What do Vendors Expect from Buyers?
A General Electric Point of View

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What do vendors expect from operators?

1. Help us understand your problematics
2. How technology’s impact economics & care
3. Vendor Enterprise approach
Healthcare environment - Make health systems look beyond traditional ways of doing things

- Rise in demand & spend
- Public health threats: pandemic diseases, rise in lifestyle diseases
- Patients’ expectations to have equal access to care

- Staffing issues: baby-boom retirement, migrations, rural shortages
- Dramatic reversals in health spending, budgetary & fiscal pressure
- Need to improve financial & clinical outcome simultaneously

Opportunity for proven collaborative models
Help us understand your problematic - Make vendors look beyond traditional ways of doing things

- **Mission** statement, strategic plan
- Access to **C-level**
- Purchasing a **milestone** in a corporate relationship
- **Space** for fruitful **dialogue** between negotiations

- **Asset** management: obsolescence, assessment, planning, life cycle
- **Operational** excellence: metrics, common tools, consultancy
- **Quality** of care: care pathway optimization, patient experience & safety

Consultative selling approach
Medical technologies & healthcare IT - key to improve efficiencies

- **PREVENTION** – expand screening to new pathologies
- **IN-VITRO & IN-VIVO DIAGNOSTICS** personalized medicine
- **IMAGE TO TREAT** - revolutionizing the diagnosis and treatment of an increasing number of pathologies
- **COLLABORATIVE RADIOLOGY** – cope with physician scarcity and specialization
- **MULTIDISCIPLINARY TEAMS** – converge clinical information & improve decision making
- **CLOUD** – Out-source space, free time for productivity and clinical outcome
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A FEW COOL PRODUCTS

Silent MR... Humanizing MRI

- ROCK CONCERT: 120 dB
- STANDARD MR: 108 dB
- JACKHAMMER: 95 dB
- SILENT SCAN: 77 dB
- AMBIENT: 74 dB
A FEW COOL PRODUCTS

Revolution CT...one heart beat, 82% low dose, 40% productivity

Revolution EVO workflow

Tasks at the gantry
- Move patient into position
- Set landmark
- Select patient from worklist
- Select protocol
- Confirm scout settings

Walk to operator console
- Start exam

Tasks at the operator console
- Scan with real-time image reconstruction
- Confirm images
- Release patient

up to 40% faster

Traditional workflow

Move patient into position
- Set landmark
- Walk to operator console

Select patient from worklist
- Select protocol
- Confirm scout settings
- Start exam

Scan with standard image reconstruction
- Confirm images
- Release patient

Note: Times are approximate and not limited to exam type, clinical practice, and image reconstruction technique. This information was based on a simulation using the specified parameters. Results may vary for different purposes only.
PET, PET MRI... Advancing technology

- PET CT to PET MRI
- PET-upgradable MRI
- New clinical applications...cardiac, AD
- 50% FDG radiomarker usage reduction
The role of image-guided technologies

- ‘80
  - Mammography
  - Laparoscopy
  - Angioplasty

- ‘90
  - Endoscopy

- ‘90/’00
  - Image-guided
  - Ultrasound & CT guides
  - Radiofrequency ablation
  - Minimally invasive

- ‘00/’10
  - New interventions
  - MRI guided ultrasound
  - Targeted treatment of uterine fibroids, pain palliation
  - Future breast, prostate applications
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GE Healthcare Enterprise approach
Defining areas of shared economic interest

- Business opportunities
- New techniques, brand

- Consumables

- Clinical education
- Workflows

- Asset utilization
- Information technology

- Medical technology
- Asset management

- Support growth
- Performance economics & clinical outcome
- Products, processes, people

Help our customers become bigger and more efficient
Operators’ challenges and how vendors can address them

<table>
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<tr>
<th>Category</th>
<th>Challenges</th>
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| Growth                          | • Growth opportunities identification  
                                 | • Martek Medical Turnkey appetite                                          |
| Relations with the public       | • Top technology to ensure highest technology standards of patient care    |
| reimbursement                    |                                                                              |
| Staff loyalty                    | • Clinical education  
                                 | • Access to latest applications                                           |
| Pressure on costs               | • Total costs of technology ownership, contrast media  
                                 | • Cost of funding                                                          |
| Patient safety                  | • Low X-Ray dose  
                                 | • Anesthesia agent control                                                 |
| Asset management                | • Asset management & utilization  
                                 | • Managed Equipment Services                                               |

Let’s discuss ...
Radiology - critical to hospital systems

Radiology operational challenges: cost of profit center?
Consultancy approach - common understanding of health systems dynamics

Case studies:
- Reduction in Patient Length of Stay unlocks Investment
- Correlation between “Waiting time and “No Shows”
Rise of the industrial internet
Rise of the industrial internet

1. **Intelligent Machines**
   - Connect the world’s machines, facilities, fleets and networks with advanced sensors, controls and software applications

2. **Advanced Analytics**
   - Combines the power of physics-based analytics, predictive algorithms, automation and deep domain expertise

3. **People at Work**
   - Connecting people at work or on the move, any time to support more intelligent design, operations, maintenance and higher service quality and safety
Rise of the industrial internet - Impact on healthcare organizations

**INTELLIGENT MACHINES**
- Digital pathology
- Dose reconstruction
- Patient profiling
- Asset management

**ADVANCED ANALYTICS**
- Asset performance
- Dose excellence
- Automated protocols
- Imaging management

**PEOPLE AT WORK**
- Collaborative clinician networks
- Intelligent workload management
- Information health
Thinking Differently
General Electric: A heritage of innovation

- Founded by Thomas Edison in 1878
- Only company from the original 1896 Dow Jones index still listed today
- Rated AA+ with stable outlook by S&P
- 307,000 employees world-wide
- Operating in 150+ countries
- 2013 revenue ~$146B
- $43B R&D Over the Last Decade
- 35,800 patents filed by GE since 2000
- 100 million dollars pledged to breast cancer research by GE and VC partners
GE Healthcare

$17B Billion global business unit of GE

53,000 Number of employees worldwide

1B+ Billion dollars per year investment in R&D

Core Strengths in technology, contrast media, IT, biosciences

Did you know? GE invented the X-ray machine.