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VIP

Redefining workflow in ultrasound.



VIP: Allows time for the essentials.

Volume Ultrasound enabled by true raw data acquisition - redefining the ultrasound workflow.

Ultrasound professionals are adopting a revolutionary new workflow model. It's all made possible by GE's True Raw Data and Volume Imaging Protocol (VIP) — a powerful combination of new technologies that enable real-time techniques for acquiring, navigating and analyzing volumetric images. The result empowers all the participants in the workflow to focus on what is really important.

Sonographer: Work Smarter.

As The Sonographer, you are now able to acquire more images in less time. Volumetric sweeps acquire raw data that can be analyzed in different planes which gives you more time to look for abnormalities and less time waiting for image review or rescans. Moreover, the system's ergonomic design coupled with decreased scan time results in less stress to your body for optimized comfort, convenience and productivity.

Radiologist: See More.

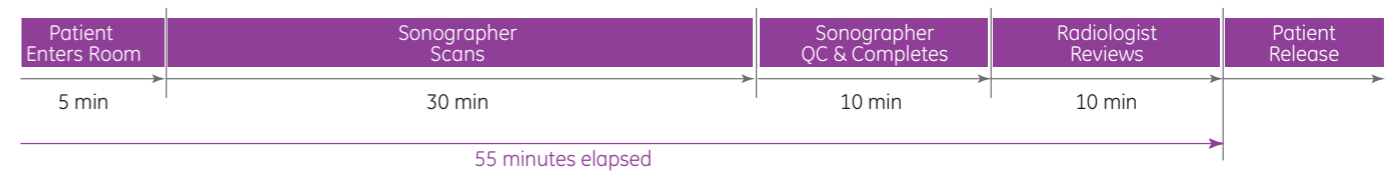
As The Radiologist, Volume Ultrasound gives you the entire raw data volume set. Like CT and MR this enables you to visualize the anatomy in multiple views and planes - helping you to review images faster and with more confidence. A key benefit of this model is the ability to uncouple image acquisition from image interpretation, minimizing interruptions and allowing earlier patient release.

Administrator: Increase Productivity.

As The Administrator, you can experience the benefits of this new ultrasound model that can help you run your department more smoothly with less stress. Key benefits could be: a less stressful department environment, room for add ons, reduce waiting list, increased patient satisfaction, potential revenue increase...

Ultrasound Workflow

Traditional

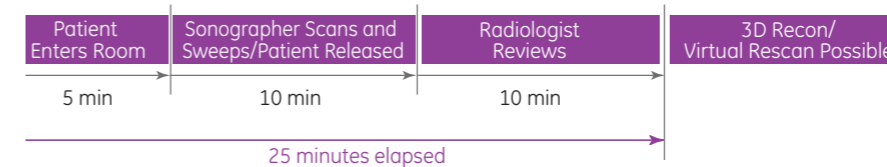


Sonographers spend most of the exam time capturing and annotating images, and waiting for radiologist to review the study

Radiologists must review images and decide if rescanning is necessary, resulting in frequent interruptions and delayed patient release.

Administrators often face a large waiting list and difficulty in handling "add ons." Challenges include the need to increase revenue and curb spending on overtime.

Volume Ultrasound



Now sonographers are able to release patients after performing organ sweeps for documentation — a major time reduction.

Radiologists are subject to fewer interruptions and, after reviewing sweeps and key images, are able to reconstruct the exam rather than rescanning the patient.

Administrators appreciate reduced waiting time and the ability to accommodate more "add ons." The benefit from the potential revenue increase while reducing overtime.

VIP = 30 minutes time savings.

$$30 \text{ (30 minutes)} \times \text{ (\# of scans) } \times \text{ (days) } \times \text{ (rooms) } = \text{ (time savings)}$$

More Efficient.

“Gives me more time with the patients.”

— Sonographer

Reducing the time required for annotation, image documentation and potential rescans, allows the sonographer to spend more time on what is truly important- clinically assessing the patient and focusing on better patient care.

“When physicians realized that they could rescan the volume of information, they waved off doing rescans. Moreover reducing the length of exams by 60 to 70% may help sonographers avoid injury and help reduce the costs and loss of quality associated with replacing experienced staff members,” says J. P. Moreland, a senior sonographer at Celebration Health.



More Confident.

