

GE Healthcare

Clinical Data Services

New Product and Service Briefing

More Information

Contact GE Healthcare's Representatives
to discuss an opportunity

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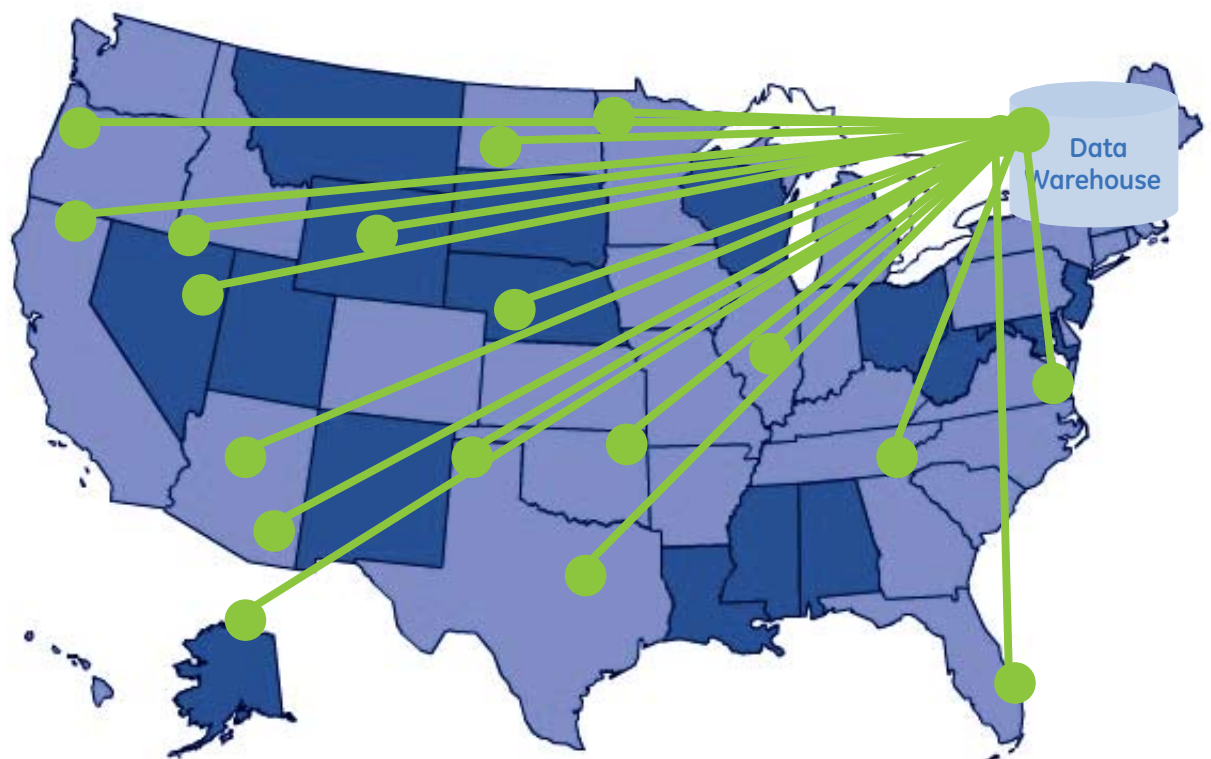
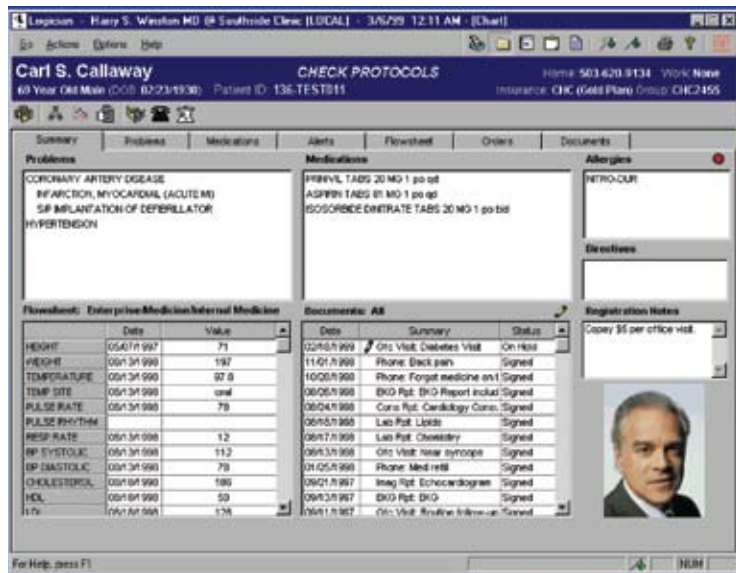
Centricity EMR and CDS Background

