

## **NEWS BRIEF**

### **The Future of Fighting Cancer: Driving precision care through transformational imaging solutions and strategic collaborations**

- *#RSNA22 to be United States debut of GE Healthcare's One-Stop Clinic™ Experience for Breast – an immersive experience for healthcare providers that presents our value-based breast care offering featuring a portfolio of solutions to advance women's health and breast cancer care.*
- *Optellum will join GE Healthcare at #RSNA22 to share more on strategic collaboration that leverages AI to advance lung cancer diagnosis*
- *GE Healthcare to showcase its unique position in the delivery of theranostics and personalized prostate cancer care*

Cancer continues to have a wide reach into communities around the world, with an expected 29.5 million new cases globally each year by 2040.<sup>1</sup>

GE Healthcare's innovative approach to precision care is established through integrated cancer care solutions that leverage digitization, artificial intelligence and our suite of innovative diagnostic imaging technologies that are designed to drive productivity, increase value, improve speed and efficiency, and most importantly of all – improve patient outcomes.

To complement these technologies and in an effort to spark an accelerated pace of innovation, GE Healthcare is committed to building a comprehensive ecosystem in oncology with collaborators in adjacent fields who are also leaders in their disciplines. As GE Healthcare continues to build out its oncology offerings through its open-architecture, multi-dimensional ecosystem, these strategic collaborations help drive solutions and clinical outcomes that could not be achieved alone.

This year at #RSNA22, GE Healthcare will be showcasing exceptional oncologic solutions and some of its strategic collaborations that can have an impact in helping reduce the global burden of cancer through a connected and multimodal approach in screening and early detection; as well as in diagnosis and treatment planning.

### **One-Stop Clinic™ Experience for Breast to showcase GE Healthcare's value-based approach to cancer care**

In 2020, there were 2.3 million women diagnosed with breast cancer and since 2008, breast cancer incidences worldwide have increased by more than 20 percent.<sup>2</sup> Current challenges in the breast care for patients and providers alike include high-cost burden, long wait times, false positives and unnecessary testing and the impact of these challenges can have consequences in the delay of accurate diagnosis and treatment.

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<sup>1</sup> National Cancer Institute, "Cancer Statistics," 2022, <https://www.cancer.gov/about-cancer/understanding/statistics>.

<sup>2</sup> <https://www.who.int/news-room/fact-sheets/detail/breast-cancer>

## GE Healthcare at RSNA 2022

### Oncology Care Solutions

To demonstrate the company's total breast care approach to rapid diagnosis and treatment planning, GE Healthcare presents the United States debut of the One-Stop Clinic™ Experience for Breast at #RSNA22.

With clinics in Europe, South America and now the United States, GE Healthcare's One-Stop Clinic model redefines patient experience by accelerating care - improving the handoffs between each step in the care pathway and aiming to reduce time from screening to diagnosis and treatment planning through a coordinated and personalized patient journey in one place, with one multidisciplinary cancer care team, within hours.

As part of the One-Stop Clinic for Breast Experience, radiologists and healthcare providers will be able to step into the shoes of patients for a truly immersive breast care experience that puts a spotlight on value-based care and the impact it can have in helping improve patient care delivery as well as clinical, operational, financial outcomes.

GE Healthcare will be showcasing its full portfolio of solutions including new **Pristina Bright™** contrast mammography offering, as well as advanced ultrasound technologies including **Vscan Air™**, **Invenia™ ABUS 2.0** and **LOGIQ™ E10**. Additional technologies featured include breast MR, **Lunar™ iDXA** and **Cerianna™** Imaging Tracers, as well as additional technologies in genomic testing with SOPHiA GENETICS as well as radiotherapy and pathology.

A multidisciplinary team made up of a Nurse Navigator, Breast Surgeon, Pathologist, Radiologist, Genomics Expert and Patient Advocates will also be on site to share the value of implementing this model of care in their own practices and communities:

"GE Healthcare's One Stop Clinic model has marked a paradigm shift towards how we deliver value-based breast care - ultimately redefining the experience for patients facing a potentially difficult breast cancer diagnosis, within hours. When there is a One-Stop Clinic, patients get what they need at the same time with the support of a multi-disciplinary team and a nurse navigator that's with them every step of the way. To help build a better system, we've been able to improve handoffs between each step in the process to reduce the time from screening to diagnosis and treatment planning – helping ensure we get answers to our patients as quickly as possible. St. Luke's University Health Network is proud to be able to provide this kind of accelerated breast cancer care to our patients because it's the kind of care that patients deserve," Diane Lack - Manager, Women's Imaging and Nurse Navigator at St. Luke's University Health Network.

Visit GE Healthcare's One-Stop Clinic Experience for Breast at North Hall Room #8349. For tours, [click here](#) to register. To schedule a meeting to discuss the One-Stop Clinic further with an executive leader, [click here](#).