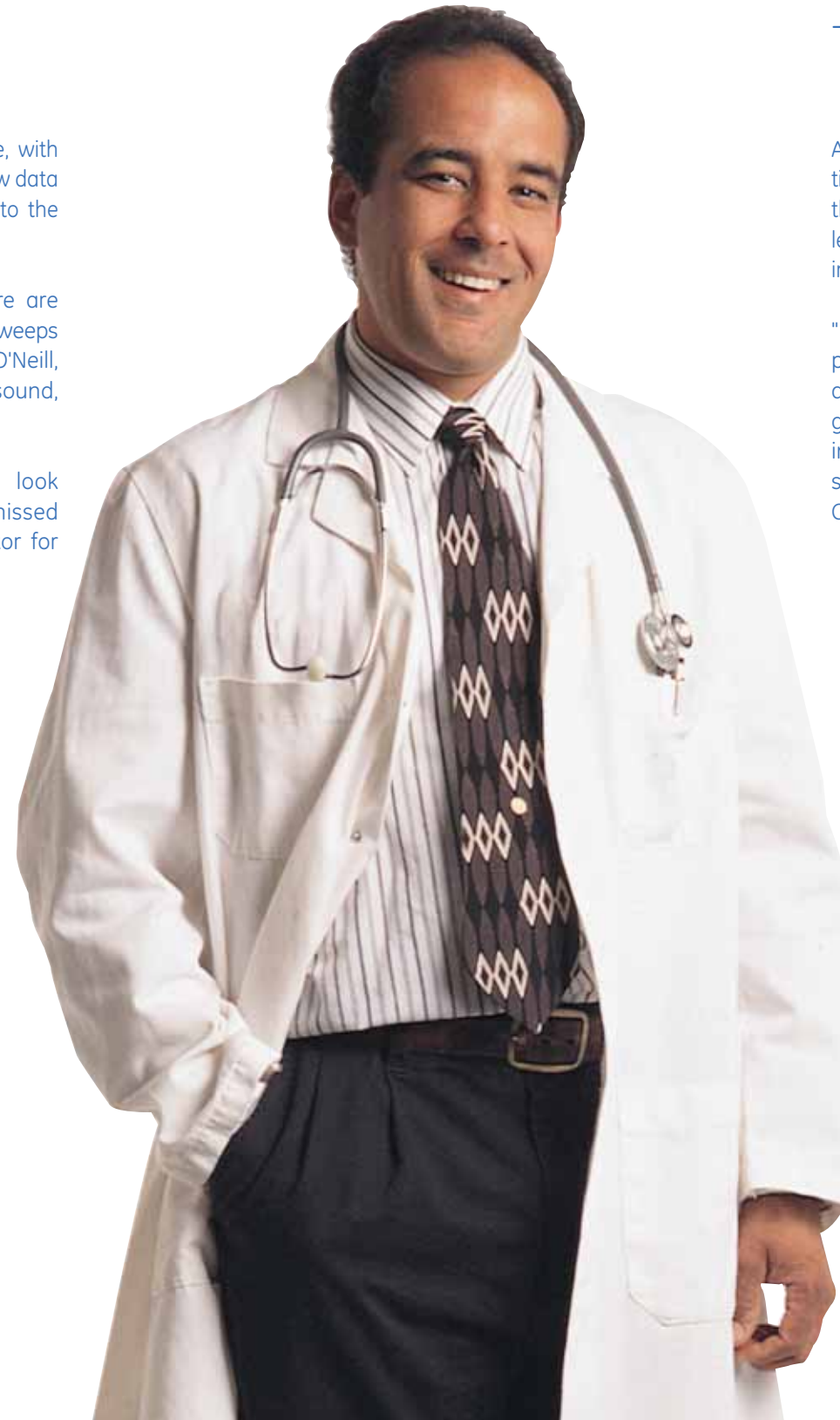
“I see and achieve more with less stress.”

— Radiologist

Radiologists are able to analyze more data in less time, with greater confidence in the results. Being able to analyze raw data from volume sweeps means they are able to go back to the source without waiting for rescans.

“Volumetric acquisition is a huge time savings. There are fewer interruptions, I can review multiple studies with sweeps and feel confident that I have all the data,” says M. J. O'Neill, Instructor In Radiology, HMS Division Head, Ultrasound, Massachusetts General Hospital.

“This technique produced a dynamic, real-time look that virtually eliminated any questions of missed information,” says Brad Uricchio, M.D., Medical Director for Celebration Health Imaging.



More Productive.

“A potential increase of 50%.”

— Administrator

Administrators value the time savings and increased productivity made possible by Volume Ultrasound. But that's just the beginning. Equally important are the results in terms of less patient waiting time, a less stressful workflow and improved diagnostic imaging.

“Usually, when staff are told they are going to be more productive, it means they are going to do the same amount of work with fewer people. Volume imaging gives us the best of both worlds, because it provides increased productivity in a way that doesn't stress the staff,” says Sally Grady, Director of Imaging for Celebration Health.



Only GE.



Volume Ultrasound

This powerful technology includes volume sweep image capture with raw data, state of the art processing and real time data analysis that reduces waiting time and rescans. As a whole new way of working, Volume Ultrasound is a system that adds up to more than the sum of its very impressive parts.

Raw Data

GE's exclusive True Raw data acquisition in tandem with the TruScan Architecture allows volume of data to be reconstructed in a variety of planes either real time or later – after the patient has left.



TruScan Architecture

TruScan platform is the image processing software structure that drives Volume Ultrasound. By capturing and retaining raw data early in the image chain, it separates image acquisition from reading, streamlining the workflow. The architecture enables virtual rescanning by the clinician.



The System of Choice

Image quality and comprehensive clinical applications, the cornerstone of GE's premium LOGIQ series, gives you the productivity and clinical flexibility to streamline your workflow from start to finish.

The Works®

A powerful tool for volume ultrasound review; LOGIQworks allows raw data processing on a proven multi-modality workstation. Scan conversion happens on the workstation level, allowing different planes to be reconstructed during analysis.

Volume Ultrasound NOW!

For details on how you can upgrade to Volume Ultrasound today contact your GE representative or call 1-888-202-5528.

