



**Case study: Alb Fils Kliniken, Goepingen and Geislingen, Germany**

# Optimizing clinical ultrasound operations


Increasing enterprise-wide value  
to meet intermediate and future goals


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# Executive Summary

In 2014, the Alb Fils Kliniken dual-site hospital in Germany began a long-term Value Partnership with Siemens Healthineers to optimize the management of its ultrasound systems across medical departments and to advance its level of technological innovation for years to come. Siemens Healthineers offered a combined approach of consulting and technology management to reduce operational complexity, increase technology availability by providing a single contact through the on-site manager for all equipment-related topics and to ensure budgetary security. The eight-year contract includes the provision of latest ultrasound technology at affordable cost.

After four years, Alb Fils Kliniken reported additional value creation:

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The partnership **saved significant administrative costs** on all levels (clinic management, medical departments, and medical technology department).
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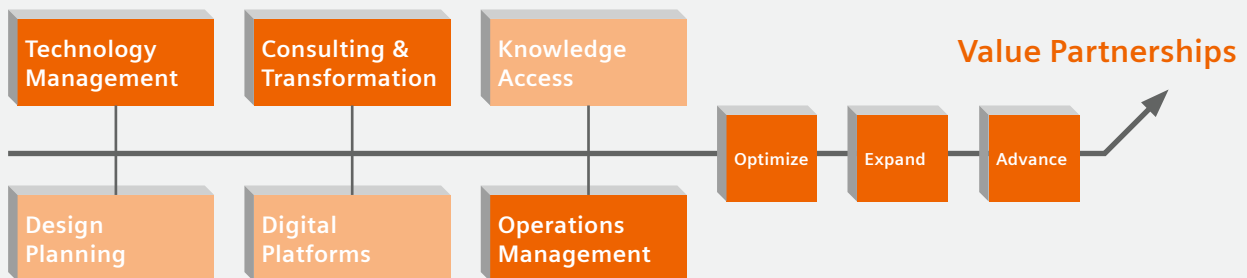
The **improved investment planning** provided peace of mind for all involved. The transparent schedule of system replacement eliminated time-consuming discussions between departments about allocation of investment budget.
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The technological innovation enabled by the partnership allowed the introduction of **new diagnostic methods**.



## Siemens Healthineers Value Partnerships help you:

- Optimize your operations today
- Expand with new capabilities tomorrow
- Advance your level of innovation



We co-create solutions with and for you to generate significant clinical, operational, and financial benefits for your organization.

 Main portfolio modules of Alb Fils Kliniken's specific Value Partnership

# The customer

Alb Fils Kliniken's goal was to optimize management of their ultrasound systems throughout the entire institution




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## About Alb Fils Kliniken:

- Maximum-care hospital with two facilities, in Goeppingen and Geislingen
  - Broad spectrum of healthcare services for a large region in southwestern Germany
  - Provides health services for about 35,000 inpatients and 140,000 outpatients per year
  - 25 individual clinical departments and more than 15 specialty centers
  - 775 beds
  - More than 2,300 employees
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In today's highly competitive climate, healthcare providers need to streamline their processes and maximize the impact of their investments. But when it comes to ultrasound systems, things get complex. Virtually every department uses ultrasound, which means maintaining a large fleet of systems spread through the entire institution. With numerous manufacturers on the market, and clinical requirements for ultrasound systems varying widely from department to department, the system fleet can end up being very heterogeneous. This makes efficient procurement, service, training, and user support a challenge.

In 2014 the Alb Fils Kliniken, located in the towns of Goeppingen and Geislingen, Germany, decided to address this situation as they recognized the great potential of an efficient ultrasound system management. Thus, they looked for a long-term solution that would help them reduce operational complexity, streamline operations, and advance their level of innovation for years to come. They found this solution by establishing a strategic Value Partnership with Siemens Healthineers.



