Björn Bodenstein – Managing Director, Siemens Healthineers Saudi Arabia



Our success is built on the dedication and unity of our people, driving meaningful transformation and sustainable value

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Björn Bodenstein, Managing Director of Siemens Healthineers Saudi Arabia, explores the company's commitment to supporting Saudi Vision 2030 through innovation, digital transformation, and strategic partnerships. By addressing healthcare accessibility, advancing sustainability, and nurturing local talent, Siemens Healthineers aims to play a transformative role in the Kingdom's healthcare landscape.

What experiences in your career have shaped your approach to leadership, and what are your main priorities in Saudi Arabia?

My journey with Siemens Healthineers began in 2009 after I completed my IT and business studies. I started my career in Sales and Account Management for Diagnostic Imaging & Radiation Oncology systems in South-West Germany, gaining valuable experience and an understanding of the dynamics of the healthcare industry. In 2014, I transitioned to Dubai as Head of Strategy and Business Development for the Middle East and Africa, leading key initiatives across a dynamic region. Later on, I was leading our Enterprise Services business and long-term partnerships in the region.

In 2021, I was appointed CEO for Siemens Healthineers for Thailand, Myanmar, and Cambodia, a role that deepened my understanding of managing healthcare systems in varying markets and

contexts. Upon my return to Saudi Arabia in June, I was struck by the extraordinary transformation Saudi Arabia has undergone in just a few years. The Vision 2030 initiatives, which I had heard about during my earlier tenure, have materialized into tangible changes. The progress is palpable and remarkable, from expanded entertainment options to a reimagined societal framework.

Since taking on my role in Saudi Arabia, my primary focus has been to ensure Siemens Healthineers remains aligned with Saudi Arabia's evolving healthcare goals and vision for transformation. Our mission—pioneering breakthroughs in healthcare for everyone, everywhere, sustainably—strongly complements Vision 2030's objectives to enhance care accessibility, improve healthcare quality, and elevate the overall quality of life. Siemens Healthineers is a key player in this transformation, committed to delivering localized, impactful, and sustainable healthcare advancements— paving the way for an innovative, resilient healthcare ecosystem.

What distinguishes Siemens Healthineers' solutions globally, and how do they support Saudi Arabia's healthcare goals?

Siemens Healthineers is a global pioneer in medical technology. We operate across key healthcare areas, including **Diagnostic Imaging** (MRI, CT, Molecular Imaging, X-ray, ultrasound), **Advanced Therapies** (image-guided procedures), **Laboratory Diagnostics** (comprehensive testing and personalized medicine), and **Oncology** (integrated cancer care with the acquisition of Varian). We also offer **Customer Services**, **Enterprise Solutions,** and **Digital & Automation** through AI and data analytics to improve patient care and collaborate with healthcare providers for operational excellence and sustainable outcomes.

With a strong emphasis on **Precision Medicine,** Siemens Healthineers is dedicated to enhancing **clinical pathways** through strategic collaborations**.** For instance, a recent partnership with a private hospital in eastern Saudi Arabia resulted in a comprehensive cardiovascular program, combining advanced diagnostics, workflow improvements, and enhanced care delivery. This reflects Siemens Healthineers' extensive regional experience, with successful partnerships dating back to before 2020, forming a solid foundation for future projects.

Our long-standing partnership with Saudi Arabia dates to the 1930s, and we have over 70 years of presence through a joint venture with E.A. Juffali and Brothers. Today, Siemens Healthineers operates four offices across Riyadh, Jeddah, Abha, and Al Khobar, employing over 360 professionals. Recently, Siemens Healthineers established a regional headquarters in Riyadh, reinforcing its commitment to supporting Saudi Arabia's healthcare transformation vision.

How is Siemens Healthineers redefining business models and fostering innovation to advance Saudi Arabia’s healthcare transformation?

Siemens Healthineers is at the forefront of a paradigm shift in healthcare, moving beyond a traditional transactional model to a partnership-driven approach designed to deliver meaningful outcomes. Each business model is uniquely designed to address specific customer needs, with clearly defined outcomes to improve efficiency, accessibility, and care quality.

Globally, we established over 100 value partnerships, including approximately 15 in the Middle East, several of which predate the launch of Vision 2030. These partnerships underscore the company’s ability to deliver impactful solutions tailored to diverse healthcare ecosystems. In Saudi Arabia, our engagement holds particular significance. With the Kingdom aiming to increase private sector participation in healthcare from 25% to 35%, our value partnerships play a pivotal role in supporting this ambitious objective. We remain dedicated on delivering long-term collaborations that empower Saudi Arabia’s journey toward building a world-class healthcare system.

Innovation drives progress and competitive advantage in today’s dynamic business landscape. It can manifest in various forms, whether by enhancing efficiency, developing unique business models, or improving customer experiences. Innovation means challenging conventional boundaries and continuously adapting to our industry’s evolving landscape.

