



Smart Subscription Brochure Review

June 23, 2021

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The Goal: Leverage the flow of the webpage, Use BSGs for rules related to the design



Use landscape format like the [Revolution Maxima brochure](#), as this will be primarily viewed in a digital format.



Smart Subscription
A CT that keeps getting better



gehealthcare.com



Revolution Maxima



gehealthcare.com



Smart Subscription

A CT that keeps getting better

Every patient you see expects you to care for them with the latest in healthcare technology. While the pace of CT innovation is as fast as it's ever been, varying priorities within healthcare systems are making it harder for you to find the capital to keep up. Introducing Smart Subscription, the industry's first subscription-based service for CT applications. Smart Subscription helps solve the oldest challenge with buying imaging equipment: every time you buy a new system, you're locked in to its capabilities even as new capabilities become available. Smart Subscription overcomes this challenge by making it possible to automatically keep your entire fleet of CT systems up to date.



How is your CT life cycle treating you?

Healthcare providers are holding on to their CT systems for longer and at the same time, fewer providers are able to upgrade their equipment over its life span. This results in unwanted variation in CT scanners and capabilities across your fleet, which creates inefficiencies like extra training for your staff, additional protocol work and difficulties in scheduling. This "buy, use, replace" acquisition model doesn't work for everyone. We've already seen this play out in consumer technology where manufacturers removed the connection between hardware and software. Now, brand new features are automatically uploaded to our devices overnight. We applied this same thinking to CT technology with Smart Subscription.



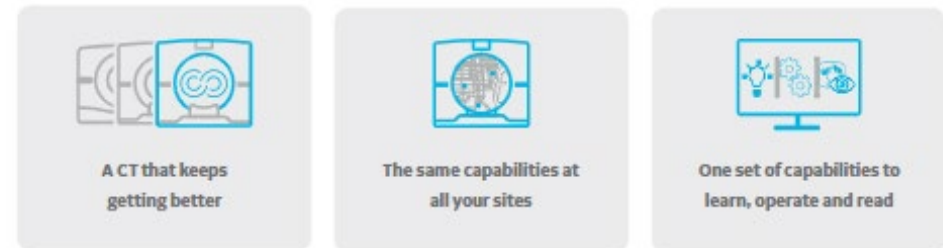
A CT that's always improving

Smart Subscription helps you avoid obsolescence by providing the latest upgrades and updates to your CT capabilities as soon as they're available. Instead of a CT that starts to "fall behind" from the time you order it, you get a CT that's always getting better.



See your entire fleet in a new light

The only thing better than guaranteeing one of your CT systems has the latest applications, is guaranteeing your entire fleet does. With Smart Subscription, your CT capabilities and protocols can be universal across your entire fleet, which can significantly reduce the amount of time spent managing multiple sets of protocols across different CT systems. It also means every CT feels like the same CT. Imagine the savings you'll have when your team can focus on a single set of capabilities.



NOTE: Ty will supply updated copy for the packages!

Application Packages

Expand your capabilities with Smart Subscription application packages

Smart Subscription includes a broad range of application packages across many different imaging services, giving you the flexibility to choose how you want to expand your CT capabilities.



Recon & IQ Package
Get the latest reconstruction technology available for your CT as well as advanced metal artifact reduction technology.



Cardiology Package
Improve Cardiac CT reliability, repeatability and image quality. Streamline post-processing and support clinical decision-making.



General Imaging Package
Fast and efficient review of routine exams.



Workflow Package
Automate the protocol selection process, improve clinical standardization and increase operational efficiency.



Neurology Package
Fast and efficient workup of stroke CT images.



RT Package
Streamline radiation therapy planning.



Spectral Imaging Package
Enable spectral imaging for routine applications and accelerate your workflow from acquisition to visualization.

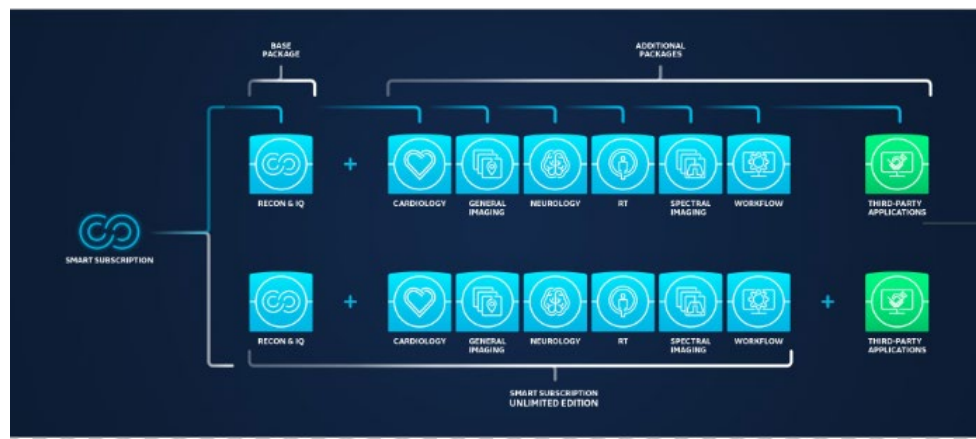


Third-Party Applications
Choose from an ever-growing selection of some of the industry's most innovative CT applications all seamlessly integrated with Smart Subscription.

Subscription Plans

Pick the plan that's right for you

Everyone starts with the same base package, the Recon & IQ Package. Then, you can choose to add additional packages individually or subscribe to the Unlimited Edition for access to all our packages.





