

GE Healthcare

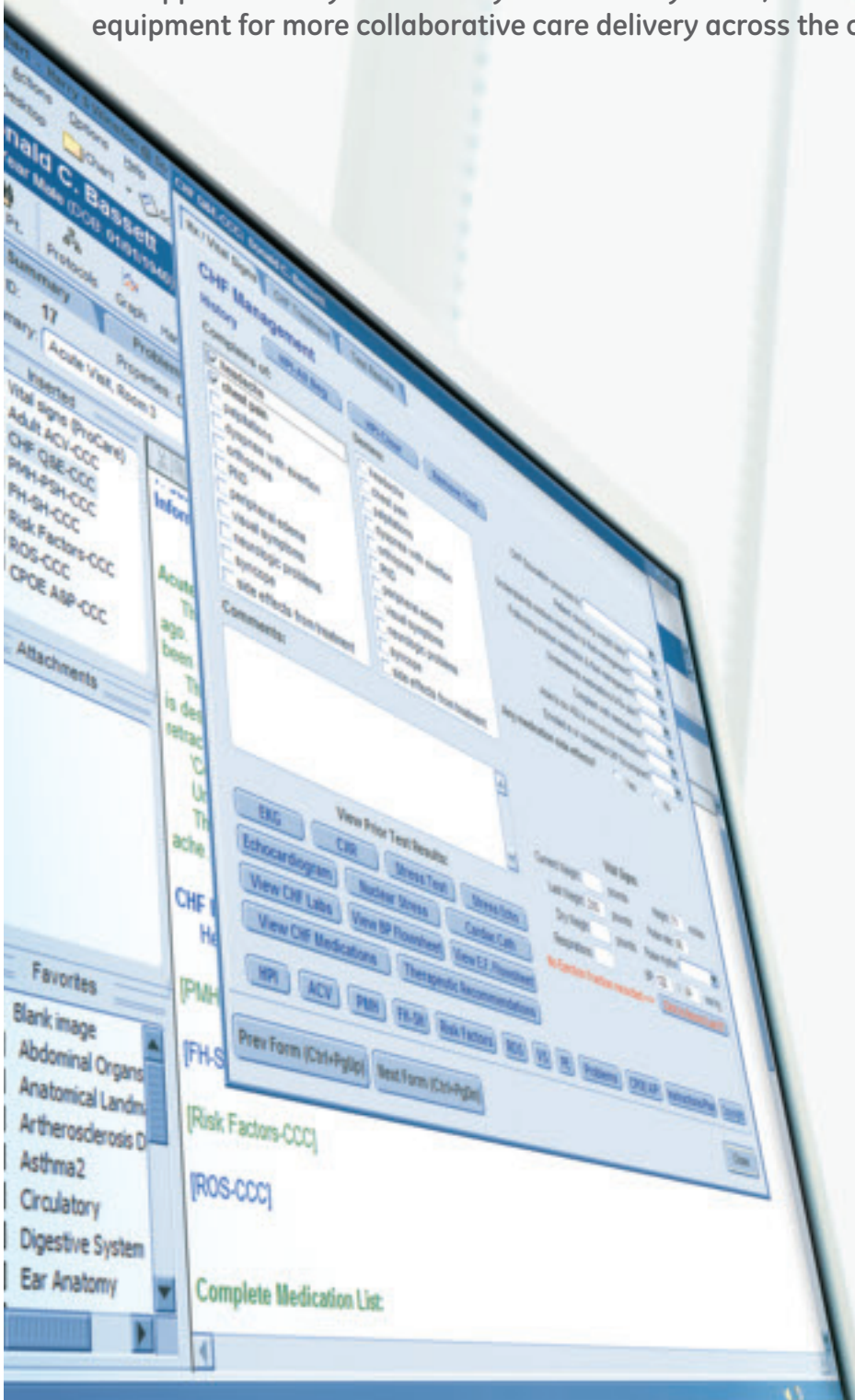
# Centricity Electronic Medical Record

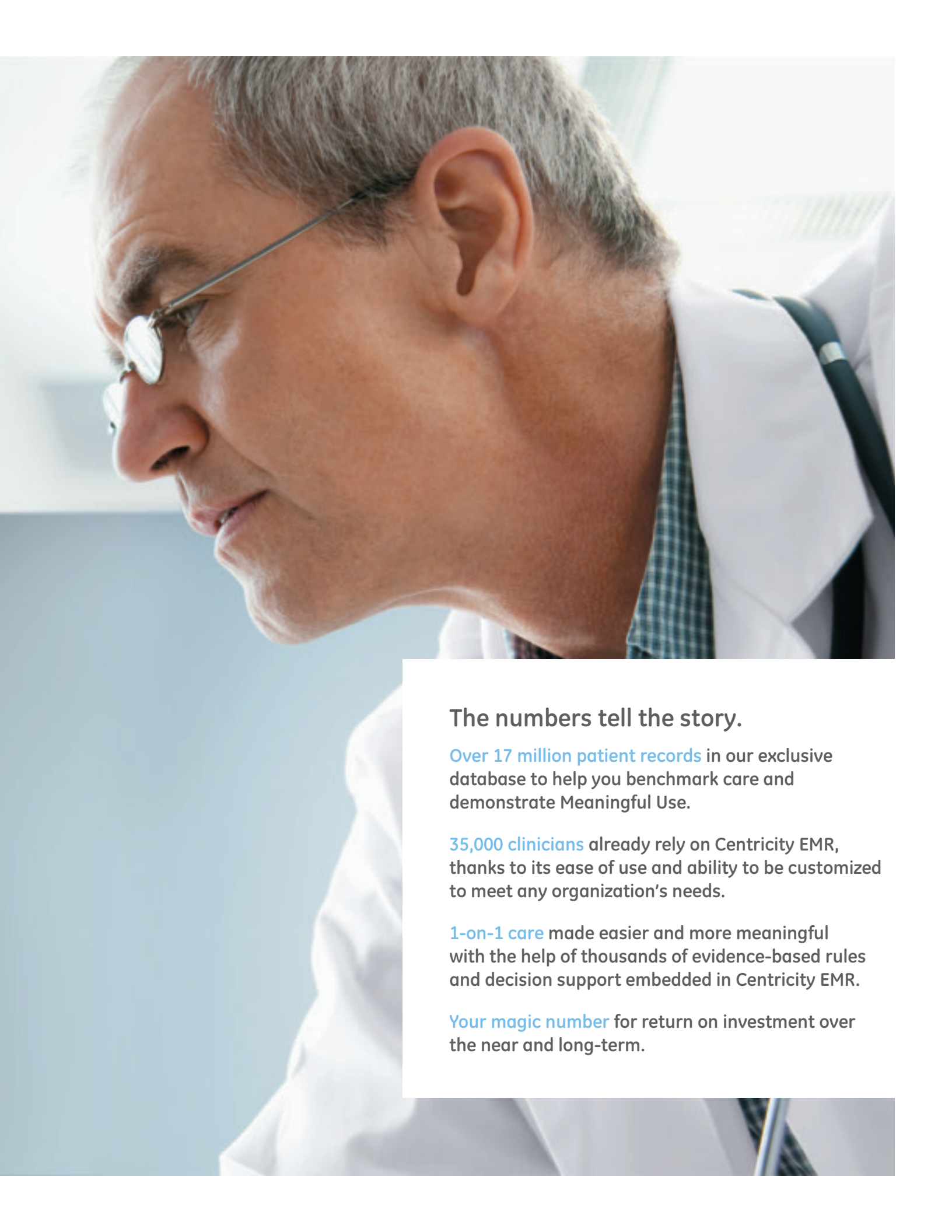
Experience that counts



## We deliver strength in numbers.

We've done it for more than 25 years. From the very beginning of our work in EMR in 1985, we've built upon a common defined data set for benchmarking and reporting. This means that Centricity EMR can help you deliver quality outcomes and meet pay-for-performance requirements like no other EMR on the market. Our approach centers on support for easy connectivity with other systems, devices and equipment for more collaborative care delivery across the continuum.





## The numbers tell the story.

**Over 17 million patient records** in our exclusive database to help you benchmark care and demonstrate Meaningful Use.

**35,000 clinicians** already rely on Centricity EMR, thanks to its ease of use and ability to be customized to meet any organization's needs.

**1-on-1 care** made easier and more meaningful with the help of thousands of evidence-based rules and decision support embedded in Centricity EMR.

