



April 2020,

## **Now more than ever, medicine needs technology.**

Healthcare workers and caregivers are the latest heroes in the media. They are engaged in a tireless battle against the virus in the field and need the support of every available ally. Within this context of urgency and stress, technology can provide a crucial advantage.

Machines connect us, guide us, and give us the opportunity to see and hear. Medical imaging and ultrasound make us more efficient, more precise, more rigorous. But how can we make the most of these technologies to further enhance our own faculties?

At GE Healthcare, we see the power of digital at work every day. That is why we play an active role in expanding its fields of application and increasing the power of this technology.

In this way, we offer some of the most advanced equipment on the market. Ultrasound scanners that help thousands of practitioners make diagnoses all year round, every day, in hospitals, private practices, clinics and research centers.

But we need to go even further. For all the possibilities offered by technology to come to life, we must nurture a relationship of trust between the practitioner, the machine and the patient. We need to help doctors, engineers, and healthcare workers harness the full capabilities of our ultrasound scanners.

Our offer is built around a complete suite of digital applications to support practitioners throughout the lifecycle of their equipment.

Remote support eliminates maintenance concerns for these customers and ensures they are working with high-performance machines. By helping them save time and efficiency, they can truly concentrate on their core business: people.

Thanks to our advanced analytics combined with the sound advice of our experts, our customers can make informed decisions about how to manage their fleet of equipment. Together with user communities, they can grow their potential, share and improve their practice with their peers, other services and other institutions.

For practitioners, this has an immense impact. But it also has positive implications for patients, for whom digital technology offers a smoother experience and improved care through the sharing of practices and expanded availability from caregivers.

Today, we are taking another step in the digital transformation of health. For our European customers, we are innovating once again, bringing together all our digital applications into a single service offering: a single point of entry to simplify subscription, management and use. Every doctor, facility manager or biomedical engineer will now be able to choose their tools according to the specific nature of their activity or practice. Each user will be free to lay out the full range of functionalities that will enable them to develop their care capacities. Together, we can improve everyone's health.

We have also invested in the field of augmented reality to design Star, an application that enriches the relationship between medical workers and machines. Using a smartphone or tablet, practitioners can benefit from indications, suggestions or advice to further optimize how they use their equipment. On the screen, these annotations are overlaid onto the machine's reality, facilitating their understanding by the practitioner. Technology and human resources combine and augment each other's capacities in order deliver the best care to patients.

Now is the time when medical personnel need all the support they can get. It is today that we must offer them the best possible support. It is today that they need to unleash the full potential of their faculties, so they can offer patients even more accurate diagnoses, care and treatment. We are here to help them do it.