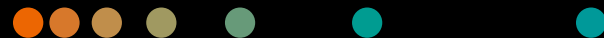


Is COVID-19 a before- and-after moment for congresses?

Dr. Christoph Zindel
Member of the Managing Board at Siemens Healthineers

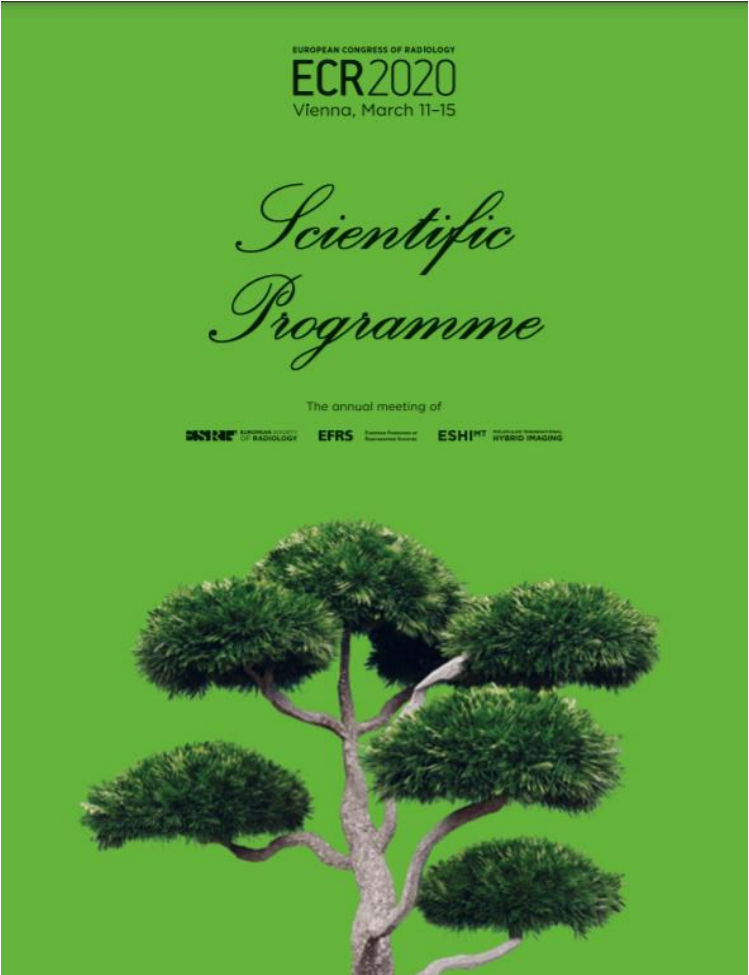
ISR3, November 2020



COVID-19 resulted in cancellation or virtualization key congresses in Radiology and beyond

Cancelled		Virtualized		
ACC	Röko	AACC	ECR	RSNA
ESC	...	DMEA	euroPCR	SNMMI
HIMSS		EANM	ESTRO	TCT
ISTH		ECCMID	ISMIRM	...

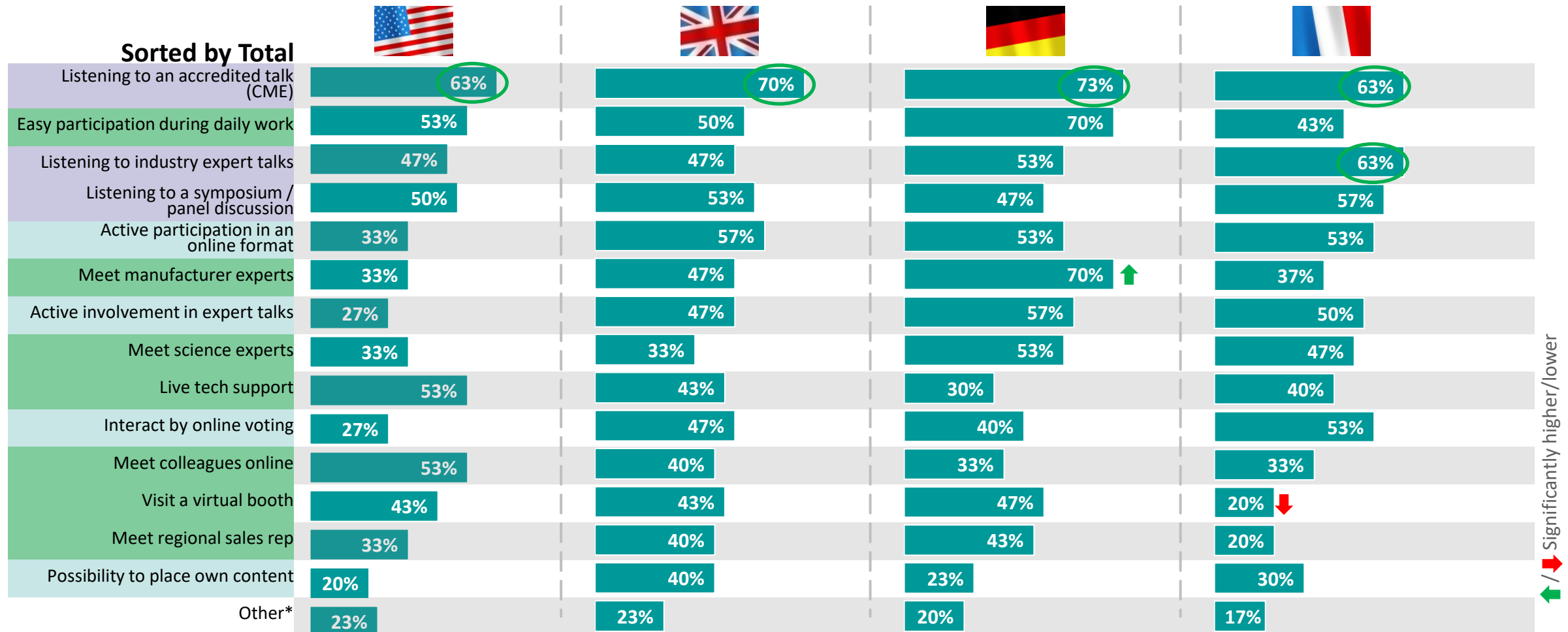
Virtual Congresses replicate the in-person model - Education combined with latest technology advancements



