

## PML launches new business in partnership with Siemens Healthcare

Friday 2 October, 2015

Physiological Measurements Ltd (PML) announces the launch of PML Sales, a business formed to partner with Siemens Healthcare to deliver a new generation of echocardiography platforms to the UK market.

Physiological Measurements Limited (PML) is an award winning provider of community-based diagnostic investigations in the fields of cardiology and non-obstetric ultrasound, as well as a distributor of high tech medical equipment. Through organic growth over the last ten years, PML has established itself as a key business partner of the NHS and now manages 5000 patient episodes each month through a dedicated Patient Management Centre in Oswestry, Shropshire.

PML also distribute a range of niche medical equipment via the NHS Supply Chain including resting & stress ECG systems, 24 hour ECG devices and 24 hour ambulatory blood pressure monitors. The company is also the first in the UK to introduce the OsCare SonoTM device that uses ultrasound to assess elasticity in the radius bone to determine the likelihood of osteoporosis in at-risk patients.

PML Director Jon Pither commented "We are delighted to announce the launch of PML Sales and our partnership with Siemens Healthcare. PML Sales was created as a sister company to Physiological Measurements specifically to provide a channel to market for the Siemens echocardiography and ultrasound machines. This is a hugely exciting opportunity for PML and represents a new but complimentary business area for us. The leaps in technology that Siemens have made put them firmly back on the map for cardiovascular ultrasound. As clinically trained professionals we know that it is not just a fantastic end product that clinicians want - it is the customer experience for the life of the system that matters; being responsive and putting the customer and ultimately the patient first. We believe that this holistic approach is in the DNA of the Siemens team who deliver what we want every time."

Working together, Siemens and PML Sales will strive to deliver 'best in class' products and exceptional service to the UK cardiology ultrasound market. Siemens, one of the world's leading manufacturers of healthcare solutions, will continue to serve hospital customers in partnership with PML Sales.

With an increasing demand for cardiac ultrasound within healthcare facilities across the UK, this new joint venture will enable quicker, more accessible, diagnostic ultrasound throughout the UK. PML Sales recognised the quality of the solutions that Siemens Healthcare Diagnostics manufacture and realised the opportunity to make a clear difference to patients.

Cutting edge technology from Siemens Cardiac Ultrasound will provide clinicians with the vital information to accurately diagnose, treat and monitor patients. Quick and accurate diagnosis provided by Siemens Technology provides physicians with the essential information to help ensure improved clinical outcomes.

The new partnership is dedicated to making a definitive impact to the market by offering a comprehensive range of products, skills and experience.

The Partnership has been launched to coincide with the British Society of Echocardiographers (BSE) Annual Meeting, taking place at the ICC in Birmingham on the 2nd & 3rd October.

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### Media:



SIEMENS

### Related Sectors:

Health ::

### Related Keywords:

Echocardiography :: Cardiac ::  
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