The best version of your CT is still to come

Smart Subscription provides your CT or your CT fleet with the same consistent upgrades over time that you enjoy with many of the consumer devices found in your home today. Not only will you always have access to the latest CT capabilities, but any technologist will be able to sit at any CT and conduct any scan, saving your organization both time and money. For the first time, you can expect your CT to keep improving for as long as you have it. Contact your GE sales representative to help find the right

Smart Subscription solution for you.



GE Healthcare is a leading provider of medical imaging, monitoring, biomanufacturing, and cell and gene therapy technologies. GE Healthcare enables precision health in diagnostics, therapeutics and monitoring through intelligent devices, data analytics, applications and services. With over 100 years of experience and leadership in the healthcare industry and more than 50,000 employees globally, GE Healthcare helps healthcare providers, researchers and life sciences companies in their mission to improve outcomes for patients around the world. Follow us on Facebook, LinkedIn, Twitter and The Pulse for latest news, or visit our website www.gehealthcare.com for more information.

Imagination at work

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Not available for sale in all regions.
JB702.1.330X

¹ Kesavaharan, T., Palani, K., Balgobin, V., S. Narayanaswami, M. (2014). Effect of patient centering on patient dose and image noise in chest CT. American journal of roentgenology, 202(3), 1213-1216.

² Park, Y., Gu, J., Doh, M. The influence of patient centering on CT dose and image noise. Med Phys. 2007; 34:3005-3101.

³ Calculation based on MTF 10% value is 0.7. 40% MTF is measured under 120kVp, 200mA, 1.0 sec gantry rotation and Edge Plus kernel.

⁴ In clinical practice, the use of A&B-V may reduce CT patient dose depending on the clinical task, patient size, anatomical location, and clinical practice. A consultation with a radiologist and a physicist should be made to determine the appropriate dose to obtain diagnostic image quality for the particular clinical task.



Brand Standard Guideline Violations





Always follow [Guidelines for Typography](#)

II. Elements

Typography

Usage
Typography should always use a limited number of sizes, weights, styles, and colors; it should always be left aligned in upper and lower-case. Below is an example reflecting how we have approached typography in this document.

Prototypical Headline
Inspira Sans Regular
Left-aligned, 60 pt size

Prototypical subhead in Inspira Sans Bold. 20pt size, 1.2x spacing
Prototypical body text In Inspira Sans Regular. 20pt size, 1.2x line spacing. It's that easy. Hierarchy is hard to achieve, which is why fewer sizes, fewer colors, and fewer weights and styles improve legibility and provide clarity. As a rule of thumb, body copy should have no more than 50-70 characters per line.

Tip:
Always use type in a way that optimizes legibility and supports best practices and compliance for universal accessibility.

Don't:
Don't center or right-align headline or body copy. However, some charts or information graphics may be an exception.
Don't stretch type.
Don't decrease with type.
Don't letterspace lowercase letters.
Don't reproduce type in colors that diminish legibility of type.

Do:
Allow type to have appropriate open space to maximize legibility.





Always follow [Guidelines for Imagery](#)

please do not create collages by layering complex backgrounds, in addition to icons and product shots





Let's Get You And Your CT Fleet
Up To Speed

Not only will you always have access to the latest CT capabilities, but any technologist will be able to sit at any CT and conduct any scan, saving your organization both time and money. For the first time, you can expect your CT to keep improving for as long as you have it. Contact your GE sales representative for more information and to help find the right Smart Subscription solution for you.

Contact Us: (866) 281-7545



Always follow [Guidelines for Photography](#)

please do not add treatments to photos, such as the grey filter used here.





Always follow [Guidelines for use of the Monogram](#)

Ensure you have enough white space surrounding the monogram



II. Elements

Color

Proportional Usage

Color supports our brand by supporting content. Our colors are on-brand only when used proportionally in limited amounts, with surrounding white or clearspace.

Tips

Always use color in a way that optimizes legibility and supports best practices and compliance for universal accessibility. White (whitespace or clearspace) should be used whenever possible to create communications that are light and open in appearance.

Don't
Don't use multiple colors in close proximity unless necessary.
Don't combine colors with low contrast.



Don't use colors in a context that diminishes legibility.



Do
Use color deliberately following proportional standards.
Use color to enhance legibility.
Use color equivalents appropriate for the media and communication context.



Primary

Secondary

Accent

Brand Expression Guidelines

15

Always follow [Guidelines for use of Color](#)

Ensure you use the correct RGB code and the [correct proportional color](#) when attempting to use accent colors

Pick The Package That's Right For You

Smart Subscription includes a broad range of application packages across many different imaging services, giving you the flexibility to choose how you want to expand your CT capabilities.



Recon & IQ Package

Get the latest reconstruction technology available for your CT as well as advanced metal artifact reduction technology.



RT Package

Provides for more streamlined radiation therapy planning.



Cardiology Package

Improve Cardiac CT reliability, repeatability and image quality. Streamline post-processing and support clinical decision-making.



Spectral Imaging Package

Enable spectral imaging for routine applications and accelerate your workflow from acquisition to visualization.



General Imaging Package

Provides a deep learning spine assessment app with access to Bone VCAR, Autobone and VesselIQ Xpress for fast and efficient review of routine exams.



Workflow Package

Automate the protocol selection process, improve clinical standardization and increase operational efficiency.



Neurology Package

Fast and efficient review of CT images for ischemic stroke evaluation with access to FastStroke.



Third Party Application

Choose from an ever-growing selection of some of the industry's most innovative CT applications all seamlessly integrated with Smart Subscription.



