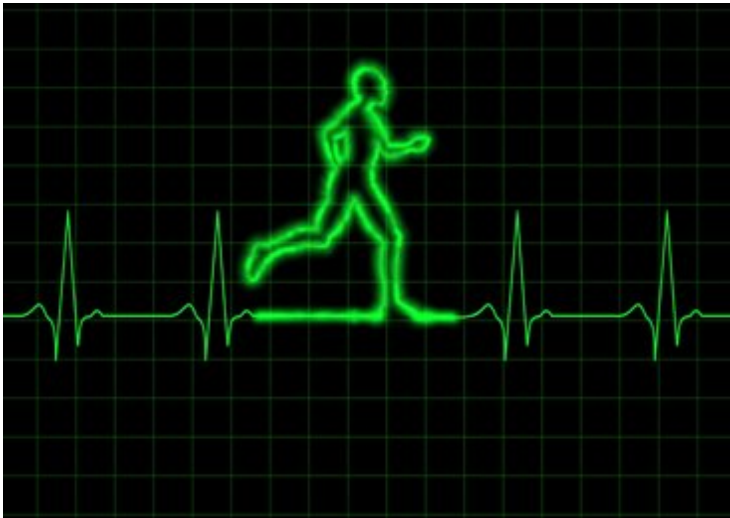


## GE launches healthcare mission on wheels

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GE Healthcare has launched its first healthcare technology experiential lounge on wheels - "Mission Healthier India". A specially designed vehicle fitted with high end, affordable healthcare technologies from GE was flagged off by Mr SM Velusamy, Worshipful Mayor, Coimbatore Corporation, Mr S Ganesh Prasad, director, Ultrasound, GE Healthcare South Asia and Mr Asuthosh Banerjee, general manager, Life Care Solutions, GE Healthcare South Asia.

Speaking on the occasion, Mr S Ganesh Prasad, director, Ultrasound, GE Healthcare South Asia said, "Access to advanced diagnostic technology can make a huge difference in early detection and treatment of diseases and conditions. However, proliferation of such technologies has been dismal in India due to its high cost and low awareness. Mission Healthier India is an example of how we are at work for a healthier India. Our mission will allow clinicians and public to experience GE's advanced and affordable technologies at their doorsteps and learn how they can put these technologies to use for saving precious lives".

The mission aims to introduce high end technology to hospitals, nursing homes and clinics in 50 towns of Tamil Nadu at their doorsteps and to create awareness on the usage of technology in early detection of diseases and enablement of saving lives. The mission also aims to create awareness amongst public through technology experience and information dissemination. Through this mission, GE Healthcare hopes to cover 5,000 clinicians and 100,000 people in the two-month tour of Tamil Nadu before embarking on similar tours in rest of India.

The Mission Healthier India provides a closer view of technologies that can aid three key care areas that small towns and villages are challenged with - women and maternal infant health, cardiac diseases and critical care. The mother and infant care technologies include ultrasound imaging systems for diagnosing health of baby and mother during pregnancy, infant care technologies like Embrace for providing mother's womb like warmth, Lullaby LED Phototherapy system for treating neonatal jaundice, MAC series of portable, battery operated ECG systems for early detection of cardiac diseases and critical care tools required for monitoring and supporting critically ill patients, and reducing infections in ICUs. Experts from GE Healthcare will provide hands-on demonstrations on usage of these advanced medical technologies.