If you want new MR technology that means a new scanner, right? Wrong! Leverage your initial investment and save time and money with the MR Continuum from GE Healthcare.

The Dirty Little Secret about Your Scanner

With the speed at which new technology is being developed today, it can make one's head spin when it comes to purchasing decisions. And often, it comes with the sad acknowledgement that the purchase will be repeated all too soon if you want to stay current. But here's something you may not know or may have forgotten: Your GE scanner that was bought years ago is closer to being state-of-the-art than you may think.

Celebrating its 25th year of providing affordable means to update technology to existing MR systems, the Continuum program by GE Healthcare continues to be the only program today that provides the Flexibility to bring your existing MR to the latest technology at nearly any point in the product life. And since GE magnets are built to last, it's more affordable than you may realize – eliminating expense for reconstruction.

Easy. Painless. And sometimes free-of-charge.

While you may think that any upgrade is a tiring affair that means extended downtime and department disruption, think again. With the entire process completed in as little as a few days to two weeks for extensive upgrades, GE customers can achieve state-of-the-art, leadership technology that can grow patient volumes or achieve a competitive advantage.

And don't forget the ContinuumPak, the no-additional-charge program that provides software enhancements to customers. You don't have to send in a thing to take advantage of it. We'll bring it to you.

What's in it for me?

It may be difficult to think how your 17-year-old Signa® LX scanner can be state-of-the-art. But it's true. You can upgrade to the Signa HDxt – and wrap an entirely new system around your current magnet to experience:

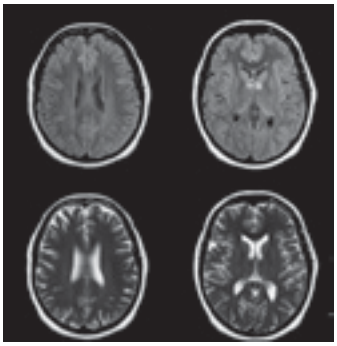
- Enhanced image quality on every scan;
- Up to 50 percent faster end-to-end exam times;
- Expanded clinical capabilities with an exceptional portfolio of advanced applications;
- Greater consistency with fewer errors and rescans; and
- Faster exam set-up and execution.

So before you think of replacing your magnet, think twice. Your MR scanner is ready for the next chapter in today's technology – and for a lot less of an investment. ■

