12 months” or “Expand the referring physician database from 20 to 50 in 90 days.” Whatever the objectives, Siemens’ PETNET Solutions experts are crucial in yielding the greatest results.

Implement Action Plan
With more than a decade of experience on average, Siemens’ PETNET Solutions’ clinical experts are skilled at simplifying the process, identifying educational and marketing opportunities to respond to community health needs. These experts can also leverage their networks, securing local champions to support the implementation plan. Whether you are looking to grow in a specific diagnostic area, build payer mix knowledge or expand imaging techniques, Siemens’ PETNET Solutions helps create a comprehensive and workable action plan that achieves results.
Siemens’ PETNET Solutions helps maximize customer success by monitoring and evaluating performance and implementing strategies for improvement. With market insight, the team can fine-tune the plan for maximum impact.

Review Procedural Growth Metrics
Improving results is at the heart of every customer initiative. To track our customers’ results, Siemens’ PETNET Solutions’ dedicated clinical experts compare actual figures against mutually agreed upon metrics. For example, these could be the increased percentage of referrals or the percentage of scans by indication. Establishing and using these metrics enables our customers to easily track the progress of their procedural growth programs.

Review Financial Result Metrics
The Siemens’ PETNET Solutions process includes a review of baseline financials from previous years with targeted financial goals. Our experts develop reports comparing year-to-year, as well as month-to-month, financials providing our customers with greater clarity of their performance.

Evaluate and Adjust
To maximize value, our experts perform a comprehensive assessment and analysis of the growth program, thereby helping our customers evaluate their results and determine if adjustments are required.

With additional knowledge gained through the partnership with Siemens’ PETNET Solutions, our customers are able to continue the growth plan independently, further strengthening their clinical, financial and operational results.

Stage 3: Performance Measurement

Objective:
Evaluate the program based on clinical and financial results, and adjust as necessary.
“We want to offer state-of-the-art imaging services and capabilities. Our partnership with PETNET Solutions has allowed us to achieve these goals. It’s truly been a partnership that promotes patient care first.”

Liz Colvin
Supervisor of Nuclear Medicine and PET/CT
Martha Jefferson Hospital
Charlottesville, VA, USA

“I believe our partnership with PETNET Solutions has definitely helped our PET growth. Imaging Healthcare Specialists has come to be seen by our referring community as the definitive source for both our PET education and for getting answers to PET questions.”

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The format of the brochure is now 220 mm in width and 285 mm in height.
The flap (97 mm in height; that means the insert will be partially visible) will be fixed with glue on the right side.
This version is suitable to only a limited number of inserts according to the paper grammage.
Please inform your printer and ask for his suggestions.}