



MARCH 8, 2021

GE Healthcare's

International Women's Day Program

#ChoosetoChallenge



AuntMinnie.com

dept of creative



Welcome to GE Healthcare's International Women's Day Program

GETTING STARTED:

Congratulations! You have officially arrived at our first area....**WELCOME** to the 2021 International Women's Day event. This document is intended to help you navigate through the 4 areas.

MENU BAR: Please find the menu bar on the right that you can use to navigate between the different experiences.

AGENDA: This is it! Look no further. Flip through the agenda and afterwards you can find biographies of our speakers

1. WELCOME: What to expect. Getting started.

2. KEYNOTES: This is the Auditorium where you will find all our keynote addresses and events. You will also find bios in this program for our speakers in each Keynote Sessions.

READ HERE TO SEE HOW TO ACCESS ON-DEMAND CONTENT

- a. Go on the KEYNOTES tab and you will have the first video in the program pop up. To get it to play, just press the arrow.
- b. However, if you wish to skip to another program. It's easy!
- c. With your mouse, hover over the video screen. Two arrows will appear on the left and right side of the screen close to the GE logo on the left, and near the photo top right.
- d. Click left or right, you can scroll from one session to the next. Easy, right?



WHAT'S NEXT?

You have just watched some of the KEYNOTE SESSIONS and you now want to visit our PARTNERS LOUNGE and GLOBAL CHALLENGES.

Go to the menu bar on the right that you can use to navigate between the different experiences.

3. **PARTNERS LOUNGE:** Get to know our partners and find out about what they are doing related to Women's Health. Click on each area to find out more.
4. **GLOBAL CHALLENGES:** We have address 8 Challenges we believe are an important part of women's health.
 - a. **Don't Skip** – Discover the importance of not skipping screening and breast health appointments
 - b. **Because She Needs to Know** – Find out how our ultrasound technologies are helping physicians world-wide more accurately diagnose women's health concerns faster than ever before. These are their stories.
 - c. **Empowering Moms** – Learn about empowering women, changing experiences. Three vital elements to empowerment are education, choice, and freedom.
 - d. **Patient Experience & Education** – Learn about patient experience & education, wherever your patients are in their patient journey.
 - e. **Beyond Imaging** – Discover how healthcare is experiencing a dynamic transformation. Advanced technologies are revolutionizing clinical, operational and financial outcomes.
 - f. **Rapid Diagnosis & One-Stop Clinics** – Find out how to implement this new way of rapidly investigating patients with suspected cancer symptoms, so that they can receive appropriate diagnosis and subsequent follow-up as soon as possible.
 - g. **Personalized Breast Care** – Learn more about tailoring care for each patient based on individual risk factors as well as other personal considerations.
 - h. **Contrast Mammography – Seeing is Believing** – Learn about implementing this game changing breast cancer screening and diagnostic solution for your practice.

GE Healthcare's International Women's Day 24-Hour Virtual Event Agenda for March 8, 2021

