

## Women in Healthcare: Inspiring stories from Asia Pacific

**Ms. Elisabeth Staudinger, President, Siemens Healthineers, Asia Pacific**



**Elisabeth Staudinger** has been leading the business for Siemens Healthineers as president in Asia Pacific since 2013. Being one of the few female senior leaders in her industry, Elisabeth has worked in international management roles spanning from procurement to strategy, marketing, manufacturing, and business unit CEO. She holds two masters degrees, one in economics and one in Chinese studies and history. Elisabeth is passionate about Asia and has a successful track record of building high performing teams across countries and cultures.

HMA interviewed Ms. Staudinger and asked her about her achievements with hospitals and the challenges in being a leader in healthcare:

### What are your biggest achievements together with hospitals in Asia in 2016?

When I think back, it's probably the transformation we've been undergoing as a company – from being a sole product and solutions provider towards a more value-centric approach – extending our services to empower our customers to ultimately serve their patients better.

In 2016, we saw this strategy paying off: To give you an example, in Japan, we joined forces with Hakuar Hakuai Kai Sagara Hospital for their planned new hospital specialized in Women's Health. We are advising on the business plan and clinical workflows, providing financing assistance and cooperating on technology development and marketing. Equipped with our most modern

imaging and lab diagnostics systems and supported by our service engineers on site, the new hospital is to become an international reference center for breast cancer. This shows us that customers are having great trust in us and this makes me very proud – of the company in general but also of the people working here.

### **What has been the most exciting thing that you worked on in 2016?**

Globally, and even more in Asia Pacific, we see the demand for healthcare, as well as the cost of healthcare rising. I believe that one way to address this challenge is through innovative products and solutions. It was really exciting to see so many new products developed and subsequently being made available for our region. In the field of lab automation, we have launched a system that is producing over 400 Immunoassay tests per hour, boasting the industry's highest productivity per square meter. In imaging, we're tapping into the field of precision medicine in MRI, and also came up with a single-room, easy-to-operate CT scanner.

### **What are the main challenges in being a leader in healthcare?**

In my role as President for Siemens Healthineers in Asia Pacific, I'm responsible for quite a vast and widespread region, so I sometimes wish I could be in different places at the same time. Of course, I would like to be as visible as possible to our customers and employees, so I travel quite a lot. I get exposed to various different cultures that I'm happy to embrace – something that I've always enjoyed ever since completing my studies of Chinese studies and business. It's also important to have a great team to rely on, as in the end it's the people that matter – and that I can definitely say for myself.

### **What are the new technologies that you are looking to implement in the near future? Any tool or technique that particularly interests you?**

I've been with the company for nearly 20 years now and it's really exciting to see new technologies developing at an even faster pace by the day. At the moment, it is all about digitalization in healthcare and the role of IT. There are many fascinating things going on in our organization, from Big Data analysis for benchmarking purposes, to Artificial Intelligence to support clinical decision-making. We're currently developing our very own Digital Health Ecosystem, together with partners. Moreover, our robotic imaging systems provide possibilities for minimally-invasive surgery that were unthinkable just a few years back. And I'm sure we will see more of that.

## Finally, who is the healthcare leader that inspires you the most?

Allow for me to go back in time quite a bit – one is certainly Wilhelm Conrad Roentgen, the “father” of diagnostic radiology. He was awarded a Nobel prize in Physics in 1901 for his discovery of X-rays, which form the basis of diagnostic radiology. He was also one of our first customers. The second one is another Nobel prize Laureate, Emil von Behring, who discovered a diphtheria antitoxin. Siemens Healthineers acquired Behring Diagnostics, which was named after him.

Both are outstanding personalities who helped to lay the foundation for modern diagnostics, one in imaging, one in the lab, and both have links to our company – a fact that makes me really proud.

To learn more about the healthcare challenges in Asia Pacific, join us on 23-24 August 2017 at the 16<sup>th</sup> Hospital Management Asia. This annual conference will be held at Shangri-La the Fort, Manila, Philippines. Visit [www.hospitalmanagementasia.com](http://www.hospitalmanagementasia.com) and register today.