



## **GE Healthcare Presents at TEDMED Conference on Importance of Molecular Diagnostics in Personalized Treatment Paradigm**

*Head of New Product Development for Medical Diagnostics Ger Brophy Gives Talk*

**Princeton, NJ, October 26, 2011** –Ger Brophy, PhD, Head of New Product Development, GE Healthcare, Medical Diagnostics discussed diagnostics as the future of personalized medicine at the TEDMED 2011 Conference in San Diego, CA. During his talk, Brophy noted that while new drugs and targeted treatment have advanced the personalized medicine field considerably, realizing this paradigm depends on the development of powerful diagnostics – some of which are available today.

“Today, we’re at a tipping point in disease treatment,” Brophy said. “We’re characterizing and understanding disease at the individual, the molecular level – and that makes a world of difference to how patients will be managed.”

Dr. Brophy’s talk focused specifically on GE Healthcare’s existing work in oncology and neurodegenerative disease, in keeping with the Company’s commitment to expand its advanced cancer diagnostic and molecular imaging capabilities. As part of its promise to make a dramatic impact on cancer, starting with breast cancer, the Company has made a \$1 billion healthymagination commitment to cancer over the next five years, in addition to launching a \$100 million innovation challenge geared to bring the most promising breast cancer diagnostic ideas to market.

TEDMED makes available all of its stage presentations at [www.tedmed.com](http://www.tedmed.com) at no cost after the conclusion of the conference. These videos are also posted on TED.com, YouTube and CNN.com for free online viewing.

### **ABOUT TEDMED**

TEDMED is an annual conference where cutting-edge science and technology leaders “connect, understand, and inspire” to advance the art of health and medicine with new ideas. The conference’s roster includes more than 50 preeminent leaders in health, medicine, science, technology, business, government, academia, media and the arts. Speakers, attendees and participants will range from Nobel Prize-winning scientists (Dr. Peter Agre) to sports superstars (Lance Armstrong, Diana Nyad), inventors (Dean Kamen), and the U.S. Surgeon General (Dr. Regina Benjamin).

### **About GE’s healthymagination Initiative**

Launched in May 2009, GE’s healthymagination initiative is focused on four critical needs: low-cost technology; healthcare IT; innovation accessible to all; and consumer-driven healthcare. GE has committed that by 2015 it will:

- Invest \$3 billion in research and development to launch at least 100 innovations that will help deliver better care to more people at lower cost.
- Provide \$2 billion in financing and \$1 billion in technology to bring healthcare information technology to rural and underserved areas.
- Reduce the cost of procedures that use GE technologies and services by 15 percent and develop products tailored to underserved regions of the world.
- Reach 100 million more people every year with services and technologies essential for health.



GE Healthcare

More information at [www.healthymagination.com](http://www.healthymagination.com).

#### **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 around the world. Headquartered in the United Kingdom, GE Healthcare is a unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employees are committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit our web site at [www.gehealthcare.com](http://www.gehealthcare.com).

**For our latest news, please visit <http://newsroom.gehealthcare.com>**

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