At Siemens Healthineers, innovation is key to our strategy in Saudi Arabia. It emphasizes our commitment to strengthening local development. Our regional headquarters in Riyadh is pivotal in this contribution, serving as a hub for our global innovation capacity-building programs. With a strong foundation built on 195+ capacity-building programs worldwide, these programs have engaged over 1,000 global key opinion leaders (KOLs) and 6,000+ participants. Locally, we collaborate with more than 30 key opinion leaders and institutions to address local healthcare challenges. With that, we empower local innovators and foster collaboration with universities, hospitals, startups, and key stakeholders. This initiative not only strengthens the MedTech ecosystem but also empowers public and private healthcare providers to solve challenges with homegrown expertise.

What challenges and opportunities define Saudi Arabia’s healthcare landscape, and how is Siemens Healthineers addressing them?

Saudi Arabia's **Vision 2030** identifies three key challenges in transforming the healthcare sector. One prominent challenge is in access to care, particularly in rural regions where healthcare facilities often lack advanced equipment and specialized expertise. Siemens Healthineers has addressed this issue through its collaboration with Seha Virtual Hospital (SVH), a groundbreaking initiative that eliminates the need for skilled practitioner presence by enabling remote scanning. **Syngo Virtual Cockpit** solution connects experienced specialists in Riyadh with hospitals in underserved areas, facilitating real-time diagnostics and the upskilling of local healthcare professionals.

Moreover, the increasing pressure to improve service quality remains a critical focus area, and with the acquisition of Varian, Siemens Healthineers has developed an unparalleled approach to comprehensive cancer care. For example, advanced AI-powered solutions in radiation therapy allow for meticulous planning that minimizes harm to adjacent tissues in complex cases, such as head and neck cancers. These technologies enhance treatment accuracy and significantly improve patient outcomes, demonstrating their transformative potential in healthcare and ultimately elevating service quality.

We are consistently exploring opportunities for localized solutions, partnering with entities such as the Public Investment Fund (PIF) to tackle the unique challenges within Saudi Arabia's healthcare ecosystem. These collaborations are designed to foster a sustainable MedTech infrastructure that meets both current and future demands.

How is Siemens Healthineers promoting sustainability in Saudi Arabia through innovative and resource-conscious healthcare initiatives?

We integrate sustainability into Saudi Arabia's operations by aligning global Environmental, Social, and Governance (ESG) objectives with local healthcare needs. A recent collaboration in the western region highlights this approach, where an aging MRI system was upgraded to the latest technological standards rather than replaced. This solution avoided the extensive construction, logistical challenges, and costs of installing new equipment, achieving high-performance results with minimal environmental impact. The project demonstrated that sustainable healthcare solutions can deliver efficiency, cost-effectiveness, and cutting-edge technology without compromise.

Our latest technology was introduced at the Radiological Society of North America (RSNA) conference, such as helium-sealed MRI systems requiring just 0.7 liters of helium, reducing reliance

on scarce resources and cost efficiency. Additionally, advanced AI enhances hardware functionality, extends equipment lifecycles, and minimizes resource consumption, reinforcing the company's sustainability strategy.

These initiatives embody our commitment to sustainability, merging innovation with environmental responsibility. In Saudi Arabia, Siemens Healthineers supports Vision 2030 in driving advanced sustainable healthcare solutions locally.

What are Siemens Healthineers' strategic goals for Saudi Arabia in 2025 and 2026, and how are you contributing to the Kingdom's healthcare transformation?

Over the next two years, our key objectives are to expand healthcare partnerships to drive operational efficiency, enhance patient experiences, and improve clinical outcomes in alignment with the transformation program derived from Vision 2030. Additionally, we aim to continuously retain Siemens Healthineers Saudi Arabia as a premier workplace. It involves investing in talent development, building strong leadership, and creating an environment that attracts and retains top professionals. Many former employees have transitioned to leadership roles within the Kingdom's MedTech and healthcare sectors, underscoring our long-term commitment to strengthening the broader ecosystem.

How are you fostering collaboration and shaping team culture at Siemens Healthineers in line with Saudi Arabia Vision 2030?

Saudi Arabia's Vision 2030 emphasizes women's empowerment, aiming to increase their participation in the workforce and leadership roles across various sectors. Siemens Healthineers aligns with this vision by prioritizing workforce development and diversity, fostering an inclusive environment that supports women's advancement in the healthcare industry. At the same time, we are promoting greater gender diversity in the workplace. Drawing from my experience in Thailand, where female workforce participation was high, we are implementing programs in Saudi Arabia to encourage similar progress. For instance, our Healthineers early talent program specifically targets female graduates, integrating them into business-critical roles and nurturing their leadership potential to drive meaningful contributions to the healthcare ecosystem.

Our success in Saudi Arabia is deeply rooted in the strength and collaboration of our team. While our technological offerings are exceptional, the dedication and unity of our people enable us to

drive meaningful business impact. Earning the **Great Place to Work** certification highlights our thriving, positive workplace culture. This esteemed recognition reflects our dedication to fostering an inclusive, supportive, and dynamic environment that empowers personal and professional growth.

I aim to position Siemens Healthineers as a model of collaboration and excellence in Saudi Arabia by nurturing a culture of trust, alignment, and empowerment. This approach supports our mission to transform healthcare and ensures that we continue to deliver sustainable value as a trusted partner in the Kingdom’s journey toward a flourishing transformative healthcare system.

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