

Frimley, UK
June 26, 2015

UKRC exhibition in Liverpool, UK from June 29 - 1 July

Siemens launches app to help reduce the fear of having an MRI scan

One in seven people have cancelled hospital appointments because they were scared to go, according to new research. The trend emerged from a survey asking 2,000 people about their attitudes to their health, hospitals and medical appointments.

The poll was commissioned by Siemens to coincide with the launch of a new app which aims to take the fear factor out of MRI scans - as 42 percent of people surveyed confessed to being afraid of the process.

The new MRI Scan app, created by Siemens UK, has been launched to help reduce the fear of having an MRI scan.

Developed for adults and children this interactive app aims to reduce patient fears following referral for an MRI scan, and will be available to download free of charge from iTunes and Google Play from Monday, June 29th.

Experience a 360 degree virtual MRI scan (with realistic sounds); scan items; find out more about the steps from referral to results; and have all your questions answered about the technology and process. This app is a great way to help you, or your child to experience what it's like to have an MRI scan

<http://www.siemens.co.uk/mri-experience>

Reasons cited for not wanting to have an MRI scan included being anxious about claustrophobia, being unsure of the process and the length of time it takes.

Play Specialist, Sarah Browne, from Oxford Children's Hospital at the John Radcliffe

Hospital, has a special interest in preparing children for MRI scans. Children are often given general anaesthetics in order to have an MRI scan as it is important for the patient to remain absolutely still for the scan to be successful. With the help of play specialists preparing children beforehand there has been a notable reduction in the amount of children needing to undergo general anaesthetic.

Sarah said: "The app is excellent and we can see the real benefits of being able to access and use it.

"It's great to see the control the app gives the child - an aspect that young people often struggle with whilst in hospital. It will make a big difference!"

Siemens MRI Scan app creator, PR & Government Affairs Manager for Siemens, Laura Bennett, said: "The app is unique approach to an existing problem.

"Patients who understand the process of what will happen to them when having an MRI scan are less likely to be anxious.

"The app is aimed at reducing fears so that patients will be less likely to cancel their appointment, or in the case of a child, need to undergo an anaesthetic, both of which can be at a large cost to the hospital.

"The Siemens Healthcare mission statement is that 'we innovate to improve human health'. This app is an example of where we have innovated to improve the wellbeing, in this case of children and adults, who are about to have a MRI scan."

Siemens was established in the United Kingdom more than 170 years ago and now employs 14,000 people in the UK. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey.

This press release and a **press picture** is available at www.siemens.co.uk/news
For further information on Siemens Healthcare please see www.siemens.co.uk/healthcare
For further information on the MRI Scan app, please see www.siemens.co.uk/mri-experience

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Siemens

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is No. 1 in offshore wind turbine construction, a leading supplier of combined cycle turbines for power generation, a major provider of power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2014, which ended on September 30, 2014, Siemens generated revenue from continuing operations of €71.9 billion and net income of €5.5 billion. At the end of September 2014, the company had around 357,000 employees worldwide. Further information is available on the Internet at www.siemens.com.

Survey

The survey – Medical Phobia, was carried out between the dates of 22/05/2015 and 26/05/2015 with 2,000 respondents. The demographic was targeted at UK adults and the survey was undertaken by OnePoll. For more information please visit www.OnePoll.com