



Women's Health Solutions

A better approach for  
you. Better outcomes  
for women and babies.





## Don't let your budget limit your clinic.

There are many facets to women's healthcare: Ob/Gyn services, assisted reproductive medicine, pregnancy resources, breast imaging, and bone health. And while each specialty strives for the same goal — positive patient outcomes — we understand they have their own unique challenges.

The list of things that get between you and your patients seems to grow every day — like limited budgets and resources, burnout, and difficulties finding or keeping qualified staff. But that's why we're here — to help you focus your attention on the women and communities you serve.

Whether you specialize in one area of women's health or your clinic offers a more holistic approach, GE Healthcare provides solutions to make you more efficient. Our technology combines AI automation with the operational efficiency you need to help increase both your business success and the strength of patient relationships.

Our key offering areas cover financing, servicing, innovation, and equipment, to help you be more integrated and efficient and give you more time to connect with what matters: your patients.



# Our key offering areas



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## FINANCING

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



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## SERVICING

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



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## EQUIPMENT

From women's health clinics to breast care and bone health



# 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 the ability to offer better outcomes for women.

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

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Financial

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Clinical

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Operational

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## 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



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.

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.

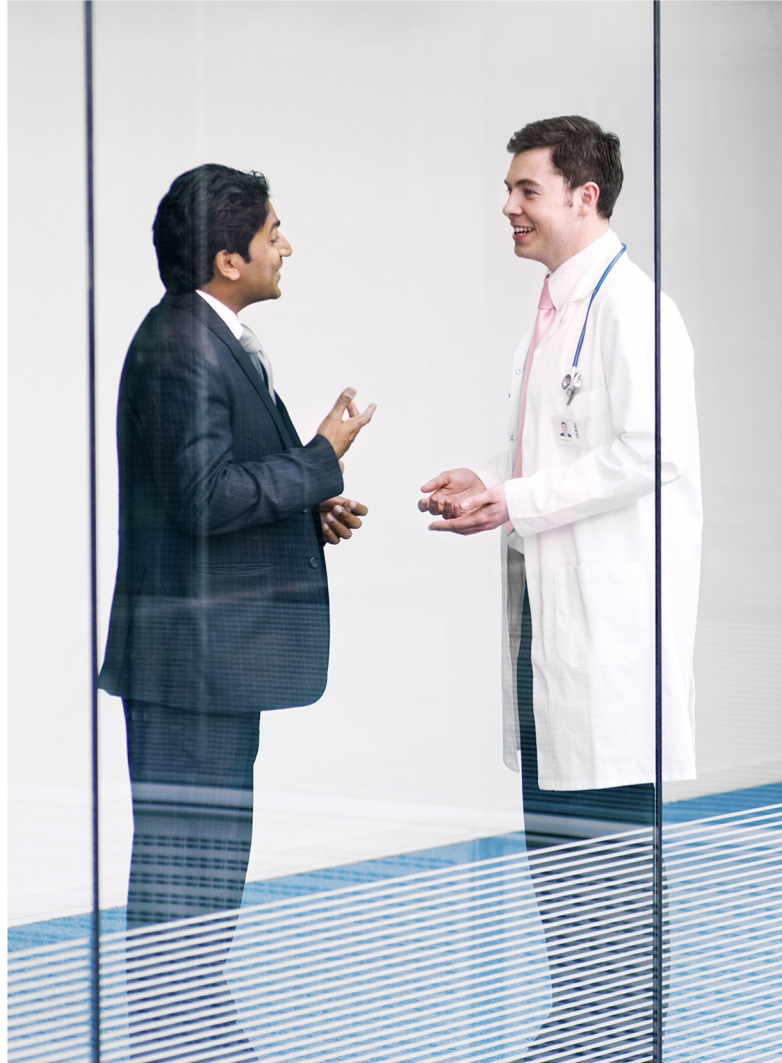
### **Rentals**

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

Financial goals

Clinical goals

Operational goals



Your practice 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 you can be as efficient and effective as your business needs to be.

**Servicing can cover a wide range of options, including:**

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On-demand

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Original equipment manufacturer (OEM)

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Independent service organization (ISO)

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## SERVICING

On-demand



Original equipment  
manufacturer (OEM)

Independent service  
organization (ISO)




# SERVICING

On-demand

Original equipment manufacturer (OEM)

Independent service organization (ISO)



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

GE Healthcare's advanced artificial intelligence helps reduce all those extra steps that cost you time, money, and patient satisfaction. No matter what segment of women's health you specialize in, you can put our range of technologies to work for you, so you can do more work for women.



## EQUIPMENT

# Breast Care

Every woman deserves breast care customized to her personal risk factors. Our portfolio provides clinicians the tools for advanced, personalized solutions to help achieve the best outcomes.



### Mammography

With the largest global installed base for breast imaging and superior diagnostic accuracy,<sup>1</sup> no matter which mammography option you choose, you can offer faster procedure time,<sup>2</sup> greater comfort, and lower rates of anxiety.<sup>3</sup>



### General Imaging Ultrasound

LOGIQ ultrasounds leverage artificial-intelligence-(AI)-based tools to enhance diagnostic decision-making and productivity every day.



### Automated Breast Ultrasound

Patient-friendly Invenia ABUS 2.0 is the first FDA-approved ultrasound supplemental screening technology that is specifically designed for detecting cancer in dense breast tissue.

1. Superior diagnostic accuracy demonstrated in a reader study comparing the ROC AUC of GE screening protocol (V-Preview + 3D CC/MLO with 3D in STD mode) to that of 2D FFDM alone. V-Preview is the 2D synthesized image generated by GE Seno Iris mammography software from GE DBT images. FDA PMA P130020. <http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfpma/pma.cfm?id=P130020>.
2. Ninety-six percent of the technologists surveyed agreed that Senographe Pristina enabled faster image acquisition compared to their previous system. IPSOS Technologists Study sponsored by GE Healthcare, conducted with 50 users in Japan and the European Union, from July 2017 to April 2018.
3. The vast majority of patients (86%) rated their level of comfort to be comfortable or very comfortable. Seventy percent of the respondents found the exam to be more comfortable than previous systems. Ninety-seven percent of patients were less anxious or not anxious at all thanks to the gantry design. IPSOS Patient Satisfaction Study sponsored by GE Healthcare, conducted with 315 patients across 2 sites in Europe, February 2017.

## EQUIPMENT

# Obstetrics and Gynecology

GE Healthcare's tailored Ultrasound and Fetal Monitoring solutions enhance the relationship between clinicians and patients, with specialized, high-accuracy tools that meet a range of budgets and clinical needs.



### Women's Health Ultrasound

Our Voluson family is continuously innovating to improve image quality and create specialized clinical tools to help you see more anatomical detail with greater certainty, enabling you to provide the best possible patient care.



### Handheld Ultrasound

Designed for the most common Ob/Gyn exams, Vscan Air helps you make clinical decisions by quickly ruling in or out certain conditions.



### Ultrasound IT

Ultrasound IT reporting with ViewPoint 6 helps you seamlessly manage workflow for exams, images, and reports with an all-in-one view.



### Fetal Monitoring

Our compact, lightweight Corometrics™ 170 Series fetal monitor helps you effectively and efficiently care for mom and baby by accurately and noninvasively tracking baby's heart rate for non-stress tests.



Get in touch with us to learn more about all of the ways we can help you realize better efficiency for you and better outcomes for your patients.

[gehealthcare.com/womenshealth](https://gehealthcare.com/womenshealth)

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