*“A strategic Value Partnership over a long period of time, a clearly structured procurement plan, maintenance management from a single source, systematic innovation for many years – these are the cornerstones of the project.”*

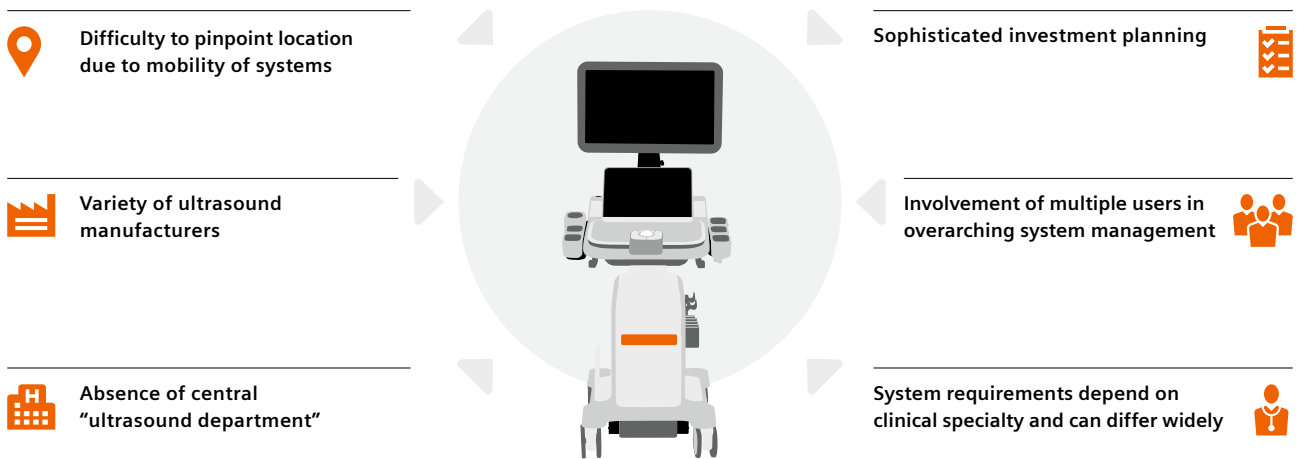
**Ralf Bannwarth**

Head of Procurement, Medical Technology, and Material Management, Alb Fils Kliniken, Germany

# The challenge

## Effectively managing an enterprise-wide fleet of ultrasound systems over the long term

Compared with other imaging modalities, ultrasound systems probably pose the greatest challenge to system management, for a number of reasons:



To meet these challenges and expand the existing Value Partnership with Alb Fils Kliniken, Siemens Healthineers developed an innovative ultrasound management solution that was objectively tested and positively evaluated by the end-users in Goepplingen and Geislingen.



*"In the field of ultrasound, the challenge is to find the common denominator for everyone involved. After all, nearly all the disciplines here at our clinic use ultrasound systems, not just radiology. That's why it was a big step to focus on one industry partner so that each department and each location no longer have separate suppliers."*

**Ralf Bannwarth**

Head of Procurement, Medical Technology, and Material Management, Alb Fils Kliniken, Germany

# The solution

## A long-term partnership to optimize ultrasound management and reduce complexity

Siemens Healthineers offered a technology management solution that laid the foundation for a long-term Value Partnership in which Siemens Healthineers provides holistic equipment oversight of all Alb Fils Klinik's ultrasound devices throughout the entire contract lifetime. This includes technology selection, purchase, installation, maintenance, user training, performance management, and ongoing refresh. Other key elements of the partnership are:

- Close engagement of all clinical end users right from the beginning of the project in order to jointly determine the most appropriate operational concept.
- Inclusion of third-party systems in service and investment planning.
- Advice on enhancing processes and streamlining operations.
- Reduction of total number of systems through device sharing and eliminating redundancies.
- Designation of a Siemens Healthineers site manager to coordinate service and continuously improve processes.
- Long-term investment planning that's fully transparent to all stakeholders.
- Flexible contract structure that allows for adjustments.

### Overview of offerings included within the Value Partnership:

- **Comprehensive analysis** of the existing ultrasound fleet and usage
- Realization of saving potentials through **system sharing**
- **Procurement, training, and service** for the entire ultrasound fleet
- **Standardization of systems** to streamline operations and facilitate equipment management and procurement
- **Vendor-neutral**, cost-optimized purchasing concept
- **Technology roadmap** for the next eight years
- **Improved cash position** by rolling up capital expenses into regular operational fees



*"In the past 15 years, the number of medical devices at our clinic has more than doubled. With the increasing number and complexity of these systems, strategic partnerships are almost an absolute necessity to keep a facility of our size running efficiently. Thanks to our positive experience with Siemens Healthineers, we have extended the basic idea of a Value Partnership to other projects."*

**Günter Exner**

Acting Director of the Medical Technology Department, Alb Fils Kliniken, Germany

# The result

Efficient technology management, reduced operational complexity, increased budgetary and planning security as well as clinical capabilities

The long-term Value Partnership has proven to be highly beneficial for Alb Fils Kliniken in a number of ways:



Savings potentials through system sharing have enabled a reduction in the number of ultrasound systems by 17%, **from 42 to 35**.