Source: https://www.myesr.org/sites/default/files/2020-02/ECR_2020_Scientific_Programme_web_FINAL_0.pdf, accessed at 03rd November 2020

Continuing medical education is the primary motivation for radiologists to participate in virtual industry congresses

Reasons to participate in a virtual industry congresses



Source: Ipsos, 2020, blind study for Siemens Healthineers: "Rapid Radiology Insights on Hot Topics and Covid-19 Implications" ■ T2B - (Extremely) important

Base: All respondents: n=120 (US n=30; UK n=30; GER n=30; FR n=30)

A2. When you think about a virtual industry exhibition, **how important** are the following aspects with regards to **your participation**?

Scale: 1 (not important at all) → 7 (extremely important) *Please find mentions in appendix

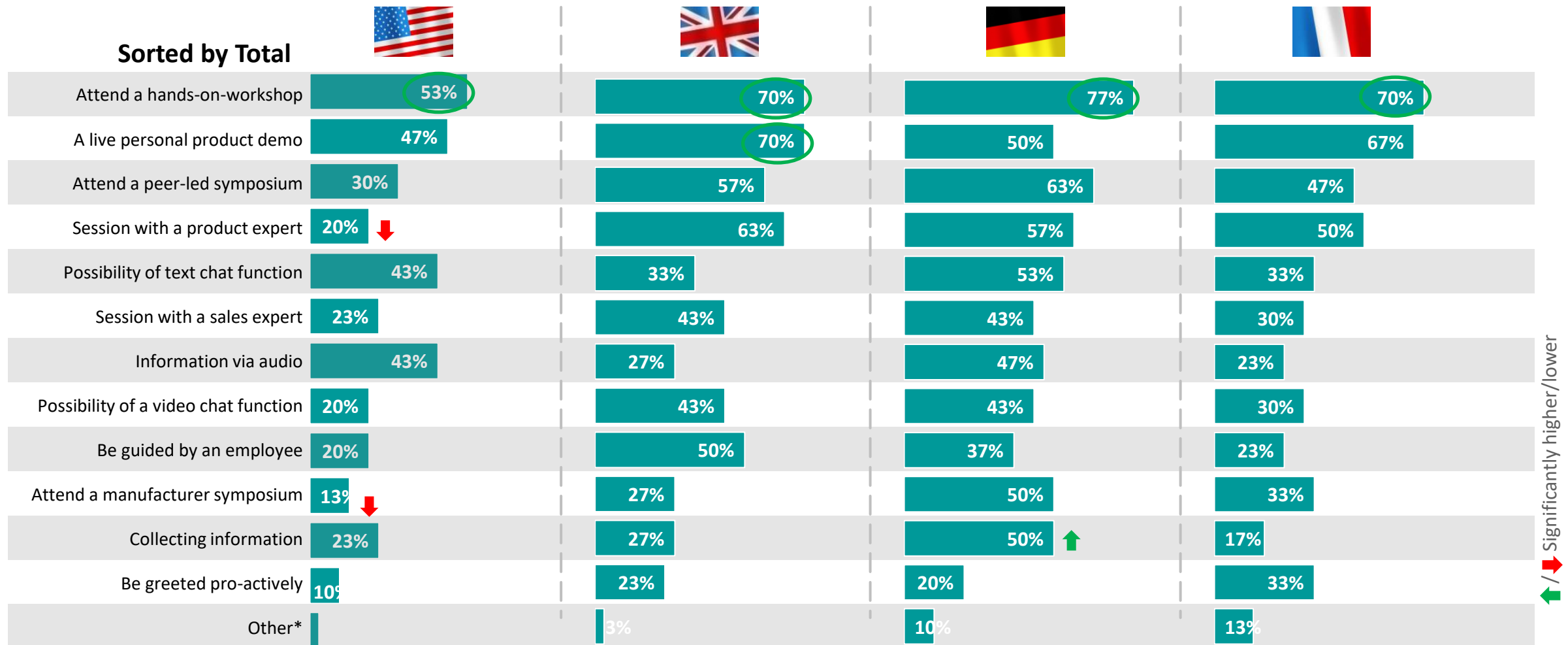
General functions

Active participation

Passive participation

On the Technology advancements front, workshops and product demos are of high interest to radiologists

Importance of functionalities of a virtual booth



Source: Ipsos, 2020, blind study for Siemens Healthineers: "Rapid Radiology Insights on Hot Topics and Covid-19 Implications"

Base: All respondents: n=120 (US n=30; UK n=30; GER n=30; FR n=30) *Please find mentions in appendix

A6. How important are the following aspects when visiting a virtual booth from a manufacturer? Scale: 1 (not important at all) → 7 (extremely important)

Siemens Healthineers Shape 21

Pioneering a new era of customer engagement

A Siemens Healthineers
Shape 21 Forum

November 17

- One-hour virtual forum
- Unveiling breakthrough innovations
