# GE Healthcare

## Peter Tomicki
### Global Program Manager

GE imagination at work

# General Electric Company

Founded by Thomas Edison in 1878     300,000+ employees world-wide     US$150B (2010)

Only company from the original 1896 Dow Jones index still listed today

| Technology Infrastructure | Energy Infrastructure | GE Capital | NBC Universal |
|---|---|---|---|
| Aviation | Energy | Commercial Finance | |
| Transportation | Water | GE Money | |
| Home & Business Solutions | Oil & Gas | Corporate Treasury | |
| Healthcare | | | |

46,000+ employees worldwide
US$17B global business

# GE Healthcare Products

From large and encompassing routine testing and life-critical care…

…to systems that help guide minimally invasive surgical procedures…

…to small and diagnostic, matching appropriate techniques specific disease targets.

GE imagination at work

# A Vision for GEHC, GDSN and UDIDs



Transact with GTIN & GTIN-based attributes

**GDSN**

GTIN & GTIN-based attributes

GTIN & GTIN-based attributes

UDID
UDID
UDID

FDA

Query attributes using GTIN

GE Healthcare Key Customers

Healthcare systems, hospitals, clinics
- Physicians
- Clinicians
- Nurses
- Executives and Administrators
- IT managers
- Biomedical engineers
- Construction managers

Government organizations

Bio-science researchers

Retirement communities

Pharmaceutical firms

Genetics researchers

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