

Centricity™ STAR Program



At GE Healthcare, we are dedicated to empowering you through education and sharing your successes and outcomes that set you apart in the healthcare industry. With this in mind, we have built the Centricity STAR program enabling you to learn, earn, share and succeed.

The Centricity STAR program provides opportunities for you to share your experiences as an innovative healthcare industry leader, promote your unique accomplishments, establish beneficial business contacts and receive valuable education. We foster an environment where active participation allows you to maximize your company's investment in Centricity Solutions and enables members to grow both personally and professionally through education and collaboration with other healthcare industry professionals.

To thank you for your participation, we reward you with Centricity STAR points that can be applied toward valuable GE Healthcare IT services and training.

Centricity STAR Benefits

The Centricity STAR program provides benefits and resources designed to educate and showcase your expertise and successes:

- Gain visibility and recognition as a thought leader for yourself and your organization
- Build valuable relationships with fellow peers as well as GE Healthcare IT industry experts
- Expand your knowledge through education, useful tips and research, as well as services and training opportunities

Once you join the program, we will work together to identify opportunities for your participation based on your needs, interests and time. You can choose to opt in or out of rewards, and all aspects of the program are voluntary.

Visibility and Leadership Opportunities

The Centricity STAR program is tailored to help you tell your story at any given point in your journey and offers many unique ways to share your successes. Build your professional resume and increase your company's brand exposure by participating in the following Sales and Marketing activities that grow your Centricity STAR points:

- Reference calls
- Site visits
- Case studies
- Videos
- Media articles
- Press releases
- Speaking engagements



Centricity STAR Rewards and Recognition

As our way of saying thank you for taking the time to participate and share your successes, we reward you with Centricity STAR points. These points accumulate and are redeemable toward valuable GE Healthcare IT benefits, including Centricity LIVE registration, as well as services and remote or on-site training.

In addition to rewarding you with Centricity STAR points, we publically recognize and award clients that have actively participated in Centricity STAR and realized outstanding results through leveraging Centricity Solutions. Customers are honored for their achievements at Centricity LIVE.

Earning Points

As you participate, your Centricity STAR points will grow. Points awarded for activities are based on level of participation from you and others in your organization over time. The more participation from you and your colleagues in various roles, the more potential your organization has to earn and accumulate Centricity STAR points. The points are awarded according to:

- The fair market value (FMV) of the participant's role in their organization
- Total time spent on an activity

$FMV \times \text{Time Spent on Activity} = \text{Centricity STAR points}$

Example:

Functional Systems Administrator FMV of \$55 an hour x 1 hour sales reference call = 55 Centricity STAR points

Awarding Centricity STAR points according to the FMV of an individual's role and time spent on an activity allows optimal equity and a high potential for earning points.

Redeeming Points

The points you earn can be used by anyone within your organization, spreading the value to your entire team.

Points can be used towards a variety of valuable benefits:

- **Centricity LIVE Registration:** join your peers for face-to-face networking, educational sessions and keynote presentations (500* points earns one early bird registration)
- **On-site Assessment:** a GE Healthcare IT expert will come to your facility to conduct an assessment of your use of the solutions in order to identify areas for improvement (2640* points earns a full day visit)
- **Remote Training:** join a session virtually to learn more about your solutions and how to optimize them (400* points earns a two hour session)
- **On-site Training:** a GE Healthcare IT expert will come to your facility to conduct educational sessions (2640* points earns a full day training)

We encourage your organization to use Centricity STAR points before they expire (two years from the date they are earned).

Getting started with Centricity STAR

We look forward to working with you to build a program that is of value to you and your organization. Start enjoying the excitement and benefits of participating in Centricity STAR today. To apply, contact our dedicated Centricity STAR manager at Centricity.STAR@GE.com who can help guide you through a personalized program, or complete our online [form](#).

*Point requirements are subject to change.

Showcase your successes and start earning Centricity STAR points today!



Imagination at work

About GE Healthcare

GE Healthcare provides transformational medical technologies and services to meet the demand for increased access, enhanced quality and more affordable healthcare around the world. GE (NYSE: GE) works on things that matter – great people and technologies taking on tough challenges. From medical imaging, software & IT, patient monitoring and diagnostics to drug discovery, biopharmaceutical manufacturing technologies and performance improvement solutions, GE Healthcare helps medical professionals deliver great healthcare to their patients.

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