- Sharing forward-thinking ideas

B Siemens Healthineers
Shape 21 Experience

- Personalized experience
- Live contact by sales
- Book self-, sales-, and expert guided experiences

Nov 16

Nov 23

Nov 30

Dec 7

Dec 14

Dec 21

A

B

Nov 18 – Nov 20

B

RSNA Nov 30 – Dec 2

B

AACC Dec 10 – Dec 17



Is COVID-19 a Before-and-After moment ?

A wide-angle photograph of a large conference hall during a presentation. On the left, a white wall features the Siemens Healthineers logo. A man in a suit stands on the stage, gesturing towards a large projection screen. The screen displays a slide with a bar chart and text. The audience, seated in rows of white chairs, is facing the stage. The room is lit with professional stage lighting, including spotlights and large circular pendant lights. The ceiling has a grid of recessed lights and a teal-colored section.

SIEMENS
Healthineers

Education



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- Ideas for self-improvement
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- Nature
- Smart entertainment
- Inspiration or motivation
- Design
- Collaboration
- Personal growth
- Science
- Innovation
- A sense of I
- ter
- Child development
- Activism
- Communication
- Technology

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Let's pool our medical data
585k views



Big data is better data
1.7M views

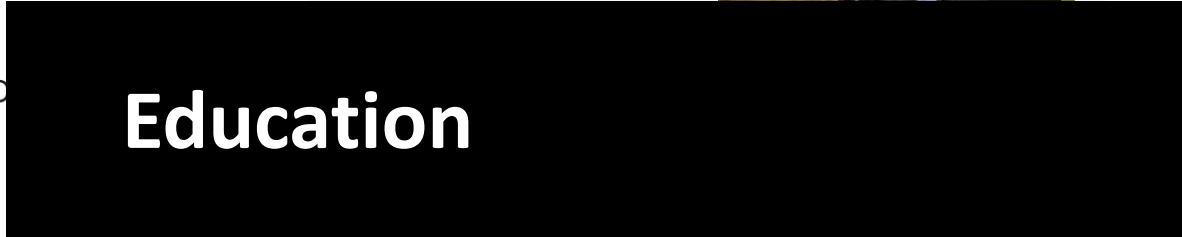


Chad McClennan · TEDxNorthwesternU

How Machine Learning is Transforming Radiology

Editor's note: This talk was filmed and uploaded by the volunteers who organized this TED and topics are selected independently of TED.