Global Keynote Presentations

Singapore	Paris	New York	Topic
8:00am	1:00am	7:00pm (3/7)	<u>Keynote Address</u> Rob Walton, AKA President and CEO, GE Healthcare
9:00am	2:00am	8:00pm (3/7)	<u>Keynote Address</u> Hua Yan, Chief Marketing Officer, Greater China, GE Healthcare
10:00am	3:00am	9:00pm (3/7)	<u>Keynote Address</u> Aysun Kurman, Executive, Services, ASEAN, GE Healthcare
12:00pm	5:00am	11:00pm (3/7)	<u>Presentation on Mammography in Breast Cancer Early Diagnosis and Intervention</u> by MD. Ph.D Nguyen Thu Huong, Vinmec International Hospital, Vietnam
4:00pm	9:00am	3:00am	<u>Keynote Address</u> Catherine Estrampes, President & CEO, Europe, Middle East & Africa, GE Healthcare
9:00pm	2:00pm	8:00am	<u>"Woman" - A World Premiere Presentation by Film Director Anastasia Mikova</u>
10:00pm	3:00pm	9:00am	<u>Keynote Address</u> <u>Agnes Berzsenyi</u> , President & CEO, Women's Health & X-ray & <u>Everett Cunningham</u> , President & CEO, U.S. & Canada, GE Healthcare
10:30pm	3:30pm	9:30am	<u>Virtual Exchange</u> GE Scientists & Researchers Connect on Healthcare for Women Stefania Lovisatti sits down with leading GE researchers and scientists on women's healthcare <ul style="list-style-type: none"> • Cindy Davis (GRC Principal Scientist - Radiation Physics) • Melissa Desnoyers (Global Research Manager, MICT); • Fiona Ginty (GRC Technology Manager - Biosciences); • Elaine Long (PDx - Scientific Leader Oncology); • Vishakha Patel (Jr. Data Science and Analytics consultant, EMEA); • Laurence Vancamberg (Mammography - Architect - Robotics & Vision TCP)
12:00am (3/9)	5:00pm	11:00am	<u>Keynote Address</u> Luke Delaney, General Manager, Maternal Infant Care, GE Healthcare
1:00am (3/9)	6:00pm	12:00pm	<u>Keynote Address</u> The Honorable Chrissy Houlahan, U.S. Representative from Pennsylvania's 6th congressional district, Air Force Veteran, engineer, entrepreneur, and educator

GE Healthcare's International Women's Day 24-Hour Virtual Event Agenda for March 8, 2021

Global Keynote Presentations

Singapore	Paris	New York	Topic
2:00am (3/9)	7:00pm	1:00pm	<u>Facebook Event with Susan G. Komen</u> "Challenges and Successes Facing Women in Medicine and Science" <ul style="list-style-type: none"> • Dr. Krissa Smith, Vice President of Mission Strategy and Operations, Susan G. Komen • Agnes Berzsenyi, President & CEO, Women's Health & X-ray, GE Healthcare • Dr. Reshma Jagsi is a Komen Scholar and breast radiation oncologist • Dr. Jennifer Guerriero, Director of the Breast Tumor Immunology Laboratory at the Brigham and Women's Hospital Department of Surgery
3:00am (3/9)	8:00pm	2:00pm	<u>Keynote Address</u> Jie Xue, President & CEO, Magnetic Resonance, GE Healthcare
3:30am (3/9)	8:30pm	2:30pm	<u>Panel Choose to Challenge: The Evolution of Healthcare</u> <ul style="list-style-type: none"> • Claire Bloomfield, CEO, National Consortium of Intelligent Medical Imaging (NCIMI) at University of Oxford • Sandra Colner, CCRA is Director of the Global Lab & Life Sciences Segment business at Intel • Stephanie Sassman, Portfolio Leader, Women's Health, Genentech, A Member of the Roche Group. • Karley Yoder, VP & GM, Artificial Intelligence, Healthcare Digital, GE Healthcare. • Moderator: Madhuri Sebastian, VP & GM, Medical Scientific Affairs & AI Clinical Partnerships, GE Healthcare
4:30am (3/9)	9:30pm	3:30pm	<u>Keynote Address</u> Luiz Verzegnassi, President & CEO, Services and Chief Diversity Officer, GE Healthcare
4:45am 3/9	9:45pm	3:45pm	<u>Keynote Address</u> Rafael Palombini, President & CEO, Latin America, GE Healthcare
5:00am (3/9)	10:00pm	4:00pm	<u>Rapid Diagnosis in Women's Health - Virtual Exchange</u> <ul style="list-style-type: none"> • Michele Giletto, Network Director - Women's Imaging, St. Luke's University Health Network • Roni Christopher, VP Design and Intervention, Premier Applied Sciences • Celeste Slade, Clinical Solutions Leader, Women's Health, GE Healthcare • Moderator: Ben Newton, General Manager, Oncology Solutions, GE Healthcare
6:00am (3/9)	11:00pm	5:00pm	<u>Presentation (Portuguese)</u> : Endometriose e patologias da vida das mulheres modernas / Endometriosis and life pathologies of modern women - Dra. Adriana Gualda Garrido, Scientific Director of NEXUS
7:00am (3/9)	12:00am (3/9)	6:00pm	<u>Presentation</u> Use Your Voice: Breast Cancer 2021 with Andrea Wolf
8:00am (3/9)	1:00am (3/9)	7:00pm	<u>Presentation (Spanish)</u> Retos y realidades de la práctica obstétrica en América Latina / Challenges and realities of obstetric practice in Latin America - Dra. Ivonne Sanchez de Matute, Consultorio Matute



