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**TECHNOLOGY  
INNOVATION  
LEADER**

*Enhancing Customer Impact Through  
Powerful Technology Integration*

*RECOGNIZED FOR BEST PRACTICES IN THE  
GLOBAL 3D MAMMOGRAPHY  
DEVICES INDUSTRY*

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## Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Siemens Healthineers excels in many of the criteria in the 3D mammography devices space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Technology Leverage</i>
Financial Performance	Commitment to Innovation
Customer Acquisition	Commitment to Creativity
Operational Efficiency	Stage Gate Efficiency
Growth Potential	Commercialization
Human Capital	Application Diversity

### Revolutionizing Breast Imaging with Innovations In X-ray and AI

Advancements in X-ray technology and increasing artificial intelligence (AI) integration are driving a transformative shift in medical imaging. Innovations such as iterative reconstruction tomosynthesis, and dual-energy contrast enhanced mammography revolutionized image quality, enabling more accurate diagnoses while reducing radiation exposure. These advancements address critical healthcare needs, particularly in breast imaging, where precise tissue differentiation and clear anatomical visualization are vital. Simultaneously, adopting AI-enabled medical imaging solutions addresses global challenges like radiologist shortages and healthcare access disparities.

With an aging population and an overburdened healthcare workforce, AI technologies are pivotal in streamlining radiology workflows, improving diagnostic accuracy, and supporting clinical decision-making. Remote scanning capabilities and cloud-based teleradiology platforms are bridging geographical gaps, enabling radiologists to access and analyze imaging data from anywhere, thereby increasing the reach of high-quality care. As the demand for non-invasive, precise diagnostic tools continues to rise, the growth of AI-enabled medical imaging markets underscores the importance of scalable and innovative solutions in addressing the evolving needs of modern healthcare systems.

Siemens Healthineers’ novel MAMMOMAT B.brilliant exemplifies this transformation, integrating advanced imaging technologies with AI-powered solutions to enhance diagnostic accuracy and patient care in breast cancer screening. As a future-proof system, this solution supports healthcare providers in

meeting current challenges while adapting to evolving technologies, ensuring its role as a cornerstone in the next era of medical imaging.

### Siemens Healthineers: A Legacy of Innovation, Precision, and Care

Siemens Healthineers is a global leader in medical technology. With a legacy of innovation of over 125 years, the company plays a central role in clinical decision-making and treatment pathways, empowering healthcare professionals to deliver high-quality care. Siemens Healthineers' advanced technologies influence nearly three-quarters of critical clinical decisions and earn the trust of over 90% of leading hospitals worldwide.<sup>1</sup> With a presence in more than 70 countries, the company customizes its cutting-edge solutions to meet local market needs, combining precision medicine, intelligent therapies, and advancements in digitalization and AI to transform care delivery.<sup>2</sup> Reflecting a commitment to innovation, the company's MAMMOMAT B.brilliant sets a new standard in breast cancer diagnostics, offering cutting-edge imaging technologies, patient-centric features, and streamlined workflows. This innovative platform empowers clinicians with greater diagnostic confidence while enhancing the patient experience and operational efficiency, redefining possibilities in breast imaging.

### MAMMOMAT B.brilliant's Transformative Impact on Breast Cancer Diagnostic

MAMMOMAT B.brilliant represents a groundbreaking advancement in breast cancer diagnostics, combining unparalleled imaging capabilities with patient-centered innovations to deliver precise, efficient, and comfortable care. At its core is PlatinumTomo, a revolutionary 50° Wide-Angle

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**- Isai Pratha Karthik  
Senior Research Analyst**

Tomosynthesis technology that provides 3.5 times higher depth resolution compared to conventional methods, enabling radiologists to detect malignancies more effectively, even in dense breast tissue.<sup>3</sup> This advanced imaging is further enhanced by Flying Focal Spot Technology, which generates precise X-ray pulses for sharper images, and PREMIA Image Reconstruction, an AI-powered solution evolved from the EMPIRE reconstruction algorithm, which enhances sharpness while suppressing dark-overshoot artifacts, improving diagnostic accuracy by reducing noise and highlighting critical details such as calcifications and lesions. Finally, integrating Insight 2D Synthetic Imaging allows seamless transitions to a tomosynthesis-only workflow, reducing radiation

doses without compromising diagnostic quality. These innovations establish MAMMOMAT B.brilliant as a leader in diagnostic imaging, empowering clinicians with the tools needed for accurate and timely results.

<sup>1</sup> “We pioneer breakthroughs in healthcare. For everyone. Everywhere. Sustainably.” (Siemens Healthineers website: <https://www.siemens-healthineers.com/company>)

<sup>2</sup> Ibid.

<sup>3</sup> “MAMMOMAT B.brilliant” (Siemens Healthineers website: <https://www.siemens-healthineers.com/mammography/digital-mammography/mammomat-bbrilliant>)

Patient and technologist comfort and workflow efficiency as well as ergonomics are integral to MAMMOMAT B.brilliant's design. Features like the Comfort Display provide real-time guidance to reduce patient anxiety, while the OpComp compression system adjusts pressure automatically based on individual breast anatomy to ensure optimal imaging with minimal discomfort. Ergonomic enhancements reduce physical strain on technologists, and laser-guided breast positioning improves image consistency and thus helps to reduce retakes. Beyond its imaging capabilities, the system integrates advanced biopsy functionality, enabling seamless transitions between screening and diagnostics for comprehensive care. The biopsy unit allows for Tomo-guided planning with +/-1mm targeting precision and incorporates an integrated InSpect specimen scanner, allowing for rapid confirmation of biopsy samples while the patient remains positioned. This feature minimizes patient discomfort and optimizes procedural efficiency, ensuring a smoother workflow for clinicians and a better overall patient experience. By leveraging technologies like OpDose Technology, which tailors radiation to individual patient needs, and PRIME Technology, which reduces radiation by up to 20%, the system achieves excellent dose efficiency.<sup>4</sup> Frost & Sullivan praises the product's scalable design and proven success in diverse healthcare markets. MAMMOMAT B.brilliant sets a new global standard in breast cancer diagnostics, prioritizing precision, safety, and patient experience while improving outcomes for clinicians and patients.

