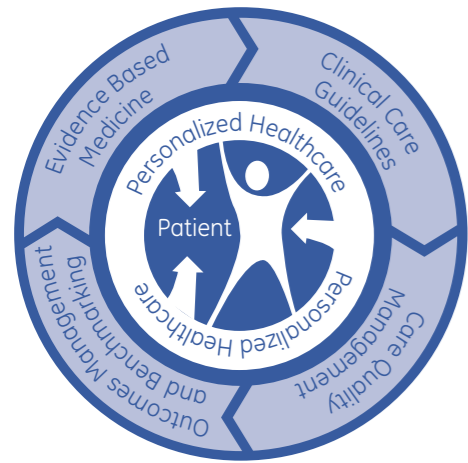


One Company. One Vision. One Partnership.

Centricity™ IT solutions by GE Healthcare deliver digital hospitals across the Middle East region



GE Healthcare is the official sponsor of this year's Saudi eHealth Conference, supporting the probably biggest healthcare IT event of its kind in the Middle East region. During the exhibition GE Healthcare will showcase its Centricity information systems suite designed to manage effective clinical and administrative workflow throughout the healthcare enterprise.

The need for enterprise-wide IT solutions is playing a crucial role in the growing and fast developing healthcare markets in the Middle East. With digital data management, costs are kept under control, increasing both productivity and efficiency while at the same time promoting patient safety. GE Healthcare's **Centricity Enterprise** solution is an ideal choice for managing patient clinical care across the continuum of care while supporting medical education and clinical research. Today, this enterprise-wide solution is up and running in the Middle East and healthcare organizations worldwide, driving the development of healthcare informatics, individualistic personal health and genomic research.

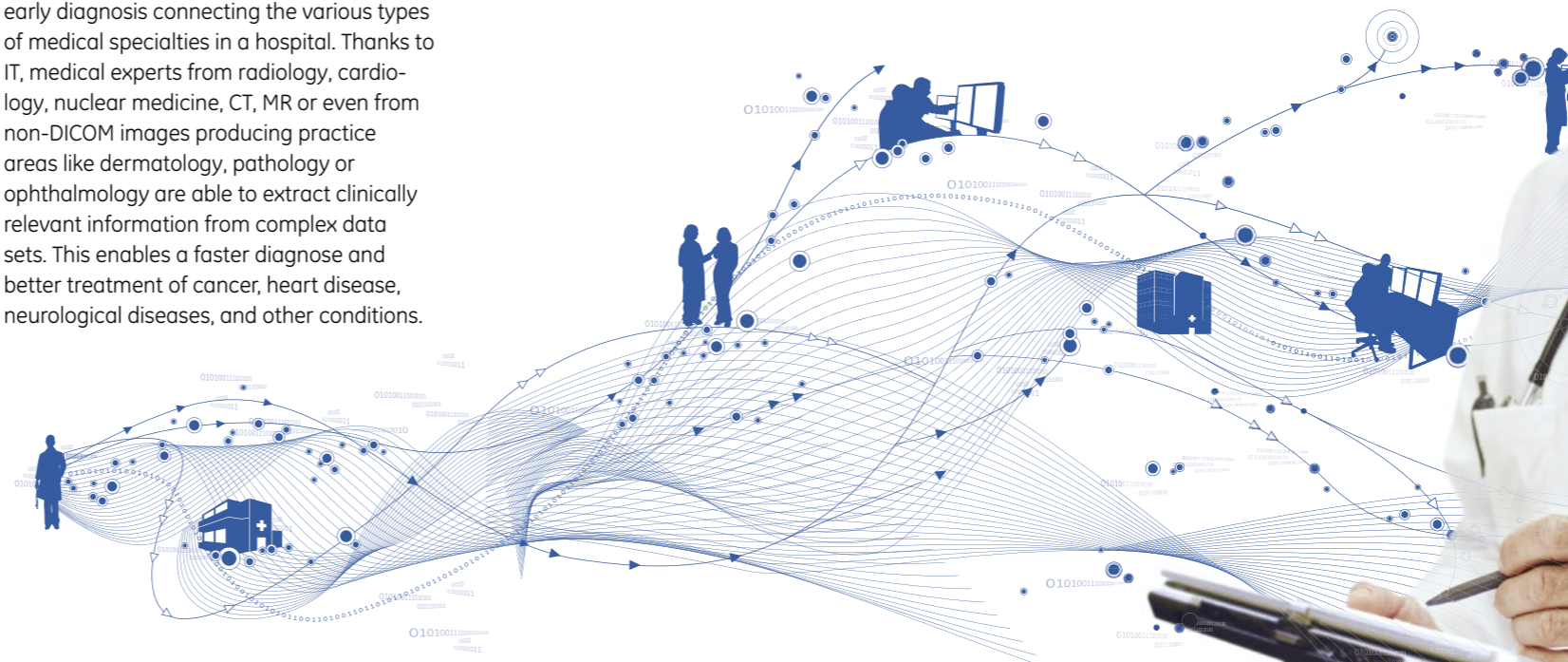
With the latest version of **Centricity Clinical Information Systems**, GE Healthcare presents one of the most currently advanced systems for Clinical documentation at this year's Saudi eHealth. The Clinical Information System is specifically tailored to the needs in the operating room, CCU and ICU. Easy touch-screen functionality and contemporary display design make the system a user-friendly solution during the technical observation of all work steps in anesthesia. From pre- to intra-operative procedures and post-treatment the complete workflow can be covered. Dynamic task lists support the quality of care documentation. Even information coming from a Hospital Information System (HIS) can be seamlessly integrated.