Before Upgrade

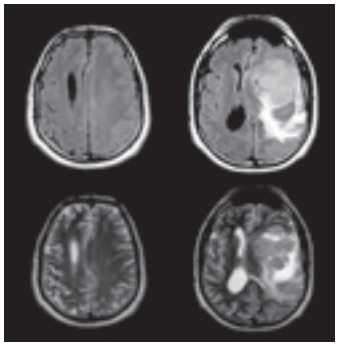
Ax FLAIR
18 slice
256x224
4:10 min

Ax T2
18 slice
320x320
3:51 min



15:01 min

After Upgrade

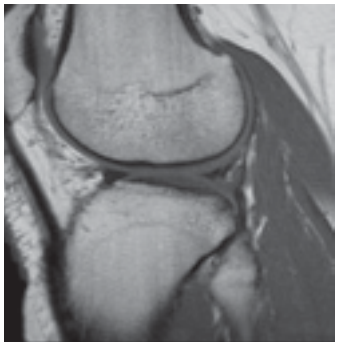


Ax FLAIR
18 slice
256x128
0:56 min

Ax T2
18 slice
384x224
0:38 min

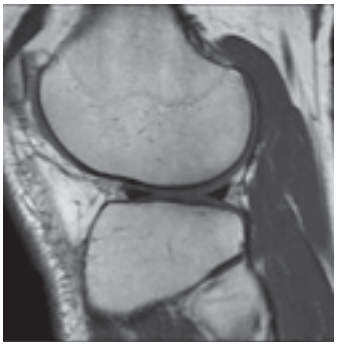
2:15 min

Before Upgrade



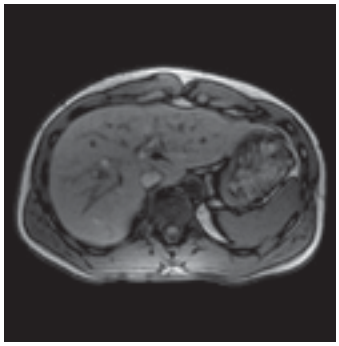
T1, 20 slices, 320x224, 3:41 min

After Upgrade



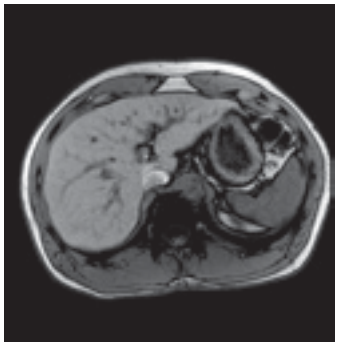
T1, 20 slices, 416x256, 1:02 min

Before Upgrade



Axial SSFSE, 21 slices,
256x224, 0:21 min

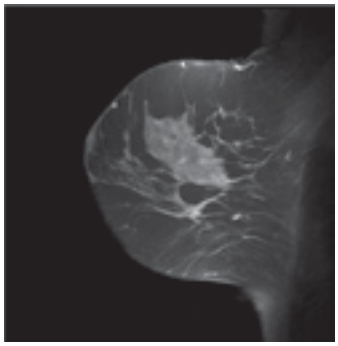
After Upgrade



Axial SSFSE, 23 slices,
384x224, 0:17 min

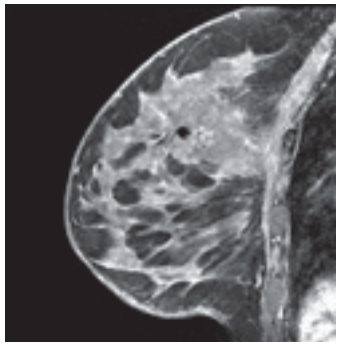
Breast

Before Upgrade



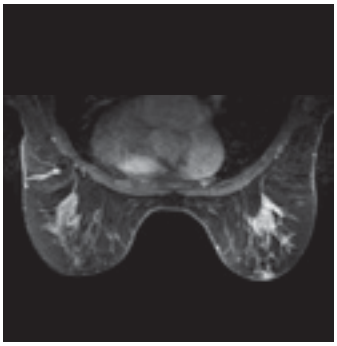
LX 4-channel breast array

After Upgrade



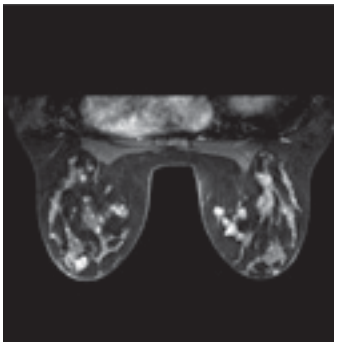
HDxt VIBRANT™ 8-channel coil

Before Upgrade



LX 4-channel breast array

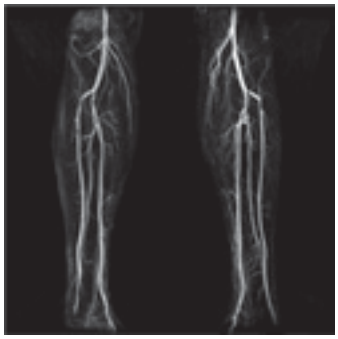
After Upgrade



HDxt VIBRANT 8-channel breast array

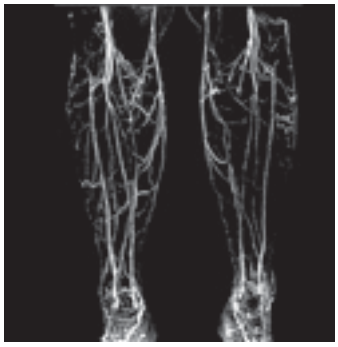
MR Angiography

Before Upgrade



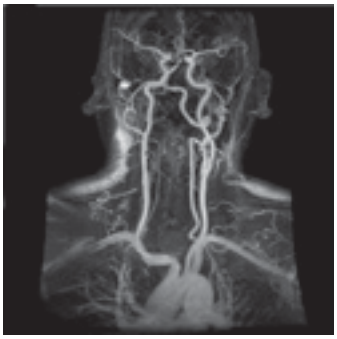
MR Angiography – runoff

After Upgrade



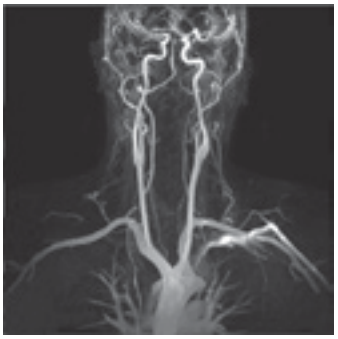
MR Angiography – TRICKS™ runoff

Before Upgrade



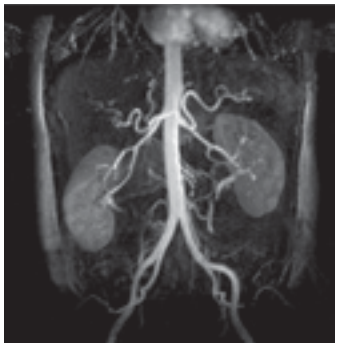
3D ToF

After Upgrade



3D ToF

Before Upgrade



LX

After Upgrade

LAVA

What Our Customers Say

We know the upgrade process is smooth and a good investment.

But don't take our word for it.

After installing a Signa® LXI in March, 2001 and going through several software upgrades, Diagnostic Health of Weston, Fla., took the leap to the HDxt software in November 2006. "The upgrade went as smoothly as we could have imagined," says Caryn J. Nolen, RT, Clinical Coordinator. "We rented a mobile GE LXI 9.0 MR while upgrading to HDxt, and we maintained our volume and had no down time."

