



Press Release

GE Healthcare Hosts First Turkey and Central Asia Media Summit in Istanbul to Spotlight Regional Healthcare needs; Continues Launch of \$6 Billion Global Healthcare Initiative

- *Leading clinicians, health authorities and media debate impact of changing the focus of healthcare delivery from treating late stage chronic diseases to earlier detection*
- *Regional HQ in Istanbul significantly focuses and supports GE Healthcare's presence in providing technologies and solutions across the region*
- *GE's 'healthymagination' initiative is built on the global commitments of reducing costs, improving quality and expanding access for millions of people*

Istanbul, TURKEY; June 11, 2009: GE Healthcare, the US\$17 billion healthcare business of General Electric Company (NYSE:GE) is hosting today its first Turkey and Central Asia media summit in Istanbul that will put the spotlight on regional healthcare needs and lifestyle diseases. Over 50 delegates comprising leading medical luminaries, health authorities and media representatives joined GE Healthcare to also discuss the evolving practice of medicine and patient care from treating symptomatic 'late-stage' disease to a focus on earlier pre-symptomatic detection and intervention.

Richard di Benedetto, GE Healthcare's President and CEO for the Eastern & Africa Growth Markets (EAGM) region delivered the keynote address introducing healthymagination, the company's new commitment to healthcare across the globe. In highlighting GE's proactive global outlook, this will help address some of the challenges currently facing Turkey's healthcare system.

In commenting on the emerging health trends, di Benedetto said, "In the year since establishing our EAGM HQ in Istanbul and working with government officials and local health providers in the public and private sectors, it is evident that we all share a common goal to improve access to some of the world's best healthcare solutions. This region shares the same concerns as much of the world does, in terms of how they can get better access to quality technologies to ultimately live healthier lives."

Turkey has made significant progress in its health services since the 1960s, though the country lags behind the Organization for Economic Cooperation and Development (OECD) countries, according to a recent report by Deloitte, an international audit firm. The health industry faces mounting challenges, all of which are familiar: aging populations, the global obesity epidemic, the rising toll in premature death and disability from cardiovascular disease, diabetes and other chronic conditions.

In fact, Turkey's healthcare spending is equal to one-fifth of that by OECD countries, recently published in the "The Health Economics in the World and Turkey 2008" report. Comparing the health services of the developed countries to that of Turkey, "The Health Economics in the World and Turkey 2008" report investigated the required implementations related to the issues of equal access to health services, high service quality and efficient use of resources. Referring to the World Bank's report, which foresees a 15 percent annual rise in Turkey's health expenditure, the state's health expenditure constitutes 71.6 percent of the total amount. The efficient use of resources has become crucial for Turkey.



Under its healthymagination initiative, GE recently announced that it will spend globally \$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 worldwide investments totaling \$6 billion 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.

Today's media summit in Istanbul highlights specifically how this global company health initiative will impact the country of Turkey in terms of access, quality and cost as it relates to advances in prevention, treatment and diagnosis of cardiovascular disease, breast cancer, and infant mortality. Other sessions cover emerging health trends as well as how information technology (IT) is integral in improving access and delivering increased productivity and efficiency in hospitals countrywide.

Last year, GE Healthcare announced its plans to establish a regional headquarters in Istanbul. The EAGM pole was created to support four large, self-sufficient regions - Turkey & Central Asia, the Middle East, Africa, and Russia & CIS Countries. This reinforces GE Healthcare's commitment and strong presence in Turkey, highlighting that this strategic move enables the company to leverage common qualities and local capabilities, reinforces a one-face-to-the-customer 'One GE Healthcare' approach.

"By actively reaching out to the media and other stakeholders and leveraging this summit platform and its panel of country experts, GE Healthcare is responding to the need for more knowledge and awareness about the region's health challenges. If we look at trends in maternal infant care, Turkey has one of the highest rates of infant mortality on the European continent. By collaborating with local universities, engineering companies, and partnering with local healthcare providers as well as leveraging the company's outstanding R&D capabilities, we can transform healthcare delivery across this region with high quality, low cost technologies," said di Benedetto.

Turkish healthcare experts participating at the summit include: Prof. Dr. Sabahattin Aydın - Deputy Undersecretary, Ministry of Health; Prof. Dr. Muzaffer Degertekin, Chairman of Cardiology at Yeditepe University and Cardiology Society member; Dr. Hulya Onay, Neoson Clinic; Prof. Dr. Mustafa Ozmen, Deputy General Director at Hacettepe University and President of Turkish Medical Informatics Association; Prof. Dr. Ugur Dilmen, Head of Neonatal Department, Zekai Tahir Burak Maternal Hospital.

- ends -

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.



GE Healthcare

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

For further information, please contact:

International:

GE Healthcare, Europe, Middle East & Africa

Allison Cohen

Cell: +972.(0)54.7299.742

allison.cohen@ge.com

America:

Arvind Gopalratnam

Cell: 262-501-0777

Arvind.Gopalratnam@ge.com