



# Beijing Olympics

## GE Healthcare sole supplier of MR technology at the Beijing 2008 Olympic Games.

Diagnosing potential injuries earlier, or simply monitoring treatment, is essential for the world's most elite athletes. Early diagnosis is critical to their performance as every day in rehab is a day lost in training. At the Beijing 2008 Olympic Games, athletes will have access to some of the most advanced MR scanners available today, with GE Healthcare's Signa HDe 1.5T within close proximity to the sporting competitions.

The Olympic Village General Hospital is gearing up as a Center of Excellence with proven medical imaging technologies and world-class clinicians onsite at the Games. GE is the sole supplier of MR technology, installing two Signa HDe scanners for imaging all international athletes competing at the Games.

As an advanced diagnostic imaging tool, MRI provides detailed images of internal organs (soft tissue) and structures, allowing clinicians in sports medicine and orthopedics to identify specific injuries and design individual treatment plans. The Signa HDe 1.5T systems at the Olympic Village General Hospital will provide clinicians with high-definition images, while also decreasing operation costs (water, electricity, liquid helium) by up to 40 percent.

GE Healthcare's MR technologies have become a valuable tool for diagnosing sports-related injuries, as demonstrated previously at the Torino 2006 Olympic Winter Games. GE works closely with host countries, cities and organizing committees to provide Olympic venues with infrastructure solutions, such as power, lighting, water treatment, transportation and

security, and offer hospitals ultrasound and MRI equipment to help doctors treat athletes. In addition, NBC Universal, a division of GE, is the exclusive U.S. media partner of the Olympic Games, with its sponsorship also extending through 2012.

"At GE Healthcare, we are very pleased to be the sole supplier of MRI equipment for the Beijing 2008 Olympic Games. Using GE Healthcare technology and expertise, clinicians can detect and diagnose injury and disease earlier to help ensure better patient care," says Chih Chen, President of GE Healthcare China. "All athletes run a risk of injury, and our experience in sports medicine – as well as our customer feedback – tells us how important it has become for athletes to have advanced MR technology, such as the Signa HDe 1.5T, onsite at the Olympic Village General Hospital during training and competitions."

MR imaging as a non-invasive technique proves to be an optimal means for acquiring high-contrast images of both bone and soft tissue structures, such as the knee or shoulder. These are high-risk body parts for athletes, as musculoskeletal injuries can occur any time. That is why it's important to have leading-edge imaging technologies such as MRI close to the field of play and available to sports physicians, for more accurate monitoring of an athlete's condition, and so more tailored training and recovery protocols can be devised. ■