



It's the most valuable thing on earth.

All the money in the world can't buy it.

Those who have it don't always appreciate it.

Those who have lost it will do anything to get it back.

What is it?

It's Health.

At GE, we believe what's needed, right now, is a new mindset that embraces that health is everything.

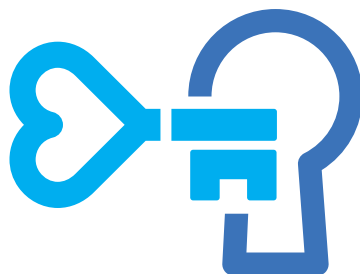
We call it **healthymagination**

Just as we delivered innovation in environmental technology with ecomagination, healthymagination will change the way we approach healthcare, with over 100 innovations all focused on addressing three critical needs: **lowering costs, touching more people and improving quality.**

Yes, costs need to be lowered, while still delivering the best technology possible. GE's Electronic Medical Records give doctors the information they need almost instantly and could save billions in costs over the next 5 years.

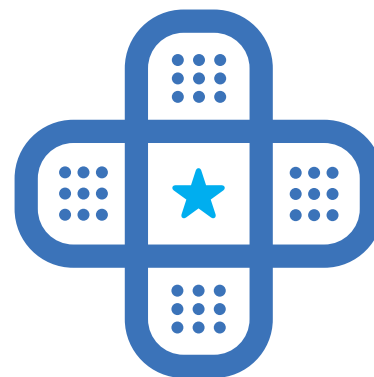


Reduce Costs



Increase Access

Access to healthcare should be more available and not determined by where you live. Equipment like GE's MAC 800 brings lifesaving ECG technology to patients in a unit smaller than a backpack, accessible to the most remote hospitals and clinics in the world.



Improve Quality

Quality healthcare empowers more people through early detection and a higher level of care at home. As people age or face chronic conditions, they need innovations like Home Health technologies that remotely monitor their well-being so they can live independently.



By Keeping People Well, We All Do Well

Healthymagination is already hard at work opening up minds, sparking conversations, and exploring possibilities. While we've been in healthcare for more than 100 years, we've never been more inspired. From maternal and infant care to water purification to health education, we're driving ahead with new technologies all over the world.

Healthymagination is looking inward too, by creating healthy worksite programs designed to improve the health of our own employees.

Healthymagination just might be the answer to a riddle that has baffled us for decades. Once health gets a foothold on the planet, there may be no stopping it.