



Grameen Healthcare Trust

GE Healthcare



FOR IMMEDIATE RELEASE

Grameen Healthcare Trust and GE Healthcare announces partnership to explore social business healthcare delivery models for Bangladesh and other countries of the developing world

Partnership Supports Social Business Models To Help Address Health Needs Of 4 Billion People Around the World Who Live on Less Than a US\$ 3 a day

Dhaka December 22, 2008 -- Grameen Healthcare Trust, a sister company of Grameen Bank, the pioneering micro-financing organization in Bangladesh that shared the Nobel Peace Prize in 2006 for its work to alleviate poverty and GE Healthcare, a unit of General Electric Company (NYSE: GE), today announced that they will work together to develop prototype of social businesses-for healthcare delivery in Bangladesh, to be replicated in other countries of the developing world.

The partners will jointly evaluate ways to improve Grameen Healthcare Trust's existing healthcare delivery systems and primary care clinics in rural Bangladesh. At the end of an initial period, they will try to see if these-social business model can be replicated in other countries, addressing the needs of the 4 billion people around the world whose income is less than US\$ 3 a day.

During the next year, the partnership will focus on the following areas:

- Primary health promotion and disease prevention, the most cost effective steps in affordable health care
- Evaluate product, training, workflow, and other capabilities that would be needed for full deployment of ultrasound capability in rural areas
- Developing continuous training programs for nurses, technicians and physicians in the usage of ultrasound
- Reviewing operating efficiencies and scope of services (e.g., telemedicine, mobile health care) at Grameen's rural clinics.

"As we address the challenges of global health access, we are pleased to partner with GE Healthcare who shares our belief that solutions to improve access to healthcare technologies can be done in a social business way." said Professor Muhammad Yunus, who shared the 2006 Nobel Peace Prize with Grameen Bank, which he founded and directs.

According to the World Health Organization (WHO), among the biggest obstacles to improved health outcomes are inadequate health delivery and financing mechanisms that place the heaviest burden on the poor and sick, who are the least able to pay.

As part of its commitment to the collaboration, GE will test delivery of sustainable ultrasound capability in rural clinics for early detection of abnormalities, especially in the context of maternal care.

"GE Healthcare is committed to early health initiatives," said Omar Ishrak, President & Chief Executive Officer, GE Healthcare Systems. "We have affordable technology with advanced imaging and care capabilities that can make a difference to save lives. With the ubiquitous usage of ultrasound, GE believes it's provided a crucial tool in the early care of expectant mothers. We intend to work with Grameen Healthcare Trust to further understand and expand ultrasound usage in rural areas. Through this pilot program we plan to train providers in the usage of ultrasound, evaluate the product, the training and the workflow that would be needed to enable the full deployment of this technology. This is one positive step towards accessible and sustainable healthcare for the developing world."

GE has taken steps to enhance accessibility of ultrasound through training and education, starting with a pilot program.

Medical students participating in a pilot study helped GE Healthcare to determine how medical students learn, to gather data from the 'new ultrasound user' in order to improve the design of the ultrasound equipment, and to determine whether the use of the ultrasound device during medical training will have beneficial effects on medical training itself. The ultrasound curriculum adds a hands-on component with immediate results that show students the practical applications of technology in medicine.

"Technologies such as ultrasound can be used to help detect diseases earlier, when they can be more effectively treated," said V Raja, President and CEO of GE Healthcare, South Asia. "These pilot studies may provide support for more primary care physicians to utilize miniaturized ultrasound technology to supplement tools that are used today."

In addition to its partnership with GE Healthcare, Grameen is partnering with Pfizer Inc., which will dedicate key employees to provide technical and advisory support to evaluate Grameen's existing healthcare delivery systems in Bangladesh. Grameen is also partnering with the Mayo Clinic, to improve the training, efficiency, and retention of staff at existing rural clinics set up by Grameen.

About Grameen Healthcare Trust

Grameen Healthcare Trust (GH) aims to extend the success of the microfinance model of Grameen Bank to health care by designing and developing a bottom-up health care infrastructure built from sustainable best practices in a broad range of health care services

around the world, and improving upon them to deliver the highest quality health care in an efficient and sustainable manner for a broad market, including the poorest of the poor. GH will enable the poor to be self sufficient in addressing their health care needs such that they can accept.

Grameen Healthcare Trust will have a particular focus on mother and childcare. Services offered will include pre-natal care, maternal and pediatrics. The program will also deal with anemia and malnutrition in children and ensure that the children receive the appropriate vaccines within the right period of time. Where patient-doctor face-to-face is not possible, E-Health and local Grameen health management centres ensure continued care of mother and child.

The objective of the Grameen Healthcare program would be to ensure good health of all people, with particular focus on the poorest women and children. Grameen will set up a medical college, and series of hospitals, nursing institutes, rural diagnostic centres and health management centres.

GE Healthcare

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, performance improvement, drug discovery, and biopharmaceutical manufacturing technologies is helping clinicians around the world re-imagine new ways to predict, diagnose, inform, treat, and monitor disease, so patients can live their lives to the fullest.

GE Healthcare's broad range of products and services enable healthcare providers to better diagnose and treat cancer, heart disease, neurological diseases, and other conditions earlier. Our vision for the future is to enable a new "early health" model of care focused on earlier diagnosis, pre-symptomatic disease detection, and disease prevention. 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 Web site at www.gehealthcare.com.