



ELEVATING  
RADIOLOGY



PERSONALIZED BREAST CARE



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**GE Healthcare elevates radiology** through innovations in technology and workflow that enable the clinical outcomes radiologists require to deliver the care their patients need.

We designed every aspect of our **comprehensive suite of breast care solutions** with the same goal: to **provide the most precise, personalized care in the industry in a safe, efficient, patient-centric manner.**

Whether it's screening mammography, ultrasound, MRI, stereotactic biopsy, treatment planning and execution, or post-treatment surveillance, **our products enable radiologists to deliver cost-effective, exceptional care while improving the patient experience, streamlining processes, and strengthening clinical confidence.**

*#EverywomanEverybody*

#### **HOW DO WE DO THIS?**

With the **most comprehensive portfolio of breast care products available in the industry.**

Whether it's the ability to employ personalized screening, or to perform diagnosis, biopsy, staging, treatment planning and monitoring, and surveillance, we have an innovative solution. In addition, **our products enable radiologists to personalize care to each woman** depending on her age, breast density, size, medical history, risk factors, and personal preferences. In other words, the right solution for the right patient at the right time.

With our solutions, radiologists are an **integral part of the multidisciplinary breast care team.**

# PERSONALIZED BREAST CARE SOLUTIONS

## Mammography

Our **Senographe Pristina™** suite of mammography products, including **Pristina Dueta™**, **SenoBright™ HD**, **Seno Iris™**, **Pristina Serena™** and **SensorySuite**, are designed from the inside out to help reduce the anxiety and pain of mammography, provide advanced diagnostic tools to radiologists, and improve women's adherence to screening.

Adding available **3D technology** increases diagnostic accuracy as compared to 2D FFDM<sup>1</sup> while artificial intelligence-based CAD software solutions reduce reading time.<sup>2</sup> By reducing a woman's anxiety,<sup>3</sup> the technologist will be able to improve positioning as well as the patient's experience<sup>4</sup> – a win-win for all. Patient-centric, clinical confidence, workflow efficiency.

**Seno Iris** is a uniquely designed viewing workstation with DBT reading tools to streamline image review. The use of Enhanced V-Preview can reduce reading time by 29 percent on average, while maintaining high sensitivity and low false positives.<sup>2</sup>

 [CLICK TO VISIT \*\*GE MAMMOGRAPHY\*\* ON THE WEB](#)

# PERSONALIZED BREAST CARE SOLUTIONS

## Mammography



The **SenoBright™ HD Contrast Enhanced Spectral Mammography** provides fast, accurate, easy imaging that takes just seven minutes, reducing the time required for a complete exam.<sup>5</sup> SenoBright HD provides crisp, clear images with few false positives even in challenging patients.<sup>8</sup> It also has a low cost compared to other alternatives<sup>5</sup>, and, in some instances, allows the exam, workup, and biopsy to be completed on the same day. All of which helps reduce patient anxiety and improves workflow efficiency.<sup>5,9</sup>



**Pristina Dueta™** is an industry first, patient-assisted compression device that gives patients a sense of control during their mammograms. Under the radiographer's supervision and guidance, women can play an active role in determining their level of breast compression, with the help of a remote control.



The **Pristina Serena™** biopsy solution offers a clinically versatile, patient-centric option for even the most challenging cases without compromising image quality radiologists rely on, all within a 15-minute procedure.<sup>10</sup>

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[CLICK TO VISIT \*\*SENO-IRIS\*\* ON THE WEB](#)

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## Ultrasound



As the only FDA-approved ultrasound technology for supplemental screening for women with dense breasts, **Invenia™ ABUS 2.0\*** has been shown to improve cancer detection over mammography alone for these women. The greater clinical confidence that automated breast ultrasound provides gives patients and radiologists peace of mind that any abnormalities will be identified early. Early detection enables less invasive treatment, improves outcomes, and reduces costs. In diagnostic cases, Invenia ABUS 2.0 can provide comprehensive views for assessment, monitoring, and surgical planning.