**Your magic number** for return on investment over the near and long-term.



17 million  
and counting



## A database that makes quality of care truly meaningful.

We believe the most important outcomes of activating an EMR in your practice should be improved outcomes for your patients. That's why Centricity EMR helps solve clinical challenges, coordinates care across the care continuum and can evolve as your practice evolves.

With more than 17 million de-identified care records stored by the voluntary GE Medical Quality Improvement Consortium (MQIC), no other solution can match Centricity EMR's ability to support quality improvement initiatives and provide the information you need for success with pay-for-performance programs. With Centricity EMR, you can benchmark against your own performance and that of the entire consortium, meet PQRI reporting requirements, and gain insight into your progress in demonstrating Meaningful Use.

From our earliest work in developing EMR systems, we've been focused on building a common defined data set of clinical records that can be used as a benchmark for evaluating care. That means more than 20 years of patient information that continues to grow every day. And it means we're prepared to help you demonstrate Meaningful Use now and in the future.

With GE Healthcare your practice will have the right partner as you make preparations to meet the ARRA HITECH Act requirements for Meaningful Use, and with Centricity solutions you will be well positioned to receive significant incentives available to eligible providers.

Certification requirements and government incentives aside, we recognize that the most meaningful use of an EMR is that which benefits your patients. So above all, Centricity EMR is focused on helping you deliver the quality outcomes you strive for every day.

**"We sat down with the insurance company and showed them what we were doing with the EMR data to help improve our level of care, and explained the NCQA Patient Centered Medical Home certification. In the end, we negotiated a better contract than we could have without Centricity EMR."**

**Christopher Crow, MD, MBA**  
*Village Health Partners*





# 35,000 clinicians

agree on one thing:  
Centricity EMR



## One of the most adopted EMR solutions available.

Centricity EMR is up, running and adding value for more than 35,000 clinicians nationwide. That number continues to grow because the technology works. Because it's fast to implement and easy to use. And, above all, because it helps our customers focus on improved care outcomes instead of paper trails or IT challenges.

### Centricity EMR provides the right balance

of evidence-based guidelines with the flexibility to customize your workflow to deliver a higher quality of care. It helps organizations of all sizes manage their time more effectively by optimizing patient visits, increasing the accuracy and completeness of documentation, and benchmarking decisions against proven outcomes. Able to be viewed on multiple platforms, Centricity EMR provides increased mobility via access through a standard web browser at your office, home, or even on your iPhone. And new instant messenger applications enable you to receive — and act on — information more quickly.



### Centricity EMR offers a broad range of embedded clinical content,

- plus the flexibility to design your own encounter forms, add content, and adapt the program to suit the way you work best:
- Intelligent decision support tools built into your workflow bring critical information right to the point of care, facilitating informed treatment decisions
  - Automatic reminders alert you to needed tests or procedures to proactively manage care and avoid potential medical problems
  - ePrescribing can alert you to potential drug interactions and lets you offer added convenience to your patients
  - Powerful evaluation and management (E&M) advisor assists with coding accuracy
  - Robust tools for communicating with patients and giving them access to care information to increase patient satisfaction
  - Automated workflows and rapid documentation streamline repetitive tasks and instantly update patient charts

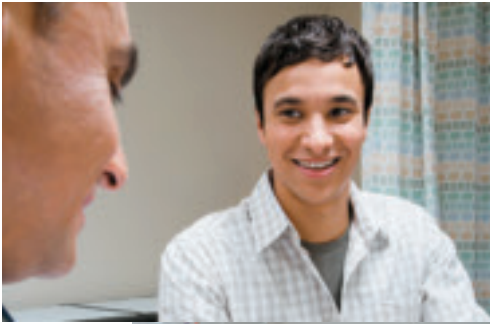
### Implementation tailored to your needs.

Of course Centricity EMR provides the core capabilities of an EMR, but that's only useful if it meets your organization's needs. So we tailor the solution to the way you want to work, and to the budget you have in mind. And, by using GE's Lean Six Sigma process expertise, you can be up and running in just ten weeks — with a wide range of embedded content and the ability to further customize as you see fit. After your initial implementation, dedicated account managers will be there to help you get the most out of Centricity EMR going forward.