8:00am	Singapore
1:00am	Paris
7:00pm (3/7)	New York



Rob Walton

President & CEO, GE Healthcare ASEAN, Korea and ANZ at GE Healthcare

Rob is the President & CEO of GE Healthcare's businesses in 13 markets across Southeast Asia, Korea, Australia and New Zealand, and is based in Singapore. He took on this role in June 2019 is responsible for leading all business activities for GE Healthcare within the region.

Prior to his current role, Rob was General Manager for the Primary & Affordable Care business unit - a \$300M global business providing ultrasound and acute care solutions for primary care and other value-based healthcare settings. Rob led the business for 3.5 years and drove a two-fold increase in the business during his tenure.

He originally joined GE in 2009 as Corporate Initiatives Director, before transferring to GE Healthcare in 2010 to take on the role of Global GM, Respiratory & Sleep Care, based out of Wisconsin, USA. In this role he had global P&L responsibility for a \$120M business focused on specialist ventilation and sleep apnea breathing devices for hospital and homecare applications.

In 2013, Rob relocated to the UK to take the role of Executive Leader, Operational Excellence, driving organizational, culture and process redesign initiatives across all GE Healthcare business units, regions and functions.

Prior to GE, Rob worked in engineering and supply chain at Unilever and Ford, and subsequently at Bain & Company as a senior strategy consultant.

Rob holds a master's degree in Engineering from Cambridge University in the UK, and an MBA from INSEAD in France.



9:00am	Singapore
2:00am	Paris
8:00pm (3/7)	New York



Hua Yan

Vice President, Chief Marketing Officer Greater China GE Healthcare

Over 10 years in Healthcare, experienced in Investment, Sales and Marketing, P&L management and Strategic Planning
Working experience in over 10 countries, including China, U.S., Canada, France, Middle East, Singapore and other Asia countries



10:00am	Singapore
3:00am	Paris
9:00pm (3/7)	New York



Aysun Kurman

Executive, Services, ASEAN GE Healthcare

Executive Leader with 20+ years experience at different industries (GE Healthcare, GE Aviation, GE Oil & Gas and FMCG).

Services, Product, Customer, Quality, Manufacturing & Strategy, Program Management as main expertise areas. Quick learner & adaptor, inclusive, caring style, believes in team success & connects dots.

Successful on managing P&L, strategy setting, building organization, driving outcomes for customers with flexibility.



12:00pm Singapore
5:00am Paris
11:00pm (3/7) New York



Presentation on Mammography in Breast Cancer Early Diagnosis and Intervention

MD. Ph.D Nguyen Thu Huong, Vinmec
International Hospital, Vietnam



MD. Ph.D Nguyen Thu Huong

Deputy head of Radiology department

Vinmec Times City International hospital

MD. Ph.D Nguyen Thu Huong was the former Head of Breast Imaging at Department of Radiology in Bach Mai Hospital, Hanoi.

She has 13 years of experience in Radiology and Diagnostic Imaging, specializing in Breast Imaging.

Dr Huong carries out the following activities: Diagnostic Breast Imaging; Interventional procedures (Breast biopsy, localization); Ultrasonography; Computed Tomography; Magnetic Resonance Imaging...

Dr Huong was trained locally as a resident at Hanoi Medical University. She then proceeded for specialization in an International Fellowship Program at the Breast Center of Seoul National University Hospital in South Korea.

