

Siemens Canada Internet

General interest press release

Siemens proud to support landmark documentary “Cancer: The Emperor of All Maladies” airing March 30, 31 & April 1 on PBS

Oakville, ON., March 26, 2015

Siemens Canada Limited, Healthcare (“Siemens”) proudly supports Ken Burns Presents “Cancer: The Emperor of All Maladies” a film by Barak Goodman based on Siddhartha Mukherjee’s Pulitzer Prize-winning 2010 book, “The Emperor of All Maladies: A Biography of Cancer.” The three-part, six-hour documentary series will air on PBS March 30, 31 and April 1.

“Cancer: The Emperor of All Maladies” chronicles the 4,000-year effort to understand, treat, and ultimately cure cancer. Siemens’ investment in the production is synergistic with the company’s mission of innovating to advance human health and aligns with Siemens’ goal to increase awareness of the need for cancer research in pursuit of effective and lasting patient treatments.

“Both the book and the film demonstrate that we have made astounding progress in understanding the complexities of cancer, particularly in the past few decades,” said Gregory Sorensen, MD, President and CEO, Siemens Healthcare North America. “We can identify the sometimes subtle differences between different cancers, and tailor treatment accordingly. We can target cancerous cells while leaving healthy cells intact. We can monitor cell shrinkage and manage side effects better. We have more hope today than ever before.”

Cancer will touch everyone in some way. The statistics are staggering: in our lifetimes, about 2 in 5 Canadians will develop cancer and 1 in 4 will die of the disease¹.

“Through this film we hope to start more conversations about cancer, to reshape our understanding of this affliction, to help people to know their options and seek treatment early,” said Jim Graziadei, Senior Vice President, Siemens.

Siemens as a global organization invests in research to support the development of advanced technology that can help diagnose and manage disease. The company offers a comprehensive and unique set of oncology solutions to help physicians provide the best possible cancer care for their patients.

“We owe much of our current understanding of the cancer process in humans to the tremendous advancements in medical imaging, laboratory tests, and technology solutions -- all of which contribute to selecting better treatment options, an improved ability to measure results, and the opportunity for advanced research analysis,” said Dr. Sorensen. “Through our commitment to innovation, we put the most sophisticated tools in the hands of the people who are actively shaping our understanding of cancer.”

Since the late 1890s, Siemens has been delivering tools for physicians and researchers on the forefront of medical research.

In 1896, Siemens developed the first industrially manufactured X-ray tubes for medical diagnostics.

In 1957, Siemens performed the first automation of chemical analysis.

In 1962, Siemens pioneered the first real-time ultrasound diagnostics.

In 2000, Time magazine named the Siemens Biograph positron emission tomography / computed tomography (PET/CT) system as an Invention of the Year – the system was one of the first to fuse information about tumour metabolism with anatomical images.

In 2014, Healthcare Canada approved the Siemens Symbia Intevo xSPECT system, which fully integrates single-photon emission computed tomography (SPECT) and CT so physicians can identify and follow disease over time with quantitative capabilities to adjust treatment earlier.

In 2015, Siemens received Health Canada clearance for the SOMATOM Force CT system, which advances preventive care initiatives with low-dose lung and colon imaging.

¹ <http://www.cancer.ca/en/cancer-information/cancer-101/canadian-cancer-statistics-publication/?region=bc#ixzz3UwBmaV5r>.

About Siemens Canada

For more than 100 years the innovative ideas from Siemens have helped make Canada a better place. From the Atlantic to Pacific oceans, more than 4,500 employees in Canada work together to provide answers that last in the fields of electrification, automation and digitalization. Since it was federally chartered in 1912, Siemens has stood for innovation, quality, reliability and internationality. Sales for Siemens Canada in fiscal 2014 (ended September 30), were \$2.7 billion CAD. The company has 39 offices and 12 manufacturing/assembly facilities across Canada.

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