

News Fact Sheet

GE Products and Partnerships for healthymagination

For customers

As part of its new healthymagination initiative, GE today announced a series of new products and partnerships across four major needs in healthcare. They are:

1. Target technology toward lower-cost outcomes – To reduce the impact of technology on costs, GE is changing the way it develops new products. GE today announced two initiatives:

- **More affordable, simpler products:** GE announced today that it will introduce 50 innovations that offer powerful capabilities with simple operation and application and are 15% lower in cost, on average. These “only what is needed” products will be tailored to the needs of rural areas and other markets where access to healthcare technology is limited. Examples include:
 - **Venue 40*** is a compact ultrasound system designed for care areas such as surgery, ICU and emergency medicine around the world. Venue provides real-time, at the bedside rapid diagnostics and visualization of needle guidance for physicians practicing at the point of care, for almost 20% lower cost than current low-cost compact ultrasounds.
** FDA 510(k) pending. Not currently available for sale.*
 - **Brivo DR-F digital X-ray***, developed in China for China, is 30-50% less costly than comparable digital systems and is easy to use, with 50% improvement in work for clinicians.
** Not for sale in U.S. Not approved or cleared by the U.S. FDA.*
- **Accelerated “Science of Performance” focus:** GE will seek to eliminate 10% of the waste related to medical asset utilization for a cost savings of \$1 billion by working with customers to deploy LEAN Six Sigma tools and provide data-driven strategic advice on customer capital and operating investments, technology integration and maintenance services. These solutions can drive from 15% to 30% cost out through waste reduction. Specifically, GE will work with customers to “right size” inventory and maximize performance of medical assets. GE will draw on its services expertise and process excellence capabilities from other industrial businesses it serves to help healthcare customers increase quality and efficiency and reduce costs.
 - **AgileTrac Asset Manager** allows hospitals to use equipment more efficiently so fewer pieces of equipment need to be purchased. The RFID tracking system also reduces the need for rental equipment, minimizes equipment theft/loss, helps ensure proper equipment sanitation and maintenance, and provides critical data needed for accurate capital budgeting. The technology can help staff use their time more productively.

2. Make health IT faster and more productive – GE will seek to increase the use and capability of electronic medical record (EMR) technology and other information technologies that speed communications, limit variation, and help control costs.

- **GE, Intermountain Healthcare, Mayo to partner on electronic care data:** GE and Intermountain Healthcare have partnered to develop breakthrough technology in healthcare IT. Intermountain Healthcare, a leading healthcare provider, delivers evidence-based care 90-95% of the time for targeted conditions compared with the U.S. national average of 50-60% and

delivers this higher-quality care at an average of 30% less cost when compared to national averages. Intermountain Healthcare estimates it saves \$100 million annually through the optimal combination of advanced technology coupled with point of care process change. Mayo Clinic now expands the collaboration as these three organizations target a 2010 first release of this best practice healthcare guidelines delivery platform.

- ***New IT financing program in U.S.:*** For more than 10 years GE has been investing in healthcare IT, including the development of Electronic Medical Records (EMR) and Healthcare Information Exchanges (HIE) which enable care providers to deliver higher quality care at a lower cost. Yet over 50% of those practicing medicine in the U.S. do not have access to these technologies. As a commitment to this space, in the 2nd half of 2009, GE will offer \$2B in preferred financing to qualified healthcare providers including those physicians in rural and underserved markets. This financing will enable healthcare systems to adopt GE's Centricity EMR and HIE services before 2011 in time to qualify for financial incentives described in the provisions of the American Recovery and Reinvestment Act of 2009 (ARRA). By accelerating EMR and HIE adoption, GE projects it will help remove \$28 billion in cost from the U.S. healthcare system while improving access to better and more affordable care enabled through information technology.
- ***A joint venture with Omnyx and the University of Pittsburgh Medical Center*** is developing a digital platform for lab pathology to improve diagnostics and lower costs.

3. Create innovation for all – GE believes that the quality of healthcare should not be determined by where people live.

More than two billion people globally do not have access to basic elements of a healthy life, including supplies of clean water or the ability to see a doctor or visit a health clinic. Increasing access to basic healthcare procedures such as ultrasounds for pregnant women, ECG's for heart disease, digital mammography for breast cancer screening, and ensuring access to clean water through GE Water can save hundreds of thousands of lives a year.

- ***Expanded maternal and infant care offerings:*** GE has partnered with the Nobel-prize winning Grameen Bank of Bangladesh to break the barriers of inequality in health at birth and reduce maternal deaths. GE and Grameen have now agreed to a joint goal of creating a sustainable rural health model that reduces maternal and infant mortality by more than 20 percent. To achieve this, GE will develop low cost products specific to maternal and infant health using the latest technologies.

GE will go beyond technology development to co-create clinical protocols, patient workflows, training curriculum and business models supporting healthcare quality and access for the world's poorest women. Neonatology expertise gained through working with GE partners in India - the NICE Foundation & Cradle, Bangalore - will support the future extension of Grameen's rural program to include much-needed newborn care.