Dr Huong had also finished her PhD in Radiology Imaging and Nuclear Medicine at Gunma University, Japan. In addition, she actively joins and organizes science symposiums and meetings to network and build up on specialized knowledge of her profession.



4:00pm	Singapore
9:00am	Paris
3:00am	New York



Catherine Estrampes

President & CEO, Europe, Middle East & Africa GE Healthcare

Catherine Estrampes is President and CEO of GE Healthcare Europe. She leads a team covering 35+ countries that provides healthcare technologies, services and solutions to healthcare institutions.

Catherine began her career at GE Healthcare Europe in 1990 where she held business leadership positions for the Cardiology, Interventional and CT product lines and gained extensive international exposure. She moved to the U.S. in 1999 for GE Capital where she held several General Manager roles both for GE Capital Equipment Finance and GE Healthcare Financial Services Global Vendor division. Catherine moved back to GE Healthcare in 2010 to the position of Senior Vice President and General Manager heading the Mid America business unit. In 2013, her responsibilities were expanded to include the entire central corridor of GE Healthcare U.S. & Canada.

Catherine has a bachelor's degree in foreign languages from Toulouse University. She also has an MBA from IAE Business School and graduated from Sciences Po.



9:00pm

Singapore

2:00pm

Paris

8:00am

New York



“Woman” – A World Premiere Presentation by Film Director Anastasia Mikova

HOPE PRODUCTION PRESENTS


MOSTRA INTERNAZIONALE
D'ARTE CINEMATOGRAFICA
LA BIENNALE DI VENEZIA 2019
Official Selection

A FILM BY ANASTASIA MIKOVA
& YANN ARTHUS-BERTRAND



women



HOPE PRODUCTION
presents

w o m e n

A FILM BY
ANASTASIA MIKOVA & YANN ARTHUS-BERTRAND

PRODUCED BY YANN ARTHUS-BERTRAND JEAN-YVES ROBIN FABienne CALIMAS

EDITING FRANÇOISE BERNARD & BRIGITTE DELAHAIE

ORIGINAL MUSIC ARMAND AMAR

ORIGINAL SONG IMANY

Timing : 148'

Format : 1,85

MARCH, 2020

INTERNATIONAL SALES

ElleDriver

Nicolas Godeau-Esway

nicolas@elledriver.eu

+33 6 46 81 62 33

PRODUCTION

Hope Production

Fabienne Calimas /// Line producer

fabienne.calimas@hopeprod.com

+33 6 72 71 89 25

SYNOPSIS OF THE FILM

WOMAN is a worldwide project giving a voice to 2000 women across 50 different countries. Despite its very large scale, the film offers an intimate portrait of those who constitute half of the humanity.

It is an opportunity to shed light on the injustices women are subjected to all over the world, but what WOMAN would like to underline most is the inner strength of women and their capacity to change the world despite all the difficulties they are facing. In this new era where women's voices resonate more and more, the aim of the film is not only to call for rights or focus on problems, but to find solutions and try to reconcile the two genders.

The project deals with topics such as motherhood, education, marriage or financial independence but also menstruations or sexuality. Through the film you will discover the voices of women as you have never heard them before.

The film, based on first-person encounters, puts together hundreds of testimonies of very different women, from Heads of States to beauty queens and bus drivers to farmers from remote areas delivering a more comprehensive picture of what it means to be a woman in today's world. Between testimonies, some artistic will visually extend women's stories whether by showing women individually in their daily lives or in big gatherings bringing thousands of women together.

The two directors have also collaborated with artists like photographer Peter Lindbergh to explore topics such as women's relationship with their own body or with the dancers from the Bandaloop collective in a metaphorical dance illustrating women's strength and capacity to rise up in the sky!

w o m e n

“ WOMAN is a worldwide project giving a voice to 2000 women across 50 different countries. Despite its very large scale, the film offers an intimate portrait of those who constitute half of the humanity. ”



MAIN TOPICS OF THE FILM

BEING A WOMAN

The Gender question: where do the "clichés" related to gender representation come from, how do you define what is feminine and what is not, why many women would have preferred to be a man?

