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.
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Siemens Healthineers’ PETNET Solutions does more than deliver radiopharmaceutical doses; it offers growth personalized. PETNET Solutions’ highly experienced staff offer customers an average of over 10 years’ experience in the molecular imaging industry. With this expertise, 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. Of those customers surveyed, they experienced an average of 31% increase in PET/CT utilization as a result of successful execution of these personalized growth strategies.\(^4\)

The 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 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.
Our development process...

STEP 1
Market assessment

STEP 2
Action plan design

STEP 3
Performance measurement

You—the customer
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.

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 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. 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.
The market assessment includes an 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 your 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.

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**Medicare coverage**

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**

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.

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**Referral patterns**

Reaching out to referring physicians is a vital part of any successful growth strategy. 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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**Insurance coverage**

Insurance coverage data looks at current Medicare and private payer insurance coverage as well as expected coverage for the future.
**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**

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. 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, PETNET Solutions experts are crucial in yielding the greatest results.

**Implement action plan**

With more than a decade of experience on average, 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, PETNET Solutions helps create a comprehensive and workable action plan that achieves results.

“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**
Objective:
Evaluate the program based on clinical and financial results, and adjust as necessary.

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, 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 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 PETNET Solutions, our customers are able to continue the growth plan independently, further strengthening their clinical, financial and operational results.

“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.”

Sarah Woroniecki, Marketing Director, Imaging Healthcare Specialists
Case study #1

**Customer background:**
- Moved from another supplier to PETNET Solutions beginning February 2016
- Customer fiscal year starts on September 1
- Customer owns their own mobile scanner and goes between three hospitals
- Customer was an active Imaging Dementia—Evidence for Amyloid Scanning (IDEAS) study participant

**Market assessment:**
- Market analysis completed April 2016 for each of the three facilities
- Identified gaps in referrals; territory manager and market development manager attend monthly PET team strategy meetings with administrator, lead tech and marketing liaisons
- Territory manager runs a report from PETNET Direct (PETNET Solutions online ordering system for radiopharmaceutical doses) to highlight referral patterns
- Identified breast and prostate as opportunities for increased education

**Action plan design:**
- Market development manager joint liaison physician visits
- Made the decision to use prostate drug—completed 72 patients from all three locations
- Techs using MI PET Source to view recorded continuing education (CE) programs and territory manager and market development manager provide info for quarterly webinars
- Provided breast disease awareness sheet and white paper to liaison team

**Performance measurement:**
- First full year with PETNET—system wide volumes grew 11%
- 2nd year to date—system-wide volumes growing 7%
- Expanded product portfolio for neurology and prostate studies
- Anticipate increased prostate utilization with additional access in local market

Case study #2

**Customer background:**
- Community hospital
- Mobile PET/CT
- Wanted to increase volumes to support expanded services to 3 days/week with long term goal of fixed unit

**Market assessment:**
- Solucient report generated by PETNET Solutions for regional analysis. PETNET Solutions direct report for current local referral pattern by incidence
- Gaps identified by incidence locally determined plan for targeted education
- Provided justification for proforma assumptions

**Action plan design:**
- Educated staff with a two education classes
- Developed an implementation plan using tools from MI PET Source
- Access to MI PET Source for marketing materials and disease awareness sheets allows mobile and hospital marketing representatives to customize the message on the use of PET/CT in all cancer types
- Joint presentations to key physicians with low referral patterns. Radiation oncology and Pulmonology identified as growth potential

**Performance measurement:**
- Grew PET/CT utilization 37% in year 1
- PET/CT utilization grew an additional 4.7% in year 2
- PET/CT utilization grew an additional 18% on the first two quarters of year 3
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Case study data on file.