

Siemens brings STAR to present advanced developments in radiology

The Healthcare Sector of Siemens Ltd. along with Bayer Zydus Pharma is bringing Specialized Training in Advances in Radiology (STAR), an internationally coveted education program to India. The STAR program commences today in New Delhi and travels to Kolkata later in the week, covering a spectrum of latest developments in the field of radiology. The professionally organized lectures and workshops by eminent international faculty will help radiologists to provide their patients comfortable and enhanced care, by means of faster and accurate diagnosis.

Mr. D Ragavan, Sector Cluster Lead South Asia, Siemens Healthcare informs, "We are constantly witnessing technological developments in the field of radiology, which are increasingly benefitting the radiologists and the patients at large. It has subsequently become imperative to educate the practicing radiologists about these developments. Siemens being the innovation leader in diagnostic imaging takes immense pleasure to get associated with the world renowned STAR program along with Bayer Zydus Pharma. We believe that this initiative will be a great knowledge sharing platform for the participants."

According to a statement from Bayer Zydus Pharma, rapid technological developments in the field of radiology and imaging are matched by progress taking place in the field of contrast agents. In fact, since the discovery of X-rays, Bayer Zydus Pharma has been working closely with radiologists, by providing innovative diagnostic agents for each and every imaging modality be it X-ray, MRI or Ultrasound. It has always played a vital role in continuous medical education and its association with STAR, is yet another initiative to address the growing needs of knowledge sharing and exchange of ideas in the field of Imaging.

STAR will be held from May 15-16, 2012 at New Delhi and from May 18-19, 2012 at Kolkata. For the last seven years, this initiative is being organized and is successfully led by Prof. Hans Ringertz from Linköping University, Sweden and Stanford University, USA. Until mid2011, 144 STAR events have been conducted in 36 countries, with more than 24,000 radiologists attending the same. Prof. Ringertz mentions, "It will be a great pleasure to visit India again among other reasons, because India was one of the first countries where a STAR program was held. We

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**Reference No. CC/PR/22/HC 05 2012
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visited Delhi, Chennai and Mumbai in the 1990s and in Bangalore in 2001. As on previous visits, I am very happy to join a very competent, internationally leading faculty group this time from Canada, Germany and the US.” He further adds that STAR in India has been composed to fit the requests from the local radiological community, as well as the sponsoring companies, Siemens and Bayer Zydus Pharma.

STAR, which maintains international standards across all its lectures and workshops, enables leaders from various radiological specialties to discuss procedures and approaches. This aids increasing specific knowledge and skill levels, further helping in improving the patient’s quality of life. The program also enables one-on-one discussions between top level international radiologists and local radiological community. Currently, the program is focused on emerging markets, but will also be extended to established markets in the future.

Siemens Ltd., in which Siemens AG holds 75% of the capital, is the flagship listed company of Siemens AG in India. Siemens in India including Siemens Ltd. comprises 13 legal entities, is a leading powerhouse in electronics and electrical engineering with a business volume aggregating about Rs. 12,000 crore. It operates in the core business areas of Industry, Infrastructure & Cities, Energy and Healthcare. It has a nation-wide sales and service network, 21 manufacturing plants and employs about 18,000 people.