Prior to the HDxt upgrade, Diagnostic Health's maximum patient volume was 12 patients in a 12-hour day. "Our image quality immediately improved, while scan times decreased by approximately 40 percent," adds Nolan. Today, the center scans up to 20 patients each day, exceeding their own projected volume.

Improvements were obvious. According to Nolan, patients comment on how quick their scan is in comparison to scans at other facilities. And, she says, referring physicians prefer the higher image quality resulting from the upgrade to Signa HDxt. "We increased throughput without decreasing image quality to dramatically improve our bottom line."

For Dick Kelly, chief MRI technologist at Exempla Lutheran Medical Center in Wheat Ridge, Colo., the upgrade of a Signa LX 9.1 to a Signa HDxt translated to improved patient throughput, scanning efficiency and image quality. "The improved exam throughput is a patient satisfier and allows us to add several extra exams each day without compromising image quality or patient care."

As a result of the upgrade, Exempla Lutheran could add several new advanced imaging sequences, such as TRICKS™ for vascular and VIBRANT™ for breast imaging. "With its ease of use, we never miss or repeat a contrast-enhanced MRA exam," Kelly adds. "Plus, TRICKS provides our physicians with superb quality images and physiological information that adds diagnostic value to the study.

"TRICKS lets us reduce contrast dose on MRA exams, which is beneficial in lowering costs, but more importantly, reduces a patient's chance of developing Nephrogenic Systemic Fibrosis (NSF)."

According to Kelly, VIBRANT has opened a new service line for the surrounding community. "VIBRANT gives the ability to individually fat sat each breast, plus the added capability to scan bilateral sagittal or bilateral axial breasts, which has significantly improved our breast imaging program."