### Concerned about installing and maintaining an IT system?

GE's Hosting Services may be right for you. This option enables access to the full capabilities of Centricity EMR without the additional up-front capital costs and management needs that come with owning your own system. The infrastructure is located at a GE facility and is fully managed and serviced by GE — while still allowing you to customize workflows and access integrated applications.





Looking out for  
**#1**





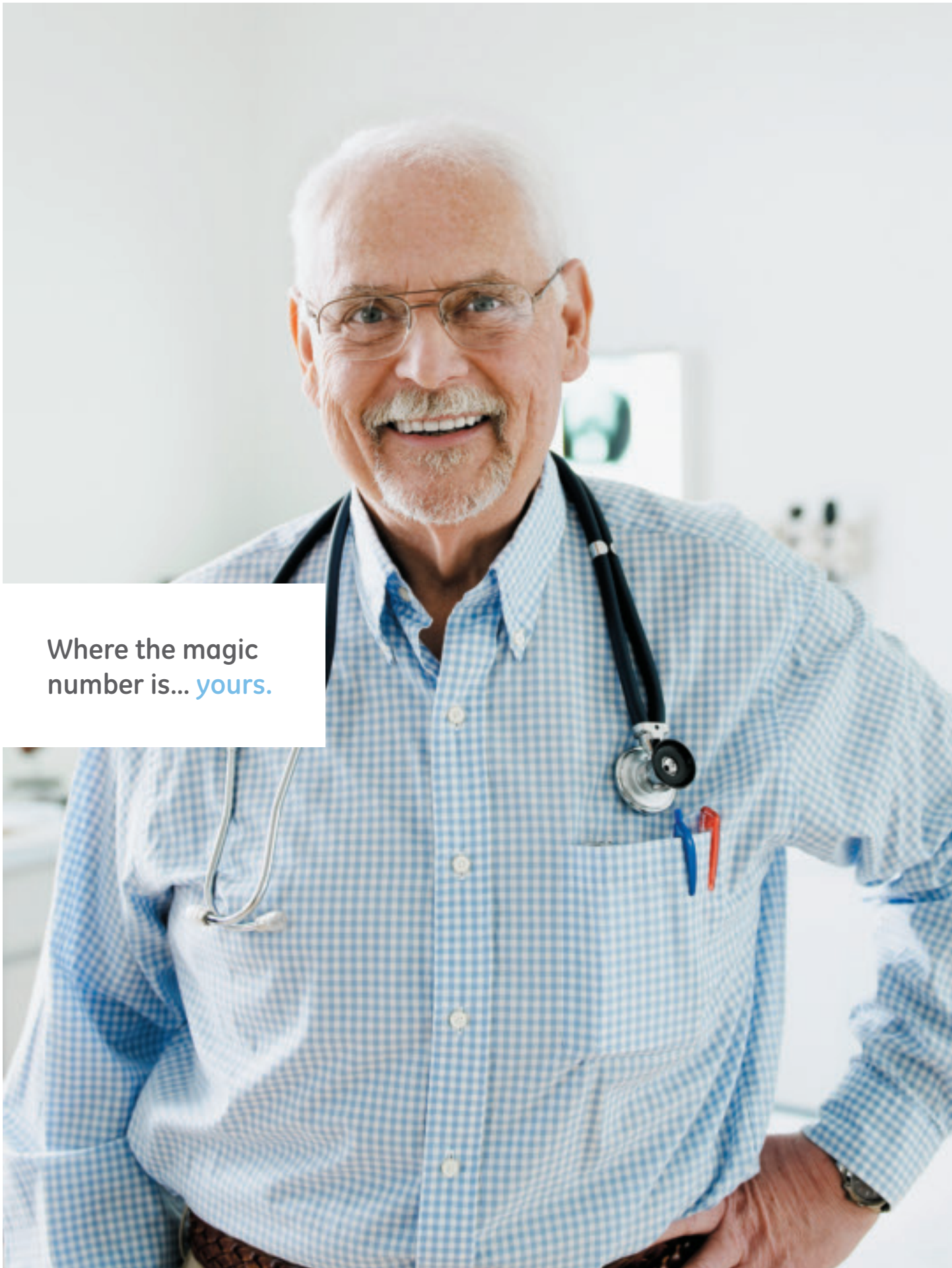
## Helping you put patients first.