LOVE

Universal theme that talks about the complementarity between men and women and what we can share with each other. Beautiful stories of love between opposites sexes or even between the same sex and more specifically, testimonies about the essential need, visceral to all of us, to be loved.



MOTHERHOOD

How motherhood changes the body / life of a woman, what becoming a mother represents, the moment of delivery told by girls / women around the world, the impact of motherhood on women's life, can one be a fully fulfilled woman without being a mother? But also the need of the society to control women's body dealing with such topics as lack of contraception or abortion.

COUPLE / MARRIAGE

The only institution that crosses all cultures and traditions. Women around the world have told us the day of their marriage: for some the most beautiful moment of their life, for others, the worst. Then, they spoke about their place in their marriage, the tasks that accompany their role as married wives, forced marriage, divorce as a key moment on the path to emancipation in the lives of many women. Then the question of loneliness: many women end up preferring to be alone rather than in a relationship. + the question of child marriage.



BODY AND ITS TABOOS

Periods and sexuality: why do women's bodies raise as many taboos and interdiction? Often seen as a burden, an obstacle for many women in the world. Sometimes isolated during the time of their periods, forbidden in places of worship in many countries, the poorest cannot afford the sanitary pad, some do not go to school during their period. Today women are fighting against this taboo. + the question of genital mutilation.



WOMEN IN POWER

In order to have a profound change in society, more women need to be represented in key sectors of life and in areas where power is concentrated: more women in politics, but also in decision-making positions in big companies, in the field of science or religion. Women considered as "Symbols" tell us about their career and make us understand how they change things at their level.



VIOLENCE

One in three women in the world suffer from violence. Domestic violence, harassment at work, on the street, femicide, rape... why? While looking at all these stories, two main axes: domestic violence and rape as a weapon of war will be chosen in the film while other types of violence will be addressed in other parts of the film: incest, forced marriage, genital mutilation....

EMANCIPATION

In some countries, being born as a girl is a problem. Limited access to education, unequal remuneration between men and women, from the street to work, women suffer from harassment and all kinds of discrimination. What are the obstacles and keys to women's success? The glass ceiling, invisible work never paid, women most affected by poverty... How can women overcome these problems?

SEXUALITY

Virginity, rites of initiation, orgasm... the discovery of pleasure, orgasm by women and the role of pleasure in their lives. Many funny and unexpected testimonials on this topic. A true liberation of women voices!

POLITICS

If women want to be part of the change, they need to be where decisions take place. The film will highlight women who have fought for power and have a vision on the world of tomorrow.



10:00pm

Singapore

3:00pm

Paris

9:00am

New York



Agnes Berzsenyi **President & CEO, Women's Health & X-ray** **GE Healthcare**

Agnes Berzsenyi is the President and CEO, Women's Health & X-ray, GE Healthcare. In this role, Agnes is responsible for driving the strategic and commercial direction for the Women's Health & Xray portfolios, including mammography, bone densitometry, Xray and services. She is responsible for product innovation, commercial growth and customer collaboration to reshape the mammography experience for women all around the world with innovative products such as Senographe Pristina and Pristina Dueta, the industry's first wireless remote that allows women to manage their own compression during their mammogram. Senographe Pristina with Dueta was named on top 100 list of best innovations of 2019 by TIME Magazine.

Prior to this role, Agnes was the Formation Leader for GE Healthcare Imaging, an \$8 billion business including services and a portfolio of X-Ray, Women's Health, Interventional, Surgical C-arms, CT, Nuclear Medicine, PET, and MR products. Agnes served as the leader to bring together these businesses under one strategic vision and direction.

Agnes started her career in 1995 in the Technical Leadership Program at GE Aircraft Engines in Cincinnati, OH. Over the next eight years, she held several positions with increasing responsibility including the CF6 Engine Project, Six Sigma, and Marketing/Sales positions. During that time, she moved to Hungary to lead the Customer Satisfaction organization at Engine Services.