**GE Healthcare's Innovation Theater** will host the following discussion with experts from across the industry:

- [A Multifaceted Approach to Fostering Screening Compliance from Leading Breast Cancer Organizations, Patient Advocates and a Nurse Navigator](#) (November 29, 2022 at 11:25 a.m. CST): Join us for a panel discussion with experts from across the industry - including Cati Stone,

Susan G. Komen Vice President of Community Health & Survivor; Dr. Corrine Ellsworth-Beaumont MFA, PhD, Founder of Know Your Lemons (virtual); Asha Miller, Patient Veteran and Influencer; and Diane Lack, Nurse Navigator - One-Stop Clinic™ for breast, St. Luke's University Health Network as well as members of the GE Healthcare team. The panel will examine a multifaceted approach to fostering breast screening with patients and guide you through the ins and outs of getting patients to comply with regular screenings.

**Additional One-Stop Clinic for Breast programming as part of GE Healthcare's Education Room:**

- [\*\*Proven Outcomes of Implementing a Value-based Breast Care Program \(November 28, 2022 from 10:30 a.m. - 11:00 a.m. CST | Booth #8355\)\*\*](#) Join Dr. Mohamed Lareef, Breast Surgeon, and Diane Lack, RN and Nurse Navigator of St. Luke's University Health Network's One-Stop Clinic™ for an educational session on how implementing a value-based breast care program with proven outcomes can differentiate your facility, improve return on investment, all while enabling increased patient satisfaction scores. You are also invited to visit and tour the GE breast One-Stop Clinic Experience, RSNA Booth #8349.
- [\*\*Equitable Breast Care Enabled by New Technology Solutions: One-stop Clinic™ and the Mobile Invenia™ 2.0 ABUS \(November 27, 2022 from 11:30 a.m. - 12:00 p.m. CST | Booth #8355\)\*\*](#) Discover how mobile breast care solutions One-Stop Clinic™ & Mobile Invenia™2.0 ABUS can help women with dense breasts gain access to equitable care. From rapid diagnosis to treatment planning that can help clinicians enhance patient, workflow and financial outcomes. Move from reactive to proactive equitable care and strengthen your breast care program.

### **Leveraging AI to revolutionize approach to lung cancer screening**

Lung cancer is the deadliest cancer in the United States - with more people dying every year of lung cancer than of colon, breast, and prostate cancers, combined.<sup>3</sup>

GE Healthcare's advanced multimodal Lung Cancer Solutions are helping revolutionize the approach to lung cancer screening in the United States and across the globe. This year at #RSNA22, AI solutions related to screening with Low Dose CT, as well as Digital PET, Ultrasound and Image-Guided Fluoroscopy solutions to help with precise diagnosis will be featured.

**Optellum** will also be joining GE Healthcare at #RSNA22 to share its Virtual Nodule Clinic - the only FDA-cleared AI-assisted diagnosis software for early-stage lung cancer<sup>4</sup> that identifies and provides a score for lung nodules that can help inform a clinician's assessment of whether the lung nodule is malignant. Early identification of lung cancer dramatically affects patient health outcomes, with the survival rate for small tumors treated at Stage IA is as high as 90%.<sup>5</sup> Together, the collaboration seeks to help doctors identify lung cancer lesions more easily and with greater confidence, while also reducing unnecessary biopsies in healthy people and streamlining diagnosis and treatment pathways for those

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<sup>3</sup> <https://www.cancer.org/cancer/lung-cancer/about/key-statistics.html>

<sup>4</sup> EIT Health <https://eithealth.eu/news-article/eit-health-supported-optellum-marks-ai-world-first/>

<sup>5</sup> Mirsadraee S, Oswal D, Alizadeh Y, Caulo A, van Beek E Jr. The 7th lung cancer TNM classification and staging system: Review of the changes and implications. World J Radiol. 2012 Apr 28;4(4):128-34. doi: 10.4329/wjr.v4.i4.128. PMID: 22590666; PMCID: PMC3351680.

who actually have lung cancer.

Join representatives from GE Healthcare and Optellum inside the booth (North Hall #7324) for a live demonstration of the Virtual Nodule Clinic and to learn more about what's ahead for this collaboration.

### **The promise of theranostics to address prostate cancer**

Prostate cancer is the most prevalent cancer in men and the third most prevalent cancer overall.<sup>6</sup>

To help healthcare practitioners detect cancer precisely, reduce patient waiting times, and treat cancer efficiently, GE Healthcare is showcasing a number of cutting-edge imaging solutions that are expanding the practice of precision medicine across the prostate cancer pathway.

Advanced imaging techniques including **AIR Recon DL** and **AIR coils** enable non-invasive and high precision imaging of prostate in less than 15 minutes, while meeting the Prostate Imaging Reporting and Data System (PIRADS) standards. **LOGIQ** ultrasound solutions support clinicians with accurate prostate cancer identification, helping precisely visualize any suspected tumors and guide prostate systematic and targeted biopsies.<sup>7</sup>

GE Healthcare is also uniquely positioned to advance efforts in prostate cancer care as the only partner with solutions spanning molecular cyclotrons, chemistry synthesis, imaging diagnostics, PET/CT, PET/MR, nuclear medicine and advanced digital solutions as well as pharma partnerships to cover the breadth of steps from discovery to diagnosis to treatment in what the company refers to as '**Total MI for Theranostics.**'