- GE's Lullaby Warmer*, designed in Bangalore for use in developing nations, helps reduce infant deaths from hypothermia and asphyxia. It provides newborns with vital overhead heat and improves access to care through easy-to-use technology. According to the WHO, at least 50% of global births occur in underserved urban settings where access to affordable technology remains limited. *Not for sale in U.S. Not approved or cleared by the U.S. FDA.

- **GE's "MAC 800" portable electrocardiogram (ECG)**, which was developed for the Chinese market and now will be introduced into rural areas of the U.S. The MAC 800's portability and advanced technology can help improve quality and access to care. It is also about 60% less expensive than the most commonly sold ECGs.
- **GE intends to partner with the Qatar Foundation in the Middle East** to find new and innovative technologies for breast cancer screening using the latest developments in digital mammography. GE Healthcare and Qatar Foundation will also establish a jointly funded research and development venture. Initially the venture will fund the acceleration and expansion of a number of GE Healthcare's existing R&D programs, primarily in the fields of digital x-ray technology and molecular imaging. These R&D programs will focus on the development of new products and technologies that meet the needs of healthcare providers both locally and globally.
- **Expanding global access to healthcare:** GE will expand its Developing Health Globally™ initiative from 37 clinics to more than 100 by 2015, starting with six new clinics in Cambodia in 2010. The initiative already impacts 4.8 million lives in Africa and Latin America by upgrading the capabilities of rural district health facilities, improving healthcare delivery for some of the world's most vulnerable people.
- **New GM for Rural Health in the Americas:** In addition to the current global rural health leader, a newly created role will work across the GE Healthcare product portfolio to respond to the needs of rural and under-served health customers in the Americas and create new market opportunities for this growing area of need.
- **GE's broad portfolio of products that can help in a pandemic flu** situation and other catastrophic events includes processes for faster vaccine manufacturing, disposable offerings that can be used during an outbreak, mobile X-ray imaging products, and ventilation products.

4. Facilitate consumer-driven health and prevention – Allowing more active care using prevention and technology means more independent, healthier patients and lower costs.

Chronic diseases like diabetes, or heart disease or hypertension, kill 1.7 million Americans a year – affecting 7 out of every 10 people. 133MM people in the U.S. have a chronic disease and the cost of managing these diseases is rising rapidly, averaging more than \$6,000 a person annually. For every dollar spent, only four cents goes toward prevention.

- **Intel partnership targets home health:** GE and Intel recently announced an alliance, along with an investment of more than \$250 million over the next five years, for the research and product development of home-based health technologies. GE Healthcare and Intel will work together, combining their complementary skill sets and extensive research resources to accelerate the innovation and commercialization of next-generation home health technologies.

Both companies also plan to expand their current development programs in chronic disease management and independent living technologies to improve access to home-based health technologies, including new areas such as fall prevention, medication compliance, sleep apnea, cardiovascular disease, diabetes and personal wellness monitoring.

- **NBC Universal to expand health offerings:** GE also announced the following initiatives designed to enhance and expand consumer access to timely, actionable health and wellness content:

NBC Universal is increasing its commitment to report on health issues and to provide information on healthy living through its entertainment and digital properties including:

- **NBC News**, the U.S.' number one news division, will make a significant commitment to providing its domestic and international audiences with critical news about health and wellness. This increased commitment spans the breadth of NBC News' platforms including "Today," "Nightly News," "Meet the Press," "Dateline," MSNBC, the network's 24-hour cable news channel, MSNBC.com, NBC Mobile and NBC Radio. NBC News will provide health news and information to its viewers and users, delivering more than **5000 reports a year** on breaking medical news, healthy living and consumer-focused trends in health and wellness.
- NBC News **will produce in-depth reports on key health** issues periodically throughout the year, tackling major issues on a division-wide basis. By maximizing exposure across all its platforms, NBC News has the ability to reach people with this critical information in ways that no other media outlet can match.
- **MSNBC will launch a new, daily program dedicated solely to health** information, beginning in June. The program will be anchored by world-renowned health expert and NBC News Chief Medical Editor, Dr. Nancy Snyderman. She will tackle everything from health and wellness tips and medical breakthroughs to in-depth looks at U.S. health policy as it progresses through Washington.
- **Telemundo** will launch a health and wellness public service campaign, "El Poder de Su Salud," (The Power of Your Health") and feature several health/nutrition segments on weekly programs including Noticiero telemundo (evening news) and Levantate (morning show). Telemundo.com will drive users to "Vive Mejor" (Live Better) channel and stream health content. "mun2Ask" will target a PSA campaign focusing on HIV/AIDS awareness.
- **iVillage** will expand health tools, content and community, adding original weekly online videos to its existing library of more than 2000 original health videos. On May 10, iVillage is launching a week-long online event entitled "Health is Beautiful," working with the U.S. Department of Health and Human Services' Office on Women's Health in support of "National Women's Health Week." iVillage will launch programs in partnership with "Safe Care Campaign" on The Patient Channel and YourTotalHealth.com to build awareness about how patients can reduce the risk of infection during hospital stays.
- **The renowned Cleveland Clinic will join with GE and NBC** to conduct research that seeks to better understand important factors that move consumers from being aware of a health condition via the media to actually changing their behaviors for better health.

