



GE Healthcare

**Press Release**

**From emerging markets to developed markets, GE Healthcare's latest portable ECG, the MAC800 at ESC 2009**

*A GE Healthcare 'healthymagination' product; Connectivity, Portability, Advanced Technology*

**Barcelona, SPAIN; August 29, 2009:** GE Healthcare, the US\$17 billion healthcare business of General Electric Company (GE), today unveiled for the first time in Europe, its latest innovation in Electrocardiogram (ECG) technologies, the MAC 800. This system showcased at the European Society of Cardiology Congress, 2009, aims to help clinicians predict and diagnose arrhythmias and other possible heart conditions.

By 2020, ischemic heart diseases will not only be the leading cause of mortality, it is expected to be the single most important cause of disease related grief, pain and suffering globally.

As populations grow older and with the rising trend of obesity, cardiovascular disease is one area with an increasing need for earlier risk stratification. Advances in diagnostic tools, targeted therapies and IT-based disease management hold the potential to change the course of cardiovascular disease, as we know it today.

Well suited for hospitals, clinics and rural/remote settings, the MAC 800, recognised as a healthymagination product, will allow healthcare solutions reach many more people across different geographies.

In May, GE announced that it will spend \$3 billion over the next six years on healthcare innovation that will help deliver better care to more people at lower cost. In addition, the company will commit \$2 billion of financing and \$1 billion in related GE technology and content to drive healthcare information technology and health in rural and underserved areas. These investments are the foundation of GE's healthymagination initiative, which is built on the global commitments of reducing costs, improving quality and expanding access for millions of people.

**Connectivity: Helping knowledge travel worldwide**

One of the main challenges of healthcare is communication. With the MAC 800 clinicians now have the ability to remain connected, store, send, analyze ECG data in a variety of ways from virtually anywhere. Up to 300 ECG records can be stored. Full connectivity is assured with the GE MUSE® or CardioSoft™ information systems. This seamless connection allows complete streamlining and increased workflow productivity with far fewer chances for user error. Optional barcode scanning further reduces the opportunity for misdirected data. Additionally,



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the MAC 800 offers a range of communication packages including LAN, internal Modem and direct serial line.

**Portability: Advanced ECG without boundaries**

Sometimes the difference between early intervention and late diagnosis is access to technology. The MAC 800 aims to close this gap due to its light-weight, easy to carry casing, allowing clinicians reach patients wherever they are; urban hospital, clinic, rural environment.

The lithium ion battery it operates on allows for two hours of continuous operation or 250 standard patient records. The keypad is a lot easier to use therefore making examinations faster allowing for earlier cardiac diagnosis.

**Advanced technology: Powerful, proven technology for diagnostic confidence**

Equipped with one of the most validated analysis and interpretation program in the industry, the MAC 800 contains the GE Marquette 12SL. It provides consistent analysis and comparison of waveforms across each and every ECG, ensuring reproducibility and objectivity through all phases of patient care. GE's 12SL analysis program has been recognized globally as one of the outstanding ECG analytical tools to assist clinicians in the primary care market or in clinics with the diagnostic confidence of detecting heart anomalies.

The Marquette 12SL Hookup Advisor™ helps ensure strong ECG signal quality from the start, reaching beyond simple electrical checks to advise the user of poor waveform quality during the recording process. Then, through its online editing and waveform re-analysis options, the MAC 800 proves smart enough to go far beyond just data acquisition.

"GE Healthcare's Diagnostic Cardiology business (DCAR), continues to invest in developing cost-effective and portable ECG devices that address today's global healthcare customers' challenges in the areas of cost, quality of care and access", said Dr. Matthias Weber, Vice President and General Manager DCAR, GE Healthcare. "Our legacy in clinical excellence and the quality of our global engineering teams are essential in developing customer-centric products. These products are affordable without sacrificing quality and portable to make basic cardiac care available to a larger group of patients. We are proud that both the MAC 400 and the MAC 800 have been certified "healthymagination" products and will continue this momentum, responding to societal healthcare needs," concluded Weber.

GE Healthcare follows a market-backed approach to product development. The company first looks at the disease profile, diagnostic capabilities and patient throughput, and then decides what functionalities are essential in any system. Once a product is designed, other suitable markets are identified or, the technology is leveraged for it to become the foundation of a new product with further configurations, for use in other parts of the world.



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**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](http://www.gehealthcare.com).

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