

CENTRICITY PERINATAL HEALTHMAGINATION VALIDATION

INTRODUCTION

GE's healthmagination innovations are validated based on the proven level of contribution towards GE's healthmagination goals of enabling 15% reductions in cost and 15% improvements in access and quality of healthcare. Innovations are submitted for validation, along with supporting technical documentation, to *Oxford Analytica* whose independent network of scholar experts uses a predefined scoring system to assess the strength of the evidence supporting the innovation's claims.

CENTRICITY PERINATAL ASSESSMENT

Centricity Perinatal has been awarded healthmagination validation on access, cost and quality by *Oxford Analytica* and its external independent experts.

Access

Centricity Perinatal's Wide Area Network (WAN) solution can increase access to healthcare in rural hospitals located far from central 'parent' hospitals. Neonatal doctors have more complete information to facilitate better care decisions, including the development and implementation of a treatment plan for the baby. Thirty-three percent of Centricity Perinatal's US installed base is in rural hospitals, and the product has a footprint of 32% of the rural hospitals in the United States that are part of health system who have automated clinical documentation and/or surveillance at their facility and are part of a network of hospitals. Its sustainability is demonstrated by the number of lives touched: as of October 2011, 35 million babies have been born on Centricity Perinatal.

Rural hospitals can provide patients enhanced care with better access to 'parent' hospitals

Cost

Centricity Perinatal has the potential to decrease costs by over 15% by improving efficiency in operations, staffing, risk management and revenue capture.ⁱ More broadly, electronic medical records (EMRs) have a proven record of achieving cost savings in hospital settings.ⁱⁱ

Potential to improve efficiency in operations

Quality

Centricity Perinatal can improve reporting accuracy (by 21.9%) and nursing efficiency (by 40%), which in turn can contribute to improved patient outcomes.ⁱⁱⁱ

Helps improve reporting accuracy, nursing efficiency by over 20%

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ABOUT OXFORD ANALYTICA

Oxford Analytica is a global analysis and advisory firm which draws on a worldwide network of over 1,500 experts to advise its clients on their strategy and performance. It provides seasoned judgment on national and international affairs and independent analysis of global events, trends and their impact to governments, international organisations, financial institutions and multinational corporations. *Oxford Analytica* has built an international reputation as the industry standard for strategic intelligence and analysis of geopolitical, macroeconomic and social developments worldwide.

Learn more about *Oxford Analytica* at www.oxan.com

ⁱ GE Medical Systems Information Technology: 'QS Perinatal Clinical Information System – Return on Investment Profile', Lenox Hill Hospital, New York, June 2003.

ⁱⁱ Hillestad R, Bigelow J, Bower A, Giroso F, Meili R, Scoville R, and Taylor R: "Can Electronic Medical Record Systems Transform Health Care? Potential Health Benefits, Savings and Costs", *Health Affairs*, Volume 24, Number 5, 2005.

ⁱⁱⁱ GE Medical Systems Information Technology: 'Clear Lake Improves Statistical Accuracy and Reporting Productivity'.

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