



Orthopedic Clinics

We focus on your needs so you can focus on your patients.





Your patients are your lifeblood.

You do everything in your power to deliver personalized care and a seamless experience to each person who walks through your doors. That's why it's important to start setting yourself up for success even before you're open for business.

Working with GE Healthcare can make it happen. We understand the wide range of injuries and diseases that can occur in bones, joints, ligaments, tendons, muscles, and nerves. And we have a broad portfolio of tools and technologies that help you deliver optimum personalized treatment, from initial assessment and diagnosis through follow-up.

Our comprehensive industry knowledge and decades of experience enable us to look at your whole picture — not just an isolated machine or a single point in time. When we work together, we become the link that connects and streamlines your entire practice. We set you up for the long term by helping you weigh critical business decisions like when to acquire equipment, how to decide between new and used, how to get the most for your money, and how to do it all while maximizing your cash on hand.

Our key offering areas cover financing, servicing, and equipment, to help you simplify your business and focus on providing the best possible care from day one.



Our key offering areas



FINANCING

Solutions that span a wide range of goals, from financial to clinical to operational



SERVICING

Options that cover on-demand, original equipment manufacturers (OEMs), and independent service organizations (ISOs)



EQUIPMENT

From ultrasound to X-ray and beyond



FINANCING



FINANCING

Our flexible financing options help you acquire, maintain, and upgrade a wide range of equipment. We have many ways to help you meet your cash flow and ROI requirements, and our deep expertise gives your clinic unparalleled ways to do it all, while keeping your patients front and center.

Our financing solutions help you address a wide range of business goals:

Financial

Clinical

Operational



FINANCING

Our specialty is healthcare, and we've been helping customers meet their cash and technology needs for decades.

50+

years financing
healthcare assets

30+

solutions, unique and
customized for healthcare

15+

years of average
commercial tenure

\$1.8B

in healthcare assets
financed each year by GE

FINANCING




Financial Goals

Clinical Goals



Operational Goals



You want your money to work as hard as you do. These solutions give you ways to achieve that and more, delivering focus for the present and flexibility for the future. The result helps your assets make the biggest impact for you as well as your patients.

Bridge to Budget

This plan helps you obtain new equipment despite capital budget restraints, with the added benefit of flexible end-of-term options.

Customized Leases and Loans

A way to better manage your cash, with flexibility to take advantage of tomorrow's innovations.

Escrow

A program that allows you to lock in interest rates today and acquire necessary equipment over time.

FINANCING

Financial Goals

Clinical Goals

Operational Goals



The constant influx of new healthcare technologies can make staying ahead of the curve expensive. These solutions provide you with smart, sustainable ways to leverage the latest developments while also managing your outlays for upgrades and add-ons.

Smart Lease

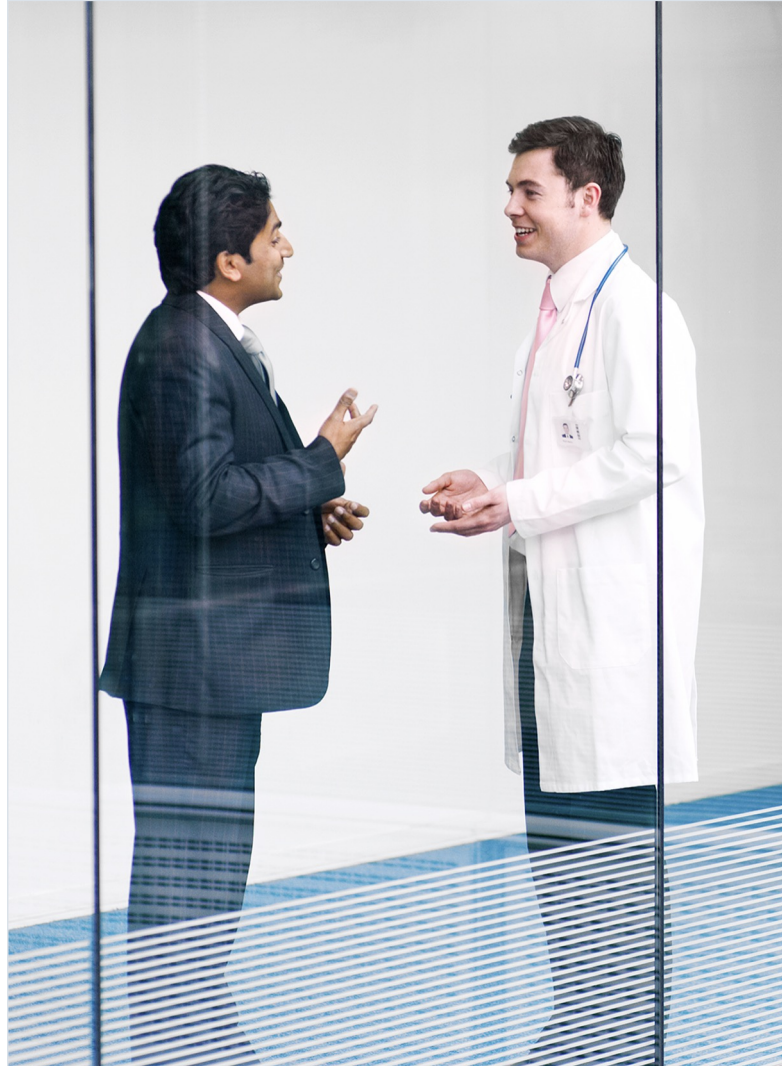
By adding technology protection to the flexibility of a lease, this approach can help you acquire new hardware that receives continuous software upgrades.