Centricity™ EMR (ambulatory)

- 1,200+ installations over 10 years
- 30,000 clinicians
- 35 million patient records
- 49 states

Clinical Data Services (CDS)

- 9,000 MDs (primary care, specialty)
- De-identified, Standardized data
- Warehoused nightly
- 8.8 million patients, growing at 30% a year



Data Points and Disease Counts

Disease Counts in Database

Hypertension	1,423,539
Hyperlipidemia	1,365,142
Depression	759,400
Cardiovascular Disease	653,946
GERD	596,086
Diabetes	569,168
Asthma	462,142
Osteoarthritis	391,842
COPD	205,906
ADD/ADHD/HKD	115,897
Alzheimer's	22,693
Parkinson's	22,017

- Patient encounters since 1996; average 3 years data
- Expanded demographic information (+ 3 digit zip code), insurance
- Pharmaceutical therapeutic class, and brand name
- Specific clinical data points including:
 - Codified Medical Problems
 - Prescriptions/Historical Meds
 - Patient Allergies, Medical Orders and Events
 - Vital Signs and Physical Findings
 - Lab Values



Therapeutic Areas and Outcomes

The CDS Advantage

The healthcare industry's largest comprehensive clinical patient database, containing 8.8 million patient records in a real-time, HIPAA-compliant data warehouse with controlled medical vocabulary

Significant clinical data assets in : Cardiovascular, Metabolic & Endocrine, Central Nervous System Disorders, Ophthalmology, Dermatology, Allergy & Respiratory, Inflammation, Gastrointestinal, Urology, Oncology and CNS Pain

Strategic Focus on Your Therapeutic Areas

- What is a typical patient's clinical profile?
- Are clinical outcomes and lab values changing over time?
- What percent of patients are diagnosed with a disease and taking appropriate therapeutic medications?
- How are lab values and vital signs affected by a medication or diagnosis?

Brief Description

Business Challenge

- Large investments require solid knowledge
- Growing scrutiny from regulatory bodies
- Need for actual real-time clinical patient data

CDS Solution

- Commissioned research focused on therapeutic segments for outcomes research
- Can be delivered on regular schedule of your choice
- Intelligence provides insight into national patient epidemiologic trends and health outcomes

Impact

- Identify unmet or emerging clinical needs for areas of interest
- Validate clinical outcomes and trends

General Pricing

- Priced according to therapeutic areas, number of refreshes and the number of intended projects
- External parameters or cohorts are additional
- Custom intelligence available for quote



Disease management

The CDS Advantage

The healthcare industry's largest comprehensive clinical patient database, containing 8.8 million patient records in a real-time, HIPAA-compliant data warehouse with controlled medical vocabulary

Prospective and randomized studies to determine if specific point of care questionnaires, directives, educational materials and relevant clinical data elements can drive better outcomes

Disease Management Gets Optimal Outcomes

- Why do pre/post trial outcomes differ?
- What is the clinical response with/without disease management?
- Do patient and provider education materials help?
- Can a brief questionnaire at POC drive decisions?
- Is therapy duration increasing or decreasing?

