The GE Breast Health Advantage

Every woman. Every body.

These materials are intended for U.S. healthcare professionals only.
Challenges and Opportunities

Breast Health Programs

- Improving Treatment Appropriateness & Clinical Outcomes
- Optimizing Operational Workflows & Assets
- Reducing Recall Rates
- Shortening Time-to-Diagnosis
- Evaluating and Cost Efficiently Integrating New Technologies
- Competing for Patients & Physicians
- Optimizing Capital & Operating Budgets
- Adapting to Shifting Reimbursement
- Managing Evolving Care Pathways
All women in your community deserve high-quality breast care.

It’s not easy. The competition for patients and physicians is fierce. The reimbursement landscape is shifting. Technology continues to evolve and improve, but where it best fits in the care pathway is not always clear. The Patient Protection and Accountable Care Act is providing coverage to an estimated incremental 746,000 women for important screenings by 2019\(^1\), yet the U.S. Preventative Services Task Force (USPSTF) recommends reductions in the frequency of screening. And, nearly half of all women could have elevated risks or complicating factors\(^2,3\) that may require a screening and diagnostic personalized approach.

In addition to managing these market challenges, you may want to focus on lowering recall rates, shortening times from screening to diagnosis, and gaining important insights that will help inform treatment decisions for each woman.

In today’s cost-constrained environment, it’s important to ensure your investments in strengthening and expanding your capabilities pay off for your facility, and work hard for your patients. That’s why it’s critical to have a trusted, committed team to help you deliver the care your patients need — and to help you meet your financial and operational objectives.

That’s why we offer the GE Breast Health Advantage.

46 percent of women have dense or extremely dense breast tissue in the United States.¹

Calcifications are common, and macrocalcifications appear in approximately half of all mammograms in women over age 50.²

As many as 5-10 percent of all breast cancer cases can be linked to BRCA mutations.³,⁴
Are you equipped to meet the personalized needs of each woman?

Your patient population is very diverse. Different sizes, shapes, ethnicities and ages. This population has a similarly diverse mix of risk profiles, such as dense breast tissue, microcalcifications, fatty tissue, BRCA mutations, and family history. As many as 46 percent of women have dense breast tissue\(^1\) and many more may have other complicating factors that can impact the effectiveness of standard screening and diagnostic methodologies.\(^1,2\)

Clearly, recalls and false negatives aren’t good for your patients or for your breast health program, nor are extended waiting times to achieve a confident diagnosis. It can potentially impact clinical outcomes, frustrate your clinical staff, diminish patient experience, and perhaps, negatively impact your reputation with other women in your community.

Meeting the needs of every woman can be challenging and the GE Breast Health Advantage can help.

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10 Percent of women may be called back for follow-up after a mammogram.²

Studies show a second opinion or collaborating with the care team has the potential to improve diagnosis and treatment for nearly one in ten patients.¹

Women with dense breasts have an independent risk factor of getting breast cancer that is 4 - 6x normal.³
Do you have the information needed to enhance clinical outcomes and inform treatment planning?

Helping your patients achieve positive clinical outcomes starts with gaining a clear image of the breast to identify potential abnormalities. If an abnormality presents, you want to rule-in or rule-out cancer and to gain the insights needed to inform treatment planning and monitoring. It’s important to have the right mix of technologies available to help attain the information you need to confidently screen, diagnose, stage, plan treatments and monitor your patients.

Here are a few ways the GE Breast Health Advantage can help.

**Imaging Technologies**
We have an adaptable offering of low and no dose, advanced imaging technologies to deliver superb image quality to help visualize small abnormalities, masses and architectural distortions including: the only FDA-approved automated ultrasound technology for dense breasts, Molecular Breast Imaging, Digital Tomosynthesis, Contrast-Enhanced Spectral Mammography, MR, PET/MR, CT and PET/CT.

For example, the LOGIQ family of hand-held ultrasound products offers consoles that are specifically designed with tools to address the needs of clinicians focused on breast health.

Shear wave elastography enables non-invasive assessment of lesion stiffness in breast while integrating smoothly with department workflow. The Breast Productivity Package helps provide excellent efficiency and standardization to lesion reporting.

**SenoClaire™ Digital Tomosynthesis**
SenoClaire is a three-dimensional imaging technology that uses a low-dose short X-ray sweep around the compressed breast with only nine exposures. For average and large breasts (above 45 mm), GE SenoClaire’s 3D view dose is at least 40 percent lower than Hologic Selenia Dimensions.4

**Clariant**
Clariant combines innovative diagnostic technologies with world-class pathology expertise to assess and characterize cancer. The Clariant Insight™Dx Mammastrat™ is a test for estimating the risk for recurrence in hormone-receptor positive, early stage breast cancer that is independent of proliferation and grade.

**Services**
Comprehensive asset and financial service programs help keep your technology operating at optimal performance levels, provide training and education to your staff, and help avoid technological obsolescence.

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Invenia™ ABUS demonstrates a 55 percent relative increase in invasive breast cancer detection for women with dense breasts over mammography alone.¹

Past studies show a 10 percent error rate in pathology is not uncommon.²

Use of a single solution for radiology reading can improve productivity and can contribute to saving up to 19 percent of a radiologist’s time.³
Are you looking for ways to improve the timeliness and efficiency of care delivery?

Delivering results quicker and more efficiently benefits patients and your organization. It helps reduce patient anxiety due to the wait for results, enables quick action on abnormal results for potentially improved outcomes, enhances workflow to increase capacity to handle more patients, and optimizes staff and asset utilization.

Here are a few ways the GE Breast Health Advantage can help.

**Omnyx™**
Omnyx, an integrated digital pathology solution, addresses the scale, reliability and process requirements of pathologists, enabling single and multi-site pathology departments to benefit from workflow efficiencies and greater access to peers in the field.

GE announced that Omnyx will be integrated into Clarient’s current laboratory. By combining the advanced molecular analysis of Clarient with Omnyx’s software, the pathology community will have a data-rich pool of imaging, enhancing the collaboration and gaining insights for more individualized cancer therapy.

**Centricity™ Universal Viewer**
Centricity Universal Viewer
Breast Imaging
Centricity Universal Viewer Breast Imaging is a multi-vendor, multimodality application for reading 2D, 3D breast images that helps hospitals, health systems and imaging centers optimize workflow, improve productivity and provide enterprise and community-wide access to breast images. It delivers a single application for screening and diagnosis that integrates breast imaging into the overall reading workflow, helping to reduce swivel chair and eliminate independent workstations and storage.

**Breast Health Rapid Assessment**
The Breast Health Rapid Assessment, conducted by GE Healthcare Partners, can help identify ways to improve operational workflows to expedite screening-to-diagnosis results.

**Invenia™ ABUS**
Unlike traditional hand-held ultrasound, ABUS screening exams can be completed in approximately 15 minutes and typically are performed by mammography technologists. Because the exam is automated, results are reproducible and do not rely on the expertise of a sonographer.

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The GE Breast Health Advantage

Every woman. Every body.

The GE Breast Health Advantage is an adaptable portfolio of technologies, insights and services that aims to help you serve all women, gain the operational efficiencies to enhance timeliness from screening to diagnosis, and support the optimal use of your human and equipment assets. And, we can also help you find a flexible financial solution you need to optimize your budget, and offer support for revenue growth. The GE Breast Health Advantage – we’re here to help you.

Breast Health Care Continuum

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*For Diagnostic Use

Our goals are to help you:

- Optimize budget & revenue
- Increase cost efficiency
- Increase timeliness of care
- Increase patient satisfaction
- Optimize clinical outcomes
- Improve treatment appropriateness
GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care.

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.

In addition, we partner with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

Imagination at work

The Invenia™ ABUS is indicated as an adjunct to mammography for breast cancer screening in asymptomatic women for whom screening mammography findings are normal or benign (BI-RADS® Assessment Category 1 or 2), with dense breast parenchyma (BI-RADS Composition/Density 3 or 4), and have not had previous clinical breast intervention. The device is intended to increase breast cancer detection in the described patient population. The Invenia ABUS may also be used for diagnostic ultrasound imaging of the breast in symptomatic women. See the device manual for detailed information, contraindications, warnings, precautions, potential adverse events.

SenoClaire™ acquires 2D images and also acquires multiple projection views to product 3D DBT images suitable for screening and diagnosis of breast cancer. SenoClaire can be used for the same clinical applications as traditional mammographic systems for screening mammograms. Note: A screening examination will consist of a 2D image set consisting of a craniocaudal view and a mediolateral oblique view, or a 2D craniocaudal view and 3D DBT mediolateral oblique image set. The SenoClaire Digital Breast Tomosynthesis (DBT) option for Senographe Essential FFDM system may also be used for additional diagnostic workup of the breast. See the device manual for detailed information, contraindications, warnings, precautions, potential adverse events.

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