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**Financial Crisis:  
Facing the Pressure**

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**Pediatric Oncology:  
Improving Care**

## Features

- 22 The Imbanaco Medical Center in Cali, Columbia, has teamed up with Siemens Healthcare to plan and build a new, completely integrated facility.
- 26 Just as hospitals have developed over the years, so has the service process. *Medical Solutions* accompanied a customer service engineer to the Royal Devon and Exeter Hospital, UK.
- 30 Based on psychological findings, color and light concepts are now being used in radiology, making many examinations easier for patients and practitioners.
- 36 Misdiagnosed or untreated childhood allergies can lead to serious problems in adulthood. Siemens' 3gAllergy offers a simple, convenient, and accurate alternative to traditional skin testing.
- 40 Doctors on three continents spoke with *Medical Solutions* about the impact Biograph mCT could have on their practices and the lives of their patients.
- 46 In both Dr. Liliana Grinfeld's personal and professional life, it's the heart that counts. The Argentinean cardiologist talked about her journey from medical student to groundbreaking pioneer in her chosen field.
- 50 Radiologists and cardiologists around the globe extol the clinical and business virtues of the SOMATOM Definition Flash computed tomography scanner.
- 54 Siemens is facing the mounting cost pressure on customers with innovative, attractively priced, and high-quality products as well as sustainable services.
- 60 The advent of automated image acquisition in ultrasound – such as the ACUSON S2000 Automated Breast Volume Scanner – has the potential to improve clinical workflow.
- 64 The Children's Cancer Hospital Egypt is changing the way pediatric oncology is practiced in the region and is achieving treatment success on par with that in the West.
- 70 syngo DynaCT Cardiac software makes atrial fibrillation treatment faster and more efficient and can also significantly save costs.
- 74 The introduction of syngo CAD Manager at the University Hospital in Munich, Germany, provides benefits for the facility, its physicians, and cancer patients.