Source: McClennan, Chad: "How machine learning is transforming radiology."
https://www.ted.com/talks/chad_mcclennan_how_machine_learning_is_transforming_radiology, viewed 3rd of November 2020





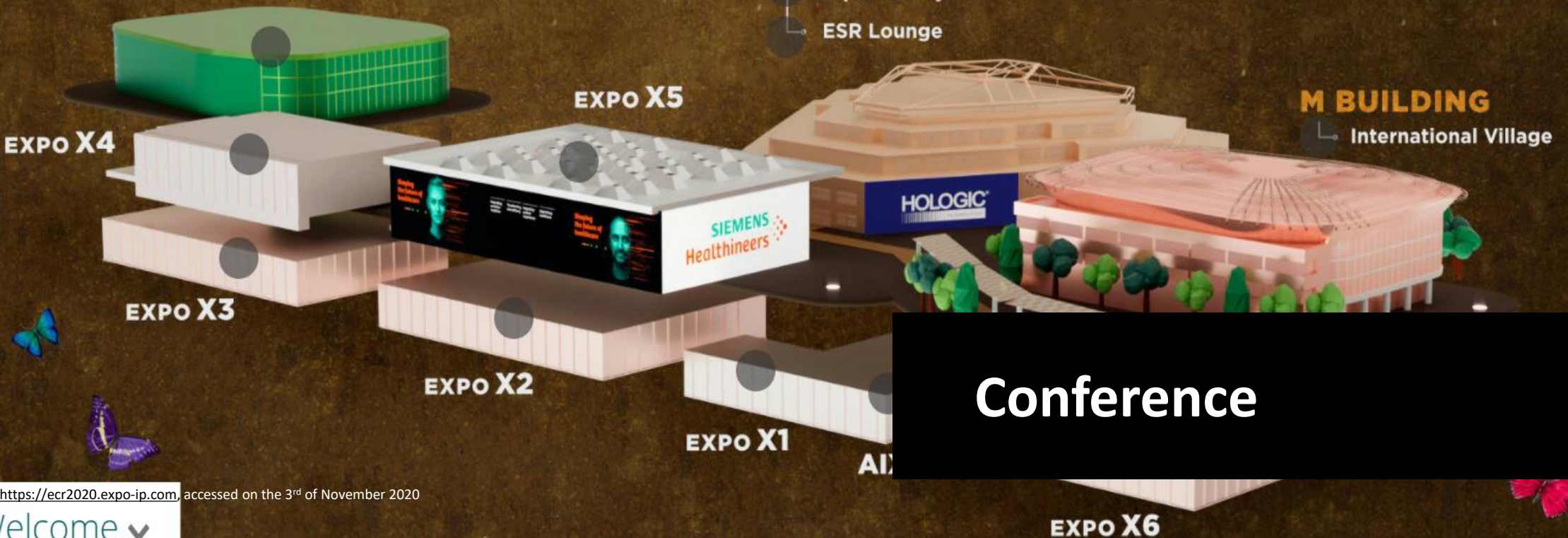
Conference

ECR 2020 VIRTUAL EXHIBITION



FEATURED COMPANIES OF THE WEEK

AUSTRIA CENTER VIENNA



How do you envision the future of congresses ?

The future is on-site

We snap back to pre-COVID19 times with on-site tradeshows as soon as the pandemic situation allows for large gatherings.

The future is 'phygital'

Digital experiences add to physical encounters, offering customers a richer experience of the brand.

This will require a double transformation. Brands will have to re-invent themselves digitally and re-invent their on-site presence.

The future is digital

Both professional education and exhibitions featuring the latest technology enhancements will be digital.

How do you envision the future of congresses ?

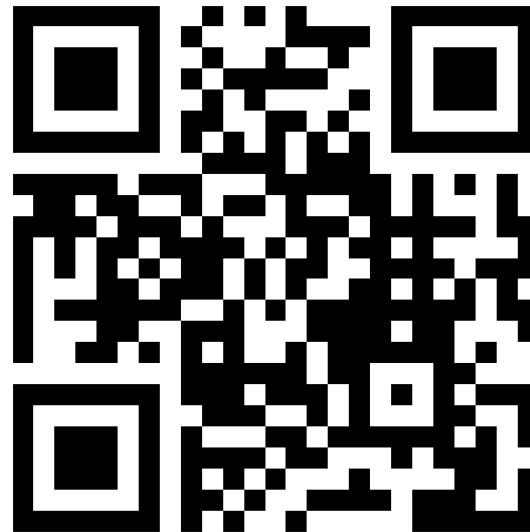
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Choose one of the 3 options below to vote

1. Please use the link pasted in the chat section: <https://www.menti.com/96f4ybiba9>

2. Or visit www.menti.com and use the following survey code: **71 53 44 0**

3. Or make use of the **QR Code** with your cellphone



Link to live result: <https://www.mentimeter.com/s/6e5b2ae303745408c150a4c57f18d9ef/e2de27f5b120>



**Thank you
very much for
your attention!**