

A photograph of three medical professionals in a meeting. A man in a white lab coat is leaning over a desk, pointing at a document. Two women, one in a white lab coat and one in a patterned jacket, are looking at the document. The background shows a window with a view of a city.

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Choosing an imaging equipment service provider? Get the facts you need to make the best decision.

If you're thinking a third-party vendor is the more affordable option for your equipment servicing, think again. The budget squeeze is forcing cost-based decisions, but if price is all you look at, you may be missing the real threat to your revenue. Don't make a decision this important without all the facts. See inside for the tools you need to realize value beyond cost.

www.usa.siemens.com/valuebeyondcost



Before you settle for a third-party service contract, ask yourself:

- Is it worth sacrificing superior service if it means sacrificing revenue?
- Do you know the true cost of system downtime and out-of-date software?
- Should you gamble your profitability by relying on a vendor without OEM expertise?
- Can you risk your reputation? Physician and patient satisfaction?
- Can you *really* afford a low-budget service contract?

**Learn how you can realize more value for your imaging investment.
See inside for more reasons to choose Siemens Service.**

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How do you calculate real value?

When it comes to selecting your service provider, the answer goes beyond cost. We know budgets are tighter than ever, and service has to do more for your facility. More for your workflow. More for your revenue. You need a service provider who anticipates and meets your needs beyond basic repair...to help you realize more value for your imaging investment.

Can a third-party vendor do this? Siemens can:

- **Improve system reliability**
Guaranteed response times and OEM parts keep your equipment performing strong – and projected revenues coming in.
- **Predict and prevent problems**
Our proactive remote monitoring program anticipates issues so we can fix them before they interrupt your workflow.
- **Minimize downtime**
We help you avoid unplanned downtime that could cut deep into your revenue. Remote diagnosis and repairs get your system back up fast.
- **Streamline productivity**
Information is power and our utilization reporting can help you create greater efficiencies for staffing and workflow.
- **Maximize revenue potential**
Comparative benchmarking can reveal trends in your market and untapped opportunities to grow your income.
- **Keep pace with technology**
Advancing technology could leave you behind but we keep obsolescence at bay with the updates and upgrades.

Weighing the value of Siemens Service over third-party vendors?
Visit www.usa.siemens.com/valuebeyondcost.

Take a look at our online toolkit at www.usa.siemens.com/valuebeyondcost to help you through the decision process. You can take advantage of our downtime calculator and other tools to determine the true value of a Siemens contract vs. a third-party vendor. Also, contact a Siemens Service specialist to discuss your specific service needs.