GE Healthcare

Peter Tomicki
Global Program Manager
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
- Aviation

Energy Infrastructure
- Energy

GE Capital
- Commercial Finance
- GE Money
- Corporate Treasury

NBC Universal

Transportation

Water

Oil & Gas

Home & Business Solutions

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.
A Vision for GEHC, GDSN and UDIDs

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

Transact with GTIN & GTIN-based attributes
Query attributes using GTIN

GTIN & GTIN-based attributes

GDSN

UDID

GTIN & GTIN-based attributes