Transparent investment planning has eliminated interdepartmental competition for investments. The **savings** in negotiation time on C-level amounted to **150 man-hours each year**.



All systems are now consistently kept technologically **up to date**.



The **flexible** Value Partnership allowed for contract adjustments due to unforeseen circumstances.



New high-end systems allowed the use of **new diagnostic methods** like acoustic radiation force impulse (ARFI) imaging.



The Siemens Healthineers **site manager** continued to efficiently support system servicing and to relieve the clinic's technical department.



The number of system **suppliers reduced** significantly.



*“The decisive factor for us was that the partnership contract with Siemens Healthineers also included systems from other manufacturers. What’s more, we were able to purchase an additional high-end system for our liver center via the partnership. With that system we can now hold regular ARFI\* office hours. Prior to this we did not have any options for elastography. Now we are able to spare many patients a liver biopsy.”*

**Dr. Klaus Metter**

Chief Physician at Clinic for Gastroenterology, Hepatology and Diabetology, Alb Fils Kliniken, Goeppingen, Germany

\* Acoustic Radiation Force Impulse (ARFI) imaging enables a non-invasive assessment of the mechanical stiffness (elasticity) of liver tissue. This ultrasound-based imaging technique can be used to avoid liver biopsies and diagnose fibrosis reliably.

# Call to action

The need to optimize financial resources and at the same time provide a high-quality technological infrastructure is driving a major transformation in the way healthcare systems depend on technology suppliers. To benefit from this transformation, healthcare institutions need innovative approaches that include the adoption of new business models. One successful approach is a long-term Value Partnership with a med-tech expert, in which both parties work together to drive efficiency, innovation, and outcome-oriented medical service delivery. Such close collaborations are already providing highly successful radiology and laboratory departments.


The Value Partnership between Alb Fils Kliniken and Siemens Healthineers shows that this approach can also be applied to ultrasound systems management. The partnership enables Alb Fils Kliniken to sustainably enhance their system management so that they can provide high-quality care over the long-term.




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Would you like to learn more about optimizing technology management through a Value Partnership?

**Get in contact:**

 [siemens-healthineers.com/value-partnerships](https://www.siemens-healthineers.com/value-partnerships)

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*“Economic considerations naturally played a key role, but the users were also heavily involved in the decision-making process. In this regard, we are also very thankful to Siemens Healthineers for the openness they showed in working on this project. I can highly recommend this approach to anyone who works extensively in hospitals, such as in a hospital group.”*

**Prof. Dr. Andreas Schuler**

Medical Director of Alb Fils Kliniken,  
Executive Chief Physician of Gastroenterology, and  
Chief Physician of the Medical Clinic at Alb Fils Kliniken, Geislingen, Germany

## About Value Partnerships

Siemens Healthineers Value Partnerships combine our strength in holistic medical technology management, operations management and consulting into a long-term performance-oriented engagement focusing on the creation of value. Our technology management services include asset and capacity analysis, technology optimization, multi-vendor technology management, and change management capabilities. With our sustainable consulting and transformation services as well as our future-proof design planning, we are well positioned to co-create a solution with and for you, which will generate clinical, operational, and financial benefits.

Siemens Healthineers Value Partnerships help you optimize operations today, expand with new capabilities tomorrow, and advance the level of innovation in your network.

### Disclaimer

The products/features and/or service offerings mentioned here 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 offerings cannot be guaranteed. Please contact your local Siemens Healthineers organization for more details.

The results described herein by customers of Siemens Healthineers were achieved in the customers' unique setting. Since there is no "typical" hospital, and many variables exist (e.g., hospital size, case mix, level of IT adoption), there can be no guarantee that other customers will achieve the same results.

The scientific overlay on the title is not that of the individual pictured and is not from a device of Siemens Healthineers. It was modified for better visualization.

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