**The LOGIQ™ E10** ultrasound system enables clinicians to acquire extraordinary breast images with incredible uniformity from near to far field. The system's next-generation image platform delivers high penetration power. It also helps radiology departments reduce the time required for evaluation of breast lesions while improving standardization in the reporting process.

\*Not available in all countries. Cannot be placed on the EU market or put into service until it has been made to comply with the Medical Device Directive requirements for CE marking. Contact your GE Healthcare representative for more information.

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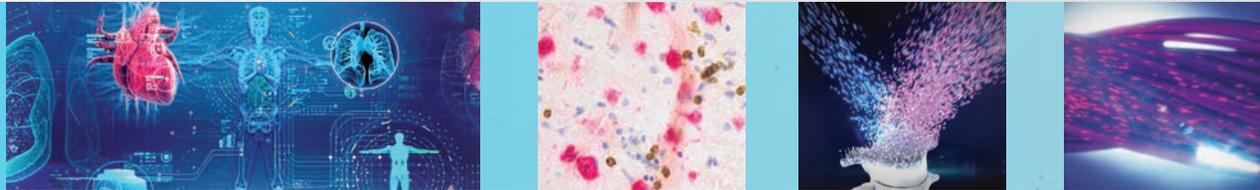


## MOLECULAR BREAST IMAGING, MRI, PET/CT, SPECT/CT

Our line of industry-leading **Discovery™ PET/CT systems**, **800 Series SPECT/CT systems**, and cyclotron and Tracer Center radio pharmacy products provide unprecedented sensitivity to detect lymph node infiltration and distant metastases in staging and prognosis, as well as therapeutic response assessment.

Other advanced imaging applications, including **MR breast imaging** and **molecular breast imaging**, round out our technologically advanced line of breast care products. In MR, **SIGNA™ Works** unlocks Precision Health by enabling quantitative and personalized breast imaging with adjustable coil elements adapting to patient, innovative applications such as DISCO for ultrafast dynamic scan, **Cube T2** with **HyperSense** and **HyperCube** for high resolution morphological imaging at reduced scan time and advanced diffusion techniques (Focus and MUSE) to probe tissue characteristics and analysis using **CADStream** aligned with BIRADS®.

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## LIFE SCIENCES

In our Life Sciences business, we strive to develop breakthrough products that inspire our customers to push the limits of imaginative science.

## BEYOND IMAGING

**Edison** is GE Healthcare's comprehensive and extensible intelligence platform that helps innovators in healthcare and biotechnology accelerate the development of advanced AI algorithms, applications and services. Breast care innovations powered by Edison include:

**Imaging Insights** is a solution that combines analytics and coaching to provide comprehensive, actionable insights across modalities and vendors by merging data from machines and Radiology Information System (RIS) to shine a bright light on your entire Imaging Operations with focus on operational efficiency, clinical excellence and financial growth.

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. Our breast care support doesn't end with imaging.

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## ADDITIONAL DIGITAL IMAGING TECHNOLOGIES

**Centricity™ Universal Viewer with Native Breast Imaging** is a blend of mammography-specific viewing tools, PACS connectivity, and workflow management that provides faster multimodality and vendor-neutral access to images in an intuitive format, thus helping radiologists to increase their reading efficiency and clinical confidence.

**OnWatch** helps to minimize unplanned system downtime by proactively monitoring critical sub system elements within your equipment. Any deviations from normal performance sends data directly to GE engineers who work 24X7 to keep operations running smoothly.

**iCenter** is a secure cloud based online tool that provides visibility to asset operational and asset utilization data. It makes asset management easier by providing insights which help make informed decisions to better manage your imaging and biomedical equipment.

## SERVICES

Our holistic approach to service combines our know-how and business resources with the data available throughout your enterprise to help you optimize your assets, patient flow, and workforce.



**CONTACT US:**

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#### **REFERENCES**

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