### Redefining Patient Comfort and Workflow Efficiency in Mammography

The MAMMOMAT B.brilliant prioritizes patient comfort, seamless workflow integration, and advanced diagnostic capabilities. Recognizing that discomfort is a significant barrier to regular mammography screenings, the system provides a very short compression time of less than 5 seconds per tomosynthesis view and introduces features like ComfortMove, which automates X-ray tube repositioning to reduce physical strain for technologists. This innovation facilitates positioning and reduces exam times, making the experience less intrusive and more supportive. Including SoftComp Paddles with rounded edges, MoodLight, and a transparent face shield further transforms mammography into a calming and reassuring

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**- Manuel Albornoz**  
**Best Practices Research Analyst**

procedure, encouraging greater participation in routine screenings.

Beyond patient-centric design, the MAMMOMAT B.brilliant excels in workflow efficiency and diagnostic precision. Its integration with electronic health records and clinical workflows enables faster data retrieval and improved collaboration across healthcare facilities.

For cases requiring further clarity, Titanium Contrast-Enhanced Mammography provides detailed contrast imaging as a fast, cost-effective alternative to

magnetic resonance imaging scans. With a capacity to screen up to 15 patients per hour and an

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<sup>4</sup> Ibid.

examination time of just three minutes per patient, MAMMOMAT B.brilliant optimizes efficiency while maintaining exceptional care standards.<sup>5</sup>

### **MAMMOMAT B.brilliant's Role in Growth and Global Healthcare Evolution**

Positioned as a future-proof system, MAMMOMAT B.brilliant evolves alongside advancements in breast imaging, offering seamless integration of traditional 2D mammography and advanced 3D tomosynthesis. Its modular design ensures that healthcare providers can start with a basic configuration and upgrade as their needs grow, reducing upfront costs while maintaining access to cutting-edge capabilities. Moreover, Siemens Healthineers ensures the platform's versatility across varying levels of technological maturity in healthcare systems worldwide. Performance optimization features further support this adaptability, enabling high patient throughput without compromising quality. Its comprehensive service packages include 24/7 remote support, software updates, vast training possibilities, and maximizing efficiency.<sup>6</sup>

The long-term vision for MAMMOMAT B.brilliant extends beyond technology and aims to improve accessibility, boost diagnostic accuracy, and drive better outcomes globally. Siemens Healthineers' focus on reducing false positives, optimizing workflows, and enhancing patient comfort underscores the company's commitment to elevating the standard of care in breast imaging. This aligns with the company's broader strategy of integrating next-generation technologies, including AI-driven diagnostics and precision therapies, which have been pivotal in advancing healthcare outcomes. In the fiscal year 2024, Siemens Healthineers demonstrated outstanding business growth, achieving a 4.7% revenue increase, reaching €22.36 billion.<sup>7</sup> The Imaging segment alone generated €12.27 billion, reflecting a 5.4% growth driven by increased demand for advanced imaging technologies such as magnetic resonance and molecular imaging.<sup>8</sup> The Varian business also delivered 9.5% growth, showcasing the global adoption of cutting-edge cancer care solutions.<sup>9</sup>

With a vision to improve accessibility, accuracy, and outcomes worldwide, Siemens Healthineers redefines excellence in healthcare, setting a new benchmark for diagnostic and therapeutic solutions.

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<sup>5</sup> Ibid.

<sup>6</sup> Frost & Sullivan Interview with Siemens Healthineers (November 2024)

<sup>7</sup> "Annual Report 2024" (Siemens Healthineers Investor Relations, November 2024)

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

## Conclusion

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Siemens Healthineers combines its unparalleled engineering expertise with localized insights to develop tailored solutions that address the diverse challenges of global healthcare systems. In the breast cancer diagnostics industry, where technology is a critical success factor, stakeholders must identify and adopt the best technology-based solutions to optimize their impact. With its MAMMOMAT B.brilliant, Siemens Healthineers delivers exceptional diagnostic accuracy and improved patient comfort while streamlining clinical workflows for healthcare providers. This transformative system redefines excellence in breast cancer diagnostics by addressing the critical challenges of early detection and precise diagnosis, empowering clinicians with superior tools and enhancing the patient experience.

Siemens Healthineers stands out from competitors through its commitment to innovation and creativity while achieving commercial success. By advancing the fight against breast cancer and setting new benchmarks for care quality, Siemens Healthineers is shaping a future where cutting-edge technology meets compassionate healthcare.

For its strong overall performance, Siemens Healthineers is recognized with Frost & Sullivan's 2025 Global Technology Innovation Leadership Award in the 3D mammography devices industry.

## What You Need to Know about the Technology Innovation Leadership Recognition

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Frost & Sullivan's Technology Innovation Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Recognition Analysis

For the Technology Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Technology Leverage

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### Business Impact

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention



## Best Practices Recognition Analytics Methodology

### Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	<b>Opportunity Universe</b>	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	<b>Transformational Model</b>	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	<b>Ecosystem</b>	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	<b>Growth Generator</b>	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	<b>Growth Opportunities</b>	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	<b>Frost Radar</b>	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	<b>Best Practices</b>	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	<b>Companies to Action</b>	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

\*Board of Directors, Investors, Customers, Employees, Partners

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

### The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

#### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



### The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

#### Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