We know the number one thing to fostering a healthy practice is having happy patients. We know the thing that patients value most is one-on-one time with their clinicians.

So Centricity EMR brings physicians and other care providers closer to patients by providing them with an unprecedented repository of knowledge at their fingertips. Physicians get the benefit of proven, best-practice knowledge with a database of thousands of current evidence-based guidelines that can help lead to more informed care plans that are specific to each patient's needs. The security and trust of the patient/physician relationship can be enhanced with the knowledge that they have access to a history of proven outcomes that can increase their quality of care.

Behind all of this is a cast of thousands of committed GE Healthcare engineers and IT professionals dedicated to supporting our customers at every step. Working closely with our customers is so important to us, we've established a formal customer collaboration program. Through an active, independent user community and specialty-specific work groups, our customers help shape the direction of our solutions and services.





Where the magic number is... yours.

## Proven support from reimbursement to ROI.

We understand that your business isn't about numbers — it's about patients. And yet, better numbers translate into better care for patients, and better health for your business. Centricity EMR enables you to streamline workflow, increase productivity, and serve more patients with lower costs. Only you know the numbers that will make the difference for your business. Centricity EMR will help you get there.

The clinical content available in Centricity EMR can easily be customized for use with both primary care and specialty practices, yet is also exceptional in providing a consistent clinical vocabulary across GE customers. This means you can compare data "apples to apples" within your clinic, throughout the enterprise, or across the nation. So Centricity EMR enables you to benchmark your clinical outcomes against nationally accepted quality standards, follow disease and treatment trends, and maximize your success in a results-based reimbursement environment.

Going digital helps improve the bottom line with cost savings from the elimination of transcription and dictation costs, and reduced printing and supply costs. To further support your return on investment, a properly functioning EMR will increase overall productivity and significantly reduce the number of full-time staff needed to handle medical records.

### Open connectivity.

Centricity EMR connects to systems inside and outside the clinic walls to capture vital information as part of the patient record. And GE is there to make it happen smoothly — every step of the way. Centricity EMR works effectively with other Centricity practice management solutions or GE's eHealth Solutions platform for Health Information Exchange. It also offers open connectivity to other clinical and business performance systems. With GE you get smart options for effectively exchanging information and coordinating collaborative care plus a flexible approach that is sensitive to the need to preserve and leverage your existing IT investments.

### A stable, committed partner.

When you go digital with GE, you can rest assured, knowing you've partnered with a capable, financially stable company that shares your vision for healthcare transformation. We even offer flexible financing options to enable you to minimize risk while getting the most benefit from your EMR. GE is the only company listed in the Dow Jones Industrial Index today that was listed in the original index in 1896. Throughout the past century, GE Healthcare has led many medical breakthroughs, including the recent creation of the first all-digital hospital. GE is also a leader in Six Sigma methodologies that promote rapid implementation and world-class training, service and support.

With GE, you have a trusted partner you can rely on for the long term to help you put information at the center of care — improving the healthcare you practice today, and preparing for the challenges of tomorrow.



"We expect all of our providers to be successful in qualifying for Meaningful Use. Our ultimate goal however, sees Meaningful Use as a floor and not a ceiling. We would like to use the opportunity of Meaningful Use to also rapid cycle the implementation of our vision, which requires us to safely and securely use health information to make care better and safer."

**Peter Basch, MD, FACP**  
Medical Director,  
Ambulatory EHR and Health IT Policy  
MedStar Health



"Centricity EMR has greatly increased my productivity and assisted me in providing quality office care. At my fingertips I have all the outpatient, hospital, lab and office reports I need to provide my patients a more comprehensive evaluation and follow-up care."

**John G. Finn, MD**  
Bay Area Heart Center

### About GE Healthcare

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. Our broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services help our customers to deliver better care to more people around the world at a lower cost. In addition, we partner with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

Our “healthymagination” vision for the future invites the world to join us on our journey as we continuously develop innovations focused on reducing costs, increasing access and improving quality and efficiency around the world. Headquartered in the United Kingdom, GE Healthcare is a \$16 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 website at [www.gehealthcare.com](http://www.gehealthcare.com)

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imagination at work