

# The Invisible that Matters:



## PATIENT EXPERIENCE

At GE Healthcare we partner with you every day: cutting edge systems with AI and state of the art technologies to meet your expectations on image quality, high workflow and patient care. We also believe that supporting you in the communications to your patients, in a peer-to-peer approach, will help solving the remaining piece of the life saving equation, **the woman being an actor in her breast care journey.**



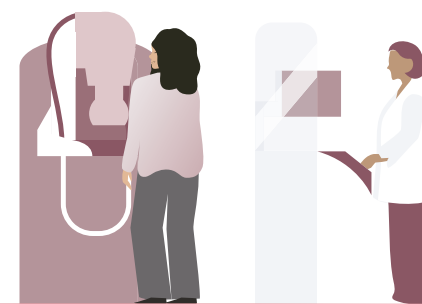
### CARE-PROVIDERS

#### CHANGE THE GAME EDUCATION & EMPATHY

##### Educational pack for Healthcare Professionals

- **GEcares Patient First e-learning module:** TED Talk format to share a story, make evidence of what a traditional breast cancer journey can look like and how we can engage women to become actors in their own journey.

- **«Don't skip» webinar:** Rethinking the Mammography Experience to engage your patients.



### SCREENING

#### WOMEN ATTRACT & SHAPE MINDSET

##### Shaping positive mindset and acceptance

- **MyWaitingRoom:** An application to prepare women for Mammogram experience.



#### Mammography portfolio

- + Senographe Pristina™
- + Pristina Dueta™
- + SensorySuite



### DIAGNOSIS

#### WOMEN CHAMPION SET UP WOMEN FOR SUCCESS

##### Shaping positive mindset and acceptance

- **MyWaitingRoom:** An application to prepare women for Mammogram experience.

##### Women Patients, a safe harbour

- **MyMammo.com:** Content developed by women for other women to accompany other women through each stage in the breast care journey.

- **Blog stories:** Answering the questions you have in mind, at every stage.



#### Mammography portfolio

- + Senographe Pristina™
- + Pristina Dueta™
- + SensorySuite
- + SenoBright HD™ (CESM)<sup>1</sup>
- + Pristina Serena™ (2D/3D Biopsy)
- + Serena Bright™ (CESM Biopsy)<sup>1</sup>



### STAGING

#### WOMEN PATIENT PEER TO PEER SUPPORT

##### Women Patients, a safe harbour

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### MONITORING

#### WOMEN SURVIVOR HERO COMMUNITY

##### Beating cancer: Join efforts!

- **Inhouse BCAM events/webinars.**
- **Non branded collaterals for women** (audio storytelling, postcards).
- **Everyday Heroes program.**



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