Brief Description

Business Challenge

- Growing scrutiny from regulatory bodies
- Need for actual real-time clinical patient data

CDS Solution

- Electronic disease management platform that can be integrated into current users of GE Centricity EMR software
- Efficient format to collect real-time data
- Team support from Project Management, Clinical Research and Clinical Informatics

Impact

- Better understand the rationale for providers decisions, patient needs and response to therapy
- Real-world clinical studies can help determine what guidelines and educational materials are most effective in practice

General Pricing

- Priced according to complexity of DM program
- External parameters or cohorts are additional
- Custom DM design or analysis available for quote



Clinical Trials Feasibility

The CDS Advantage

The healthcare industry's largest comprehensive clinical patient database, containing 8.8 million patient records in a real-time, HIPAA-compliant data warehouse with controlled medical vocabulary

Detailed clinical data enables a deeper understanding of how manipulating inclusion and exclusion criteria will affect the pool of potential subjects for a clinical trial

Increase Effective and Profitable Patent Life

- Do patients exist that meet a clinical trials protocol criteria?
- How do we validate assumptions for protocols development?
- Are there enough patients out there that conform to the inclusion/exclusion criteria as specified in the protocol?

Brief Description

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|--------------------|---|
| Business Challenge | <ul style="list-style-type: none">• Researchers lack information to develop clinical trial protocols effectively• Need to identify if patients exist who meet clinical trial protocol criteria |
|--------------------|---|

- | | |
|--------------|---|
| CDS Solution | <ul style="list-style-type: none">• Optimization of protocols helps customers identify appropriate patient populations faster• Iterative sensitivity and specificity analyses provided for inclusion/exclusion criteria• Team support from Project Management, Clinical Research and Clinical Informatics |
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| Impact | <ul style="list-style-type: none">• Provide real-world clinical information to our customer helping them optimize the design of their clinical trial protocols• Decrease the likelihood of protocol amendments and protocol revision |
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- | | |
|-----------------|---|
| General Pricing | <ul style="list-style-type: none">• Priced according to clinical trial protocol complexity• Custom CT design or analysis available for quote |
|-----------------|---|

Pharmacovigilance

The CDS Advantage

The healthcare industry's largest comprehensive clinical patient database, containing 8.8 million patient records in a real-time, HIPAA-compliant data warehouse with controlled medical vocabulary

By actively monitoring and analyzing the quality, safety and efficacy of medications throughout their lifecycle, potential risks can be identified

A Real-Time View Towards Answers

- How safe and effective is a particular medication?
- How likely are adverse events?
- What are the office-based risks and benefits?
- Are liver enzymes rising over time? BP? Lipids?
- Are follow-up visits for negative response increasing?

Brief Description

Business Challenge	<ul style="list-style-type: none">• Regulatory bodies urging 'continuous' safety and efficacy validation• Need for actual real-time clinical patient data
CDS Solution	<ul style="list-style-type: none">• Detailed real-time clinical data for safety and outcomes departments• Key events can be identified and monitored• Intelligence provides insight into safety concerns associated with real world clinical practice patterns
Impact	<ul style="list-style-type: none">• Efficient data collection vs. full post-marketing trials• Immediate responsiveness through real-time information• Assess impact of expanded or contracted utilization recommendations on volume and patient response
General Pricing	<ul style="list-style-type: none">• Priced according to surveillance complexity• Unique parameters or cohorts are additional• Custom pharmacovigilance available for quote

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Healthcare Re-imagined

GE is dedicated to helping you transform healthcare delivery by driving critical breakthroughs in biology and technology. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, and biopharmaceutical manufacturing technologies is enabling healthcare professionals around the world to discover new ways to predict, diagnose and treat disease earlier. We call this model of care “Early Health.” The goal: to help clinicians detect disease earlier, access more information and intervene earlier with more targeted treatments, so they can help their patients live their lives to the fullest. Re-think, Re-discover, Re-invent, Re-imagine.

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imagination at work