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## Siemens Boosts Managed Equipment Services Team



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Siemens Healthcare has appointed and promoted two new members of staff to strengthen its Managed Equipment Services (MES) team. Clive West will join the team as Technical Manager and Neil Cook will focus on MES group project realisation as Senior Project Manager.

Clive West has worked in the healthcare sector for over 35 years. Originally from an engineering background, he moved into medical sales management in 1992. Clive's vast product and commercial expertise provides him with an excellent understanding of the trends, clinical requirements and service demands of the imaging market. "I have been engaged with MES through many of my previous roles and look forward to using my technical expertise to fully support Siemens' MES customer base. I believe we have the strongest managed services structure in the marketplace and look forward to making that offering even more robust," says Clive.

Neil Cook has been at Siemens for a total of eleven years joining Siemens Healthcare six years ago where he has been working for project services in the UK. Neil has extensive experience of managing projects in MES for customers such as the University Hospital of North Staffordshire and Royal Bolton Hospital. "By managing customer needs, overseeing contractual responsibilities and ensuring clinical needs are met to the highest standards, we deliver an efficient and fully functional hospital to the operations manager. I have experience of managing several projects for the MES group, and look forward to now applying my full support to the MES team so as to continue to drive market share upwards," says Neil.

An MES partnership sets out a strategic approach to equipment provision and financial planning, guaranteeing the latest medical equipment, the ongoing maintenance of existing systems and user training for the lifetime of the contract via a fixed annual charge. By ring-fencing investment for the life of the contract, all equipment concerns such as replacement and maintenance are taken care of through Siemens, as one point of contact.

"We are delighted to welcome two new additions to the Managed Services team," says David Cooper, Director of Managed Services at Siemens Healthcare. "Each of them brings a wealth of experience and will further strengthen the structure and capabilities of the MES division. Both will play an important role in providing our customers with an array of innovative solutions, expertise and outstanding customer service."

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