



Think Beyond. Stay Ahead.

With the rapid changes in today's outpatient imaging market, it's never been more important to think outside the box.

Keeping current on the trends affecting the outpatient imaging market is a challenge. You've got a broad spectrum of considerations to run a viable business and fulfill on your commitment of excellence to your patients. Meeting your patients' varying needs, marketing effectively to physician referrers and your community, optimizing scheduling and work flow, maximizing your internal capabilities and managing staffing considerations are only a few of the many key factors that need to be addressed.

But here's the good news: you don't have to do it alone.

In a move to answer the growing needs of outpatient imaging centers, GE Healthcare is pleased to present Beyond™, an innovative, interactive program designed especially for outpatient imaging centers who wish to take their initiatives to the next level. In other words, if you've ever wondered if there was a program that was specifically designed with your success in mind that can provide you with targeted information and tools you need and can put to immediate use to maximize potential and save costs – your day has come.

Providing a vast and evolving array of tools and resources specific to your clinical and business needs, the Beyond program is taking outpatient imaging to a whole new level.



“Beyond™ has been instrumental in helping Advocate Ambulatory Services define and develop our division in these early phases and I’m pleased with your team’s involvement,” states George Lesmes, PhD, COO, Ambulatory Outpatient Division, Advocate Healthcare, which is recognized as a leading integrated healthcare delivery network in the U.S. and services communities in northern Illinois. “Your insight in developing the infrastructure and the collaborative vision for the division has helped us to develop early collaborative gains.”

The Beyond success stories are diverse and powerful. Each one demonstrates the program’s unique ability to provide tailored solutions to complex outpatient imaging challenges. Metropolitan Diagnostics of Garden City, New York saved \$500,000 over a three-year telecom contract. Advanced Radiology, the largest imaging provider in Maryland, which provides services to six Baltimore-area hospitals and 21 outpatient centers, saved \$280,000 over a three-year energy agreement. And Hialeah Hospital, a 378-bed acute-care facility, was able to accelerate the installation of a Trane MRI chiller by 33 percent (or two months) with intervention and preferred service prioritization.

How does it work? Working on the notion that it doesn’t pay to have to reinvent the wheel, GE Healthcare reached out and opened its vast network of trusted associates to create a one-stop resource that is accessible exclusively to Beyond members. This new network offers valuable solutions and access to over 50 product and service suppliers across a variety of categories, including expert strategic advice, extensive resources critical to any phase of the outpatient imaging center business and allows users to gather information on anything from design and construction to finance, marketing and reimbursement.

The program also was designed with user-friendly, specific features to help members hit the ground running.

- *Ask an Expert.* Whether you need help managing your business, are looking for ideas or simply want your voice to be heard, Beyond has experts on call for you. *Ask an Expert* provides your outpatient imaging center with new, innovative ways to get connected with knowledgeable imaging professionals in the field.
- *Custom Inquiries.* Investigating resources and finding assistance for your business needs can be costly and time consuming. *Custom Inquiries* provides you with an efficient, detailed overview of your resource landscape. The GE team will review your requests for support and offer you a relevant and timely overview of available industry resources.
- *Medcyclopaedia.* To ensure you have direct access to the most accurate information – from the right sources, in the right format – GE has brought together international leaders across several fields of diagnostic and therapeutic medicine to develop *Medcyclopaedia*, a unique combination of a scientific library, virtual classroom, and a handy toolbox.

It doesn’t get much easier than this. Or more useful. So before you start thinking you have the world on your shoulders and no one is there to help, think of GE. Think Beyond. ■

For more information, visit www.gehealthcare.com/beyond or contact beyond@ge.com.

Meet the Experts and go BEYOND
at the Third Annual GE Healthcare
Outpatient Imaging Center Conference
in Washington, D.C.
July 23-25th
Visit gehealthcare.com/registration
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