Where most medical therapies are designed with the 'average' patient in mind, theranostics brings together diagnoses and treatment in one application, providing a more targeted and personalized therapy than ever before.<sup>8</sup> Clinicians and patients are especially seeing success with theranostics in prostate cancer – a highly manageable disease, but one that is difficult to treat when diagnosed at a late stage.<sup>9</sup>

### **GE Healthcare's Innovation Theater will provide more insights around the evolving practice and delivery of theranostics:**

- **Keynote: Evolving the Promise of Precision Medicine with Theranostics (November 29, 2022 from 1:00 pm - 1:20 pm CST):** Join leadership from GE Healthcare to discuss how advances in more precise diagnostics and therapies are evolving to deliver theranostics. Theranostics can

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<sup>6</sup> International Agency for Research on Cancer. Accessed Jun 3, 2022.

[https://gco.iarc.fr/today/online-analysis-multi-bars?v=2020&mode=cancer&mode\\_population=countries&population=900&populations=900&key=total&sex=0&cancer=39&type=0&statistic=5&prevalence=0&population\\_group=0&ages\\_group=5B%5D=0&ages\\_group=5B%5D=17&nb\\_items=10&group\\_cancer=0&include\\_nmssc=0&include\\_nmssc\\_other=1&type\\_multiple=%257B%2522inc%2522%253Afalse%252C%2522mort%2522%253Afalse%252C%2522prev%2522%253Atrue%257D&orientation=horizontal&type\\_sort=0&type\\_nb\\_items=%257B%2522top%2522%253Atrue%252C%2522bottom%2522%253Afalse%257D](https://gco.iarc.fr/today/online-analysis-multi-bars?v=2020&mode=cancer&mode_population=countries&population=900&populations=900&key=total&sex=0&cancer=39&type=0&statistic=5&prevalence=0&population_group=0&ages_group=5B%5D=0&ages_group=5B%5D=17&nb_items=10&group_cancer=0&include_nmssc=0&include_nmssc_other=1&type_multiple=%257B%2522inc%2522%253Afalse%252C%2522mort%2522%253Afalse%252C%2522prev%2522%253Atrue%257D&orientation=horizontal&type_sort=0&type_nb_items=%257B%2522top%2522%253Atrue%252C%2522bottom%2522%253Afalse%257D)

<sup>7</sup> <https://www.logiqclub.net/download&a=news&b=file&c=1189>

<sup>8</sup> <https://www.mordorintelligence.com/industry-reports/pharmacy-management-system-market#:~:text=Where%20most%20medical%20therapies%20are,personalized%20therapy%20than%20ever%20before>

<sup>9</sup> "Cancer." World Health Organization. Feb 3, 2022. Accessed Jun 1, 2022. <https://www.who.int/news-room/fact-sheets/detail/cancer>

help to address today's challenges in oncology, providing a pathway to hope. Although for some, theranostics is a new service line, it is rapidly expanding, showcasing the need to improve access into routine clinical use. GE Healthcare's Total MI for Theranostics is one step forward to achieving this vision.

- [Building a Theranostics Center of Excellence](#) (November 28, 2022 from 2:45 pm - 3:05 pm CST)  
Join us to learn how BAMF Health created a world-class theranostics center of excellence, bringing a new line of service to their facility and patients. Additionally, their experience with the StarGuide™ digital SPECT/CT is helping them achieve improved patient outcomes.

### **Expanding access to precision care**

A connected, multimodal approach holds the potential to screen patients more accurately; diagnose cancer with greater speed and precision; and develop more effective and personalized treatments to make it possible for people with cancer to live longer and healthier lives. To continue to expand access to personalized medicine, GE Healthcare has announced collaborations with [Accuray](#), [Elekta](#) and [RaySearch](#) over the past year aimed at bringing together GE Healthcare's imaging solutions with precision radiation-therapy solutions from these industry leaders to provide a pathway to earlier diagnosis and better treatment options for cancer patients.

### **Using Artificial Intelligence (AI) and imaging data to advance precision care**

GE Healthcare looks at AI to achieve clinical and operational outcomes that create maximum impact for patients, providers and health systems. For AI to be effective, it needs to be seamless, invisible and within existing workflows while analyzing a high volume of data to uncover patterns to help clinicians make more informed decisions. In the next phase of the fight against cancer, leveraging AI and imaging data can help increase the speed to diagnosis and enable more personalized care to improve patient outcomes.

In addition to collaborations with **Optellum**, **National Cancer Centre Singapore**, **Vanderbilt University Medical Center**, **SOPHiA GENETICS**, **University of Cambridge**, **Vysioneer**, **GenesisCare** and **Mirada**, GE Healthcare recently announced a collaboration with **Tribun Health** that intends to bring a data management solution by interfacing Tribun's Health Suite data into GE Healthcare's solution, such as GE Healthcare's vendor neutral archive (VNA), **Edison Datalogue**. It is expected to focus on making digital pathology images and results an integrated part of the imaging patient record within the VNA; while also helping to foster collaboration among pathologists and clinicians through availability of data in a consolidated location.

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