The very successful **Centricity RIS/PACS** (Radiology Information System/Picture Archiving and Communication System) solution meets the challenges of time pressure and complexities in medical imaging, based on advanced post-processing and progressive 3D tools. Enormous amounts of data within seconds can be reviewed, enlarged or re-constructed three dimensionally, easing and improving diagnosis of colonography, vessel analysis, CAD and much more.

The fact that heart disease is one of the major causes of death worldwide contributes significantly to the need for automated and fast processes in cardiology. **Centricity Cardiology** delivers the clinical tools to shape a digital environment in a cathlab, echo lab or when consulting CT, MR and PET/CT datasets. For radiologists, the system delivers more than basic 3D. CA1000 and AW-Suite 2.0 make it a successful combination of DICOM review possibilities and state-of-the-art 3D analysis tools.

The backbone of early diagnosis

A growing aging population and economic constraints are just two reasons why healthcare enterprises worldwide have to focus more than ever on prevention of diseases. GE Healthcare expresses its commitment to earlier diagnosis and more treatment options for patients with the concept of 'Early Health', meaning that doctors get the tools they need in order to predict, diagnose and treat diseases earlier than ever before. Especially state-of-the-art IT solutions are significantly contributing to make this vision a reality. They are dedicated to contribute to early diagnosis connecting the various types of medical specialties in a hospital. Thanks to IT, medical experts from radiology, cardiology, nuclear medicine, CT, MR or even from non-DICOM images producing practice areas like dermatology, pathology or ophthalmology are able to extract clinically relevant information from complex data sets. This enables a faster diagnose and better treatment of cancer, heart disease, neurological diseases, and other conditions.



International experience and proven execution

"What differentiates us from our competitors is our proven competency in executing complex projects", said Abdul Rahman Qasim, Sales Manager for the Middle East region at GE Healthcare. "Most of our installations go live within a six months timeframe or even shorter and are running smoothly and without any problems after go-live. Your healthcare enterprise is truly film- and paperless within an extremely short timeframe", Qasim emphasized. In order to provide excellent execution to its customers the company employs 17 IT Professional Service (ITPS) Specialists, 18 Service Specialists and a professional team of Project Managers, Application Specialists and System Integrators in the Middle East region. Across Europe, Middle East and Africa about 400 ITPS and Service Specialists deliver state-of-the-art service and high quality projects to GE Healthcare's customers.

Enterprise imaging IT solutions at country level

This proven ability to execute complex projects is especially important when it comes to implement Enterprise Imaging solutions and Electronic Medical Records (EMR). There are several central PACS and multi-site or regional IT solutions already a working reality

in the United Kingdom, Spain and Germany. In the UK, the LSP (Local Service Provider) program initiated by the government in 2003 revolutionized the British healthcare system. To date, both the Northern and Southern Cluster in the UK were deployed with RIS/PACS digital data and image management solutions (60% provided by GE Healthcare). More than 75 hospitals in the Northern Cluster are now connected to one central PACS repository and 76 million images are stored in GE managed data centers. Similar projects can be seen in Spain, where Centricity Enterprise solutions are successfully running on the Balearic Islands and the Extremadura region or in Germany, at the University Hospital in Heidelberg or the City Hospital Group in Munich. In Saudi Arabia the National Guard Health Affairs (NGHA) authority is leading the trend realizing a complex and multi-site installation by having successfully transformed some of their facilities in Riyadh, Jeddah into film- and paperless hospitals using Centricity solutions.

complex projects and to provide clinical and administrative tools is the basis for a successful future in eHealth initiatives. "We do not stop to drive innovation, interoperability and flexibility of our IT solutions", said Abdul Rahman Qasim. "We are able to connect Centricity with devices and solutions of other vendors to the benefit of the customer. No matter what the IT infrastructure of a hospital might look like, we are able to seamlessly integrate our solutions. And we are doing it fast", concluded Qasim.

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Driving eHealth initiatives in the Middle East

GE Healthcare has many years of experience and deep clinical know-how resulting from a broad offering of medical devices and intuitive IT solutions across care areas. The company's proven ability to perform



GE imagination at work