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**FOR IMMEDIATE RELEASE**

**GE ULTRASOUND PRODUCTIVITY IMPROVEMENT HELPS HOSPITALS ACHIEVE  
OPERATIONAL EXCELLENCE**

**MILWAUKEE, Wis., (January 26, 2004)** - GE Healthcare recently released a new productivity offering designed to enhance efficiency, utilization and performance in ultrasound rooms of radiology centers and hospitals.

By streamlining processes and increasing capacity for patient exams, healthcare customers are already seeing financial benefits ranging from an additional \$105,000 to \$162,000 in projected annual revenue. According to Alice Wendlandt, Director of Imaging Services for Austin Radiological Association, "GE had insight that we would not have recognized."

Ultrasound Productivity Improvement is a unique consulting solution developed to help radiology centers and hospitals achieve operational excellence. Through detailed process improvement analysis, leveraging the power of Six Sigma and other proven GE methodologies, healthcare providers are able to:

?? Expand capacity and patient throughput

- more -

- ?? Increase revenue growth as a result of improved procedure volume
- ?? Maintain a consistent flow of patients into the exam rooms
- ?? Ensure investments in ultrasound are cost justified through increased efficiency and utilization
- ?? Raise patient and referring physician satisfaction due to process enhancements
- ?? Eliminate extraneous work for sonographers.

Studies geared to site-specific situations have been conducted at various hospitals and have demonstrated significant productivity benefits. Results range from an increase of three exam slots per day at a hospital to an increased capacity of 30% at a single clinic.

"Ultrasound Productivity Improvement represents GE's ongoing commitment to developing innovative solutions that help customers deliver better patient care, improve processes and achieve their clinical and business goal," said Omar Ishrak, Vice President of GE's Ultrasound and Primary Care Diagnostics. "We expect that this initiative together with our strategy of delivering yearly breakthrough products to our customers will continue to drive growth in Ultrasound procedures and usage."

### **About GE Healthcare**

GE Healthcare is a \$10 billion global leader in medical imaging, point-of-care systems, healthcare services, and information technology. Its offerings include networking and productivity tools, clinical information systems, patient monitoring systems, anesthesia and respiratory care, maternal-infant care systems, surgery and vascular imaging, conventional and digital X-ray, dental imaging, computed tomography, electron beam tomography, magnetic resonance, ultrasound and bone mineral

densitometry, positron emission tomography, nuclear medicine, and a comprehensive portfolio of clinical and business services. For more than 100 years, health care providers worldwide have relied on GE Healthcare for high quality medical technology and productivity solutions. For more information, visit the GE Healthcare web site at [www.gemedical.com](http://www.gemedical.com).

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