She joined GE Healthcare in 2003 as a Regional Service Manager, responsible for Eastern Europe and Russia. In 2005, Agnes was promoted to Vice President of Quality and Lean Six Sigma in Buc, France and in 2007 became Chief Marketing Officer for Clinical Systems. In 2009, Agnes became General Manager, Home Health. Then in 2010, she was promoted to General Manager, Global Primary Care Ultrasound with responsibility for bringing the innovative, pocket-sized ultrasound, Vscan, to market. This product was named grand award winner of "Best of What's New" by Popular Science. In 2012, Agnes became the General Manager, Dose & Education Services, responsible for working with the regions and modalities to help drive regulatory guidance, clinical evidence and a commercial dose strategy. Then in 2014, she served as Vice President and General Manager, Global Product Management for GE Healthcare Services where she was responsible for leading the Services product management organization.

Agnes is the Executive Sponsor for GE Girls, a company-wide program that engages middle school girls in STEM education. She also is a member of the Board of Trustees for the Rose-Hulman Institute of Technology. She recently was recognized with a career achievement award from Rose-Hulman. In 2016, Agnes was named a "Woman of Influence" by the Milwaukee Business Journal and was included in the "Women to Watch" list by The Business Journal, an honor for the top 100 business leaders throughout the country.

Agnes was born in Mateszalka, Hungary and holds a degree in Mechanical Engineering, Production Engineering and Management from the University of Magdeburg, Germany, and a Masters in Mechanical Engineering from Rose-Hulman Institute of Technology, USA. She is a certified Six Sigma Black Belt and Quality Leader. She is fluent in Hungarian, English and German.

Agnes lives with her husband and two daughters in Shorewood, WI.



10:00pm

Singapore

3:00pm

Paris

9:00am

New York



Everett Cunningham **President & CEO** **U.S. & Canada GE Healthcare**

Everett is the President & CEO of GE Healthcare's \$8 billion U.S. & Canada region. Everett and his team of nearly 8,000 industry experts leverage the capabilities across GE Healthcare to partner with providers and governments to help improve healthcare quality, access and affordability. Prior to joining GE Healthcare, Everett served as the Senior Vice President, Commercial for Quest Diagnostics, responsible for global commercial sales, marketing, and commercial operations. At Quest Diagnostics, Everett led over 1,500 employees and successfully managed \$7.6 billions dollars in top line revenue.

Prior to his role at Quest Diagnostics, Everett spent 21 years with Pfizer, Inc., where he served most recently as Regional President, Established Products for Asia Pacific. Beginning his career as a Sales Representative, Everett served in roles of increasing responsibility including Senior Director of Worldwide Learning and Development, Senior Director of Business Operations and Vice President Sales for U.S. Pharmaceuticals, and Vice President of Global Corporate Human Resources.

With 25+ years of progressive responsibility in pharmaceuticals and medical services, Everett is committed to leadership excellence with a diligent focus on methodical results, demonstrated change agility, building organizational capability, and cross functional matrix teams.

Everett earned his bachelor's degree in economics from Northwestern University.



10:30pm

Singapore

3:30pm

Paris

9:30am

New York



Virtual Exchange GE Scientists & Researchers Connect on Healthcare for Women

Stefania Lovisatti (EMEA I&D Integration leader For GE Healthcare) sits down with leading GE researchers and scientists on healthcare for women

- Cindy Davis (Principal Scientist - Radiation Physics, GE Research)
- Melissa Desnoyers (Global Research Manager, MICT, GE Healthcare)
- Fiona Ginty (Technology Manager – Biosciences, GE Research)
- Elaine Long (Scientific Leader Oncology, GE Healthcare, Life Sciences)
- Vishakha Patel (Jr. Data Science and Analytics consultant, EMEA, GE Healthcare)
- Laurence Vancamberg (Mammography - Architect - Robotics & Vision TCP, GE Healthcare)



Stefania Lovisatti

EMEA Integration - Inclusion &
Diversity officer, GE Healthcare

Master in Software Engineering (University
of Padova)

Stefania Lovisatti is currently the Integration and Inclusion & Diversity leader for Europe, Middle East and Africa for the Healthcare business in General Electric.