Standardization Solutions

This offering allows you to upgrade your entire fleet at once, but still match your planned capital budget expenditures.

Rentals

Our flexible plans give you great ways to meet ever-changing needs while managing end-of-term possibilities, from purchase to extension to return.



A clinic thrives on efficiency. This means you need to maximize your cash flow and balance it with the ups and downs of your clinical loads. The following solutions help you meet this need, giving you ways to optimize your budget for equipment as well as services.

Managed Equipment Services

A long-term approach for purchasing, installing, managing, and maintaining equipment that includes the comprehensive suite of GE services, from consulting to on-site project management.

Streamlined Payment Solutions

A solution that matches cash flow to fixed payments, accelerating equipment acquisition opportunities, streamlining business processes, and protecting against technology obsolescence.

Maxiservice Offering

This integrated equipment and service offering includes simplified invoices and single fixed payments over the entire term, providing comprehensive equipment packages at predictable total costs.



SERVICING



SERVICING

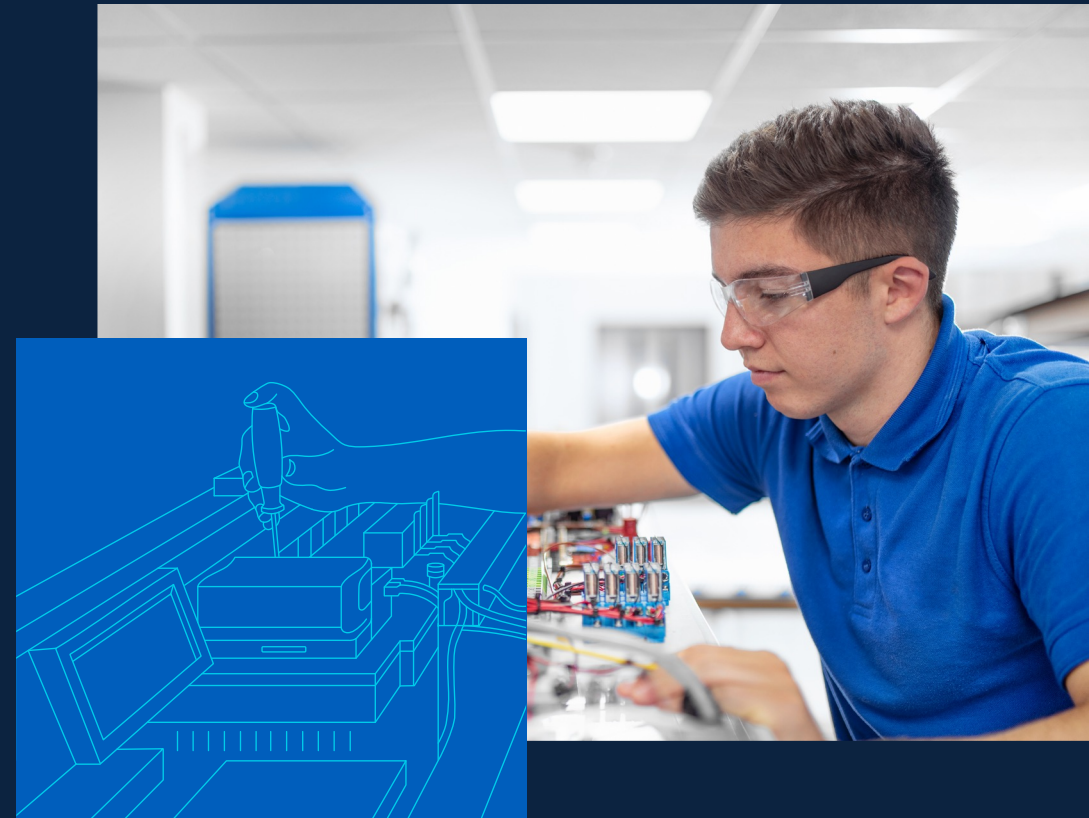
If your equipment stops working, your business stops working. That's why it's important to consider a wide range of servicing options for your equipment — even if GE Healthcare isn't the manufacturer. Choosing the right approach helps you increase control and reduce downtime, so your patients can always depend on you for great care.

Servicing can cover a wide range of options, including:

On-demand

Original equipment manufacturer (OEM)

Independent service organization (ISO)



FINANCING

On-demand



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SERVICING

On-demand

Original equipment manufacturer (OEM)

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When it comes to equipment service and maintenance, cost management is always a key consideration. Taking an on-demand approach helps you keep as much cash in your pocket as possible. This approach works best if you have a solid reserve fund.

✓ **Advantages**

- No monthly payment

✗ **Disadvantages**

- Risk if equipment breaks
- Cash flow issues
- Increased downtime

SERVICING

On-demand

Original equipment manufacturer (OEM)

Independent service organization (ISO)



OEMs typically offer service contracts only for their own products, but GE Healthcare can cover equipment from any manufacturer. Compared to an ISO, our costs can be lower and our quality can be higher. And it's all delivered by our own trained field engineers.

✔ **Advantages**

- Technology
- Analytics
- Scale
- Training
- Parts and inventory
- Varies by manufacturer

✘ **Disadvantages**

- Premium service cost
- Less flexible
- Longer to respond
- Sales contact turnover
- Varies by manufacturer

SERVICING

On-demand

Original equipment manufacturer (OEM)

Independent service organization (ISO)



ISOs are third-party vendors that aren't limited to a single equipment manufacturer. Like GE Healthcare, their contracts allow them to service equipment from any manufacturer, although their expertise can vary and they're not always familiar with industry trends.

✓ **Advantages**

- Service and refurbish parts
- Price
- No overhead
- Higher profit margin
- Greater flexibility
- No bias

✗ **Disadvantages**

- Break-fix only
- No remote services
- Less familiarity/expertise
- Field engineer density

SERVICING

GE Healthcare has a wide range of proprietary service options, including these key differentiators:



AssurePoint™

Service, support, and repair offerings that we provide on-site, remotely, or at our Repair Operations Center, to help you keep your anesthesia devices operating at the highest levels.



Continuity Program

A service offering that allows you to receive system operating software upgrades and also to operationalize necessary internal hardware, helping your equipment function at optimal levels.



Remote Diagnostics and Repair

A suite of tools that allow GE Healthcare to remotely monitor, troubleshoot, and repair your imaging systems, helping to increase your revenue-generating uptime.



Field Engineer Density

GE Healthcare has the highest density of field engineers, including in rural areas, which means repairs can happen as quickly in low-population areas as they can in urban centers.



TipEd

Free, customized courses — in-person as well as remote — that help ASC staff stay up to date on professional requirements and also learn how to increase revenue and patient satisfaction.



My GEHC Equipment

A secure 24/7 cloud-based tool that provides visibility of operational and utilization data, helping you manage equipment, improve performance, optimize patient flow, and maintain compliance.



OnWatch

A system that digitally tracks metrics and preemptively alerts remote engineers about problems, which the engineers can repair online or schedule for service before bigger problems arise.



Service Shop

A website that lets you view photographs and easily search for a part ID to order OEM parts and schedule repairs for GE equipment, helping you order, receive, and repair faster.



EQUIPMENT



EQUIPMENT

Your equipment is the engine of your business. From ultrasound to X-ray, you need high-quality products that deliver unparalleled performance, time and time again. Our comprehensive lineup gives you equipment that takes advantage of the latest digital advancements and keeps your patients coming back.



EQUIPMENT



Ultrasound

From full-scale systems and comprehensive exams to compact solutions, mobile-friendly access, and wireless workflows, our wide-ranging ultrasound offerings can be digitally connected to help you provide state-of-the-art care.



MR

Our MR systems are designed to maximize productivity and workflow while delivering extraordinary clinical potential and exceptional patient comfort.



X-ray

Our X-ray solutions combine effortless workflow, clinical excellence, and outstanding reliability, while providing a positive experience for your staff and patients.



Get in touch with us to learn more
about all of the ways we can take
care of your needs.

gehealthcare.com/specialties/orthopedics

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