

Take mammography to a whole new place. SensorySuite.



Designed to encourage better mammography cooperation and compliance, SensorySuite surrounds a woman with an interactive mammography experience. It is designed to simultaneously stimulate three of her senses – sight, smell and hearing - to help distract her from the perceived discomfort, pain and anxiety of a mammogram.

SensorySuite gives each woman the control to choose from one of three environmental ambiances – seaside, garden or waterfall – that she wants for her mammogram.

SensorySuite is available for use with existing or new Senographe* Essential, Senographe Care or Senographe DS* systems.

OVERVIEW

Mammography exams can be perceived as uncomfortable, unnerving and intimidating. One-fourth of all women avoid getting mammograms out of fear.¹

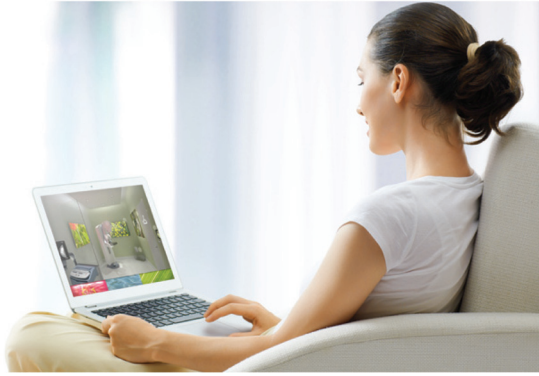
BENEFITS:

- Helps reduce the fear, worry, and anxiety of getting a mammogram by making the mammography experience less intimidating
- Encourages women to get screening mammograms on a regular basis
- Promote the high level of patient care you provide
- Differentiate your healthcare facility from others in your area



(1) Two distinct groups of non-attenders in an organized mammography screening program, Arja R Aro, Breast Cancer Research and Treatment 70: 145-153, 2001.

MORE THAN AN EXAM. AN EXPERIENCE.



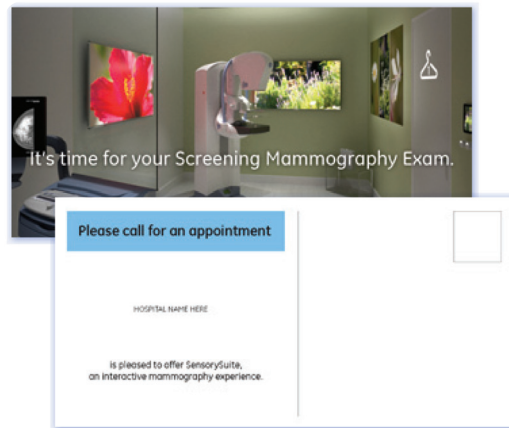
The SensorySuite experience starts when your patient chooses your facility for her mammogram. An online presentation, available through your facility's website, can explain the SensorySuite exam.



In the waiting room, your patient visualizes the experience on a tablet PC. Decorative wall panels and bookmarks with an accompanying bracelet (infused with the corresponding scent) help set the mood.



In the exam room, a flat-screen monitor will display soothing video and relaxing ambient sounds of the selected environment. A scent diffuser gently infuses the air with SensorySuite's light calming fragrance.



A comprehensive set of marketing tools is available to help you promote your SensorySuite to women and referring physicians in your area. Materials include:

- Letter to referring physicians
- Fact sheet and press release for your local PR efforts
- Patient reminder card
- Pictures and short video
- Interactive patient presentation for your facility's web page

General Electric Company reserves the right to make changes in specifications and features shown herein, or discontinue the product described at any time without notice or obligation. Contact your GE Representative for the most current information.

©2013 General Electric Company - All rights reserved.

GE, GE monogram and imagination at work are trademarks of General Electric Company.

*Trademark of General Electric Company or GE Medical Systems Information Technologies, Inc.

GE Healthcare, a division of General Electric Company

GE Healthcare
Chalfont St.Giles,
Buckinghamshire,
UK

www.gehealthcare.com

DOC1292286

