



# Siemens Sustained Commitment to Excellence

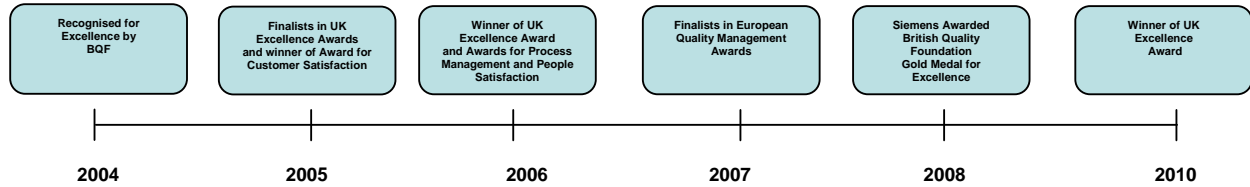
**Siemens Healthcare recognises all businesses rely on: effective leadership, a customer focused strategy, exceptional people, good financial and resource management and excellent processes to deliver their customer commitments and business success. This is increasingly important in today's challenging environment.**

**Siemens Healthcare has responded to this challenge and achieved sustained business success. The key - aligning its organisation around the fundamental principles of Excellence to ensure its staff and processes consistently deliver the exceptional products and service that its customers expect and have become synonymous with the Siemens brand.**

## Siemens Approach to Continuous Business Improvement

# Siemens Sustained Commitment to Excellence

Quality in everything we do and the pursuit of our values: Responsibility, Innovation and Excellence provide the basis for the culture of all Siemens companies not only in the UK but across the globe. It is easy for companies to make claims about the Excellence of their approaches however it is much harder to gain independent external verification of this. Within Siemens Healthcare we have an enviable track record.



## 2004: Siemens Healthcare Recognised for Excellence

In our first year of entry to the UK Excellence awards we achieved the stretching levels of performance required to be Recognised for Excellence by the British Quality Foundation. Prior to this significant milestone all our assessments had been internal. The awards process provided valuable external insights to guide our improvement activities and journey towards Excellence.



## 2005: Award Finalists and Winner of Customer Satisfaction Award

In 2005 we achieved success in reaching the finalist stage and winning the special achievement award for Customer Satisfaction. This Excellent result was made possible by the customer focused LIFE concept embedded within our strategy which considered the whole lifecycle of imaging equipment from a customer perspective. This provided innovative new ways for customers to gain the maximum benefit from their investment in Healthcare's products and services.

## 2006: Winners of Overall, Process Management and People Satisfaction Awards

Healthcare won the overall award and special achievement awards for Process Management and Employee Management in 2006. The judges considered us to be a role model organisation and recognised that through seeking constant feedback from our customers, business partners and staff Siemens Healthcare had successfully adapted to the changing marketplace with a clear commitment to a culture of continuous improvement.



## 2007: Finalists in the European Foundation for Quality Management Awards

This annual awards process which assesses performance against the Excellence Models stretching criterion is entered by the best companies from across Europe. In our first year of entry Siemens Healthcare achieved finalist status and our MD Gunter Dombrowe was presented with a trophy celebrating this at the awards event in Athens. Following this we have shared our approaches with many Siemens and non Siemens organisations across Europe and the World.

## 2008: Awarded British Quality Foundation Gold Medal for Excellence

This is presented annually by the British Quality Foundation to an organisation that has demonstrated outstanding and sustained commitment to Excellence over a number of years. In 2008 our CEO Alan Wood was presented with the Gold Medal in recognition of the exceptional levels of Excellence achieved by Siemens companies and their joint contribution to the Quality movement in promoting best practice across industry.

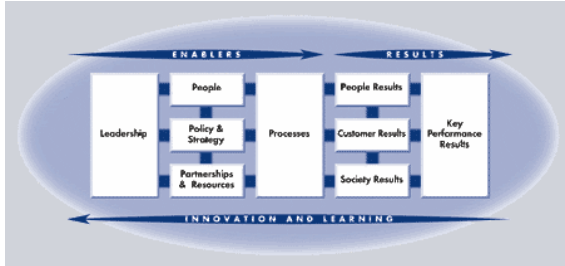


## 2010: UK Excellence Award Winner

In 2010 eligible once again to enter the UK Excellence Award we had no hesitation in committing to this endeavour as a mechanism to drive further improvement. We were delighted once again to be recognised as overall winner. To Siemens Healthcare the pursuit of Excellence is a never ending journey and we are committed to the continued assessment of our business against the Excellence Model to ensure we remain the recognised leader for Quality Management in our industry sector.

# How we apply the Business Excellence Model

Siemens Healthcare maintain certification against industry standards including; ISO9001 Quality management standard, ISO18001 Health and Safety management standard, ISO14001 Environmental management standard and Investors in People. These provide us with a valuable view of our performance in these key management areas. However the Excellence Model is the only industry standard that considers a companies performance across the entire range of its business activities



The Excellence Model was introduced at the beginning of 1992 as the framework for assessing applications for the UK Excellence Award. It is the most widely used organisational framework in Europe where it has become the basis for many international, national and regional Excellence Awards. The nine elements of the Model have been identified as the key drivers of business success and verified as such by extensive research involving several hundred companies throughout Europe.

The Enablers are concerned with what is done to run the organisation and how it is operated.

The Results are concerned with what the organisation has achieved and is achieving as seen by its stakeholders i.e. customers, employees, the community and those who fund the organisation.

The Excellence Model graphically demonstrates the premise that -

Customer Results, People Results and Corporate Social Responsibility  
are achieved through Leadership driving Policy and Strategy, People, Partnerships and Resources  
leading ultimately to excellence in Key Performance Results.

Recognition by the British Quality Foundation for Excellence and UK Excellence awards are given to companies who show outstanding practices in managing their organisation and achieving results. The rigorous assessment process looks at all aspects of a company's performance according to the Excellence model.

Siemens Healthcare have always pursued the most rigorous assessment approach provided by entry into the UK Excellence Awards which requires an organisation to submit a detailed description of its operation against the models nine Main Criterion and thirty two Sub-Criterion parts. The submission document is assessed by an expert team of independent assessors which has gone through an extensive team building and calibration process. Following an initial assessment of the document the team then complete an extensive site visit of the applicant organisation in order to validate their findings in terms of organisational strengths and areas for improvement. Following the site visit the assessment team deliver a comprehensive feedback document to the applicant organisation and a detailed organisational review to the UK Excellence Awards jury which consists of nationally recognised experts in the field of business management.

If you would like further details of Siemens Healthcare's journey to Excellence and to find out how we have used the Excellence Model to achieve sustained business success please contact the Siemens Healthcare Business Excellence Team on 01276 696000.

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