For GE Employees

GE Vice Chairman John Rice will lead an effort to help improve the health of GE's employees and retirees and to contain costs. GE will partner with governments and other companies to build a "healthy work site" certification program at more than 600 locations. GE will turn its 175 health centers into wellness clinics and increase the use of employee incentives for health and prevention. The program will measure our sites on their efforts to help employees lead healthy lifestyles such as: having a smoke free

environment, healthy food choices and nutrition labeling in cafeterias, availability of onsite fitness centers or discounts to local fitness centers, availability of weight loss programs, strong on-site health education programs and more. It will provide personal health records to employees to identify health risks and track behaviors.

As a result of these efforts, GE will seek to lower the growth of its healthcare costs below the rate of inflation. Healthier employees who are better consumers of healthcare will mean lower costs for GE and for employees.

Through ongoing endeavors like ecomagination and the Occupational Safety and Health Administration's (OSHA) Voluntary Protection Program, GE has demonstrated that it can improve its productivity and work environment while saving substantial costs. As part of the company's successful ecomagination initiative, GE has harnessed the power of our technology and industrial capabilities to reduce our environmental impact while also reducing our costs by over \$100 million dollars. Through GE's Voluntary Protection Program and certification process, our employees are safer and we've saved hundreds of millions of dollars. Similarly, healthymagination will improve the health of our employees and slow down the costs of our health program. Focusing on the health of the GE population could lead to potential savings of \$50-75 million annually.

For the public

As part of GE's commitment to transparency, partnership and engagement, GE announces the formation of a Health Advisory Board. Members of the GE Health Advisory Board will advise GE on its health efforts, investments and policy and will participate in regular public reporting on GE's performance. Thought leaders who will participate on the GE Health Advisory Board include:

- Bill Brody, M.D., President, Salk Institute for Biomedical Research
- Tom Daschle, Former U.S. Senator
- Bill Frist, M.D., Former U.S. Senator
- Mike Johns, M.D., Provost, Emory University
- Andy von Eschenbach, M.D., former Commissioner of U.S. Food and Drug Administration (FDA)
- Gail Wilensky, Economist and Senior Fellow at Project HOPE
- Ron Williams, Chairman and Chief Executive Officer of Aetna

###

About GE

GE (NYSE: GE) is an innovative and diversified technology company taking on the world's toughest challenges. From aircraft engines and power generation to financial services, healthcare, and television programming, GE operates in more than 100 countries and employs about 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.

About GE Healthcare

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. Our broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services help our customers to deliver better care to more people around the world at a lower cost. In addition, we partner with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

Our "healthymagination" vision for the future invites the world to join us on our journey as we continuously develop innovations focused on reducing costs, increasing access and improving quality and efficiency around the world.

Headquartered in the United Kingdom, GE Healthcare is a \$17 billion unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employs more than 46,000 people committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit our website at www.gehealthcare.com.

Caution Concerning Forward-Looking Statements:

This document contains "forward-looking statements"- that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance and financial condition, and often contain words such as "expect," "anticipate," "intend," "plan," "believe," "seek," "see," or "will." Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, particular uncertainties that could cause our actual results to be materially different than those expressed in our forward-looking statements include: the severity and duration of current economic and financial conditions, including volatility in interest and exchange rates, commodity and equity prices and the value of financial assets; the impact of U.S. and foreign government programs to restore liquidity and stimulate national and global economies; the impact of conditions in the financial and credit markets on the availability and cost of GE Capital's funding and on our ability to reduce GE Capital's asset levels and commercial paper exposure as planned; the impact of conditions in the housing market and unemployment rates on the level of commercial and consumer credit defaults; our ability to maintain our current credit rating and the impact on our funding costs and competitive position if we do not do so; the soundness of other financial institutions with which GE Capital does business; the adequacy of our cash flow and earnings and other conditions which may affect our ability to maintain our quarterly dividend at the current level; the level of demand and financial performance of the major industries we serve, including, without limitation, air and rail transportation, energy generation, network television, real estate and healthcare; the impact of regulation and regulatory, investigative and legal proceedings and legal compliance risks; strategic actions, including acquisitions and dispositions and our success in integrating acquired businesses; and numerous other matters of national, regional and global scale, including those of a political, economic, business and competitive nature. These uncertainties may cause our actual future results to be materially different than those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.

Media Contacts:

<p>GE Jeff DeMarrais M +1 203 583 2495 jeffrey.demarraais@ge.com</p>	<p>GE Healthcare Sebastien Duchamp M + 336 7319 5964 sebastien.duchamp@ge.com</p>	<p>GE Healthcare – US Arvind Gopalratnam M +1 262 501 0777 arvind.gopalratnam@ge.com</p>	<p>GE Healthcare – Int'l Val Jones M +44 7917 175192 Val.jones@ge.com</p>
---	---	---	---