Stefania began her career in GE Healthcare in 1999 as a commercial product specialist of Magnetic Resonance in Italy and continue the path as Sales Manager and later as Marketing Manager Europe Middle East and Africa based in the headquarters in Paris.

In 2006 she has been leading the Services business in different role as Solution Manager, as Director of Services, as Service Sales Manager and as General Manager and Managing Director in 2015 for Italy, Malta, Israel. In 2019 Stefania moved back to the headquarter in Paris as Chief Operating Officer for Europe until the current position in 2021.

Stefania has a degree in Electronic Engineering and a master in Software Engineering at the University of Padova, a research project at University Of Washington in USA and she has been collaborating with other universities in Italy and abroad.

Stefania lives in Italy with her husband and her two boys.



- 32 Projects
- 12 Patents
- 19 Publications

Cynthia Davis

Principal Scientist - Radiation Physics,
GE Research

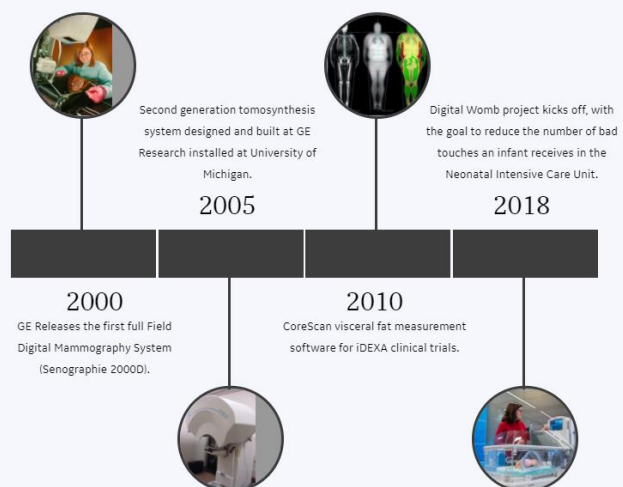
PhD, PHYSICS, NUCLEAR AND PARTICLE
(RENSSELAER POLYTECHNIC INSTITUTE)

Cynthia Davis has more than 20 years' experience bringing medical imaging and monitoring products to market. She has extensive experience in systems design and digital x-ray detectors. She has led multiple programs to develop imaging system prototypes, bringing them from conception to clinical trials and eventually to commercial products. Her clinical work has encompassed multiple studies in breast imaging including full field digital mammography, tomosynthesis, breast ultrasound and microwave breast imaging. She has also managed programs in interventional imaging, DXA for visceral fat measurement and monitoring systems for the NICU.

Dr. Davis holds a BS, MS and PhD in physics from Rensselaer Polytechnic Institute. She is six sigma black belt certified.

“ You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new. ”

Steve Jobs





- 16 Patents
- 10+ Publications

Melissa Desnoyers

Global Research Manager, MICT
GE Healthcare

BSE in Biomedical and Electrical
Engineering, Duke University

Globally experienced applications engineer, researcher, and manager with 19+ years in the design and use of medical imaging equipment with GE Healthcare. Primary focus is to expand product value through the development and evidence generation of new capabilities to extend the clinical value of our equipment and improve patient care.

Melissa holds 16 issued and pending US patents for GE Healthcare. She has an established history of partnering with leading clinicians, physicists, and technologists in the field of advanced imaging and has delivered over 10 manuscripts and presentations including to RSNA, SPIE, SCCT, JCCT, J of Med Phys, and Circulation focused on the clinical translation of new technology.

Melissa has a Bachelor of Science in Engineering degree with dual major in Biomedical Engineering and Electrical Engineering from Duke University. She is a graduate of GE's Edison Engineering Development Program and multiple nomination-based leadership training programs within GE. She plays a leadership role in GE's technical talent recruiting efforts. Melissa lives in Brookfield, WI with her husband and three children.

Specialties: Computed Tomography (CT), clinical research, cardiac, new product innovation, mentoring, technology leadership, clