



For Immediate Release:

GE Healthcare launches “Healthymagination” in Bangladesh

- **Re-inforces GE's commitment to improve healthcare in Bangladesh**
- **Empowers Grameen Kalyan Centres with early detection technology**
- **Launches 3 Low Cost, High Quality Targeted Technologies for improving healthcare access in Bangladesh.**

Dhaka, Bangladesh, June 20, 2009 – GE Healthcare, the healthcare business of General Electric Company (NYSE: GE), today announced its new “healthymagination” initiative for the Bangladesh market.

The initiative is part of GE’s business strategy to deliver and maintain sustainable healthcare globally, built on the core commitments of reducing costs and improving quality and access in healthcare. GE will spend globally \$3 billion over the next six years on research and development that will help deliver better care to more people at lower cost. In addition, GE will commit \$2 billion of financing over the next six years to drive healthcare information technology and health in rural and underserved areas, plus \$1 billion for partnerships, content and services. In total, GE will spend globally over \$6 billion in six years on this initiative. As part of its new healthymagination initiative, GE will launch at least 100 innovations that will lower cost, increase access and improve quality of healthcare by 15 percent.

Healthymagination in Bangladesh

Out of every ten deaths worldwide, six are due to non-communicable diseases like cardiovascular disease (CVD), cancer, chronic respiratory conditions, etc. Cardiovascular disease incidence and mortality (411 deaths/100000 population, WHO 2009) is one of the highest in Bangladesh. One out of four people in Bangladesh are at risk of CVD.

Maternal and neonatal mortality rates (death during the first 28 days of birth) are another huge area of concern. Neonatal deaths account for about half of all deaths among children below five years of age in Bangladesh, making prevention a major priority. One neonate dies in Bangladesh every three to four minutes; 120,000 neonates die every year according to UNICEF.

Many of these deaths are preventable if the disease is detected earlier and/or care is provided in time. Availability of skilled personnel and rising costs have been a significant factor in meeting the huge unmet clinical needs in Bangladesh

More than two billion people globally do not have access to basic elements of a healthy life, including supplies of clean water or the ability to see a doctor or visit a health clinic, said Omar Ishrak,

President & CEO, GE Healthcare System. "Through GE's healthymagination commitment, GE is dedicated to making health more sustainable in all areas of the world. By increasing access to basic healthcare procedures such as ultrasounds for pregnant women, ECG's for heart disease, warmers & phototherapy for neonates, digital mammography for breast cancer screening, and ensuring access to clean water, GE can save hundreds of thousands of lives a year. It's about delivering better healthcare to more people at a lower cost."

The healthymagination initiative in Bangladesh is kick-started today with GE Healthcare unveiling three new innovations that will cater to the huge unmet clinical needs in Bangladesh.

1. The MAC 400, an Electrocardiograph (ECG), has been designed and developed by GE Healthcare technologists at the John F Welch Technology Centre in Bangalore, India. The newest addition in the GE Electrocardiograph line, the MAC 400, is specifically designed to help physicians whether they work in a hospital setting or in a private practice, in both, urban and rural areas to better predict and diagnose patients at risk of heart diseases. It is highly portable, easy-to-use and allows for various patient' configurations to assist the physician in making faster, more confident cardiac assessments and providing better patient care.

MAC 400 is easy to use with its one touch operation and capable of completing 100 ECGs for every 3-hour battery charge. This translates into one week of operation in a village where availability of electricity is a major constraint. It is particularly suited for the rural areas where healthcare is delivered through Primary Health Clinics. The low cost Mac 400 works on a battery, as well as provides reports in English, virtually eliminating the need for expert cardiologists in rural areas.

2. GE's Lullaby Baby Warmer, designed in India for use in developing nations like Bangladesh, the system helps reduce infant deaths from hypothermia and asphyxia. The Lullaby Warmer has the potential to help caregivers improve access to quality infant care in developing countries where nearly 90% of the world's births occur.

During the birthing process, an infant's body temperate drops quickly once outside the controlled environment of mother's womb. Without the physiological mechanisms to fight off cold, the availability of warmth is the first line to survival for the newborn. The baby needs a device that can provide delicate warmth, emulating the mother's womb.

GE's Lullaby Warmer is a bed with an overhead heater, enveloping the newborn with delicate warmth while the baby is bathed after birth and checked for its first vital statistics. It also has a resuscitation (airway management, suction, etc) option available, which helps reduce infant deaths from asphyxia.

The Lullaby Warmer is priced 70% lower than imported baby warmers of the same class, yet adheres to all the safety standards prescribed by the International Electro-technical Commission (IEC) for such life saving equipment.

3. LOGIQ P3, the third product that was launched today, is a simple to use yet powerful ultrasound imaging system that can help clinicians deliver advanced imaging in multiple care areas from radiology to Obstetrician/Gynecology practices. It has been designed and developed in India for global markets by leveraging ultrasound technology from GE's leadership platform. LOGIQ P3 incorporates technology that delivers high-resolution clinical images and sensitive color flow for advanced imaging. Its lightweight and ergonomic design is small enough to easily maneuver to

exam rooms and its robust workflow capabilities also help clinicians meet emerging digital information requirements for healthcare providers. LOGIQ P3 provides improved affordability by 20% over the existing systems. Its smaller footprint, high throughput helps in providing higher capabilities at reduced cost.

The Healthcare Challenge in Bangladesh

Bangladesh has one of the world's highest rates of adolescent motherhood, based on the proportion of women under the age of 20 giving birth every year. The number of deaths among adolescent mothers is double the national average. These high mortality rates are underpinned by the fact that 85 per cent of women give birth at home, most with unskilled attendants or relatives assisting. The low status of women, poor quality and low uptake of services are some of the reasons for this situation. Most women do not have access to clean birth suites or skilled birth attendant. Most deliveries take place at home, often in conditions of very poor hygiene -- placing the lives of both mother and child at risk. Nearly 80% of neonates do not receive post natal care from a trained provider. The first week of life is the most critical time for a newborn; 3 out of 4 newborn deaths occur within the first week, and almost 50% of them within 24 hours, often at home and with no contact with the formal healthcare system.

Inadequate obstetric and neonatal care provided by health facilities also adds to the problem. There is an inequality in the provision of health services depending on the region and coordination between child and maternal health programs is often missing.

(http://www.unicef.org/bangladesh/Maternal_and_Neonatal_Health.pdf)

"The Bangladesh market faces the challenges of affordability, access and effective distribution of healthcare services. While the urban areas face the issue of "plenty", as there are more than a sufficient number of medical practitioners, the rural areas are deprived of even the basic healthcare amenities. Bangladesh needs solutions that are cost effective as well as portable to take "Care" to the bedside of the patient. "GE Healthcare is committed to bring technologies that can reduce cost, increase access and quality for the under-served areas" said V Raja, President & CEO, GE Healthcare South Asia. With technologies like Mac 400, and LOGIQ book patients do not have to travel to a hospital or clinic. Hospitals and Clinic can travel to their doorstep and diagnose a disease condition: he added.

GE has partnered with the Nobel-prize winning **Grameen Bank of Bangladesh** to break the barriers of inequality in health at birth and reduce maternal deaths. As a first step, GE Healthcare has rigorously trained 8 para-medics and a physician from Grameen Kalyan Centres on the use of diagnostic imaging technology through a prestigious training institute in India. The Grameen Kalyan Centres are now empowered with 3 portable, battery operated LOGIQ Book Ultrasound systems that can take care to the door-step of patients, wherever they are. The Grameen Centers are using this portable LOGIQ Books technology to identify risks in pregnant women in rural areas of Bangladesh. Since the introduction of this program in May 2009, 200 pregnant women have benefited from this project. GE Healthcare and Grameen aim to expand this program further in Bangladesh as well as other countries.

GE and Grameen have now agreed to a joint goal of creating a sustainable rural health model that reduces maternal and infant mortality by more than 20 percent. To achieve this, GE will develop low cost products specific to maternal and infant health using the latest technologies. GE will go beyond technology development to co-create clinical protocols, patient workflows, training curriculum and business models supporting healthcare quality and access for the world's poorest women.

Neonatology expertise gained through working with GE partners in India - the NICE Foundation & Cradle, Bangalore - will support the future extension of Grameen's rural program to include much-needed newborn care.

"As part of the healthymagination initiative, GE is focused on driving sustainable healthcare for rural and developing markets, such as Bangladesh", said Omar Ishrak, President & CEO, GE Healthcare Systems. "This will be achieved by developing technologies that will lower the cost of care and improve the quality of outcomes for more people globally. It is GE's commitment to make sustainable health a reality, and we are confident that together, we can make a real significant impact here in Bangladesh."

ABOUT GE HEALTHCARE

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.

Our "healthymagination" vision for the future invites the world to join us on our journey as we continuously develop innovations focused on reducing costs, increasing access and improving quality and efficiency around the world. Headquartered in the United Kingdom, GE Healthcare is a \$17 billion unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employs more than 46,000 people committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit our website at www.gehealthcare.com

For more information (press only), please contact:

Manoj Menon
GE Healthcare
Email: manoj.menon@geind.ge.com
Tel: +91 9845199852

Shiwani Varma / Rajiv Sarkar
Genesis Burson-Marsteller
Email: shiwani.varma@bm.com /
rajiv.sarkar@bm.com
Tel: +91 9986462430 /
+91 9986414823

Adel Ahmed
Concito PR
Email: adel@concitopr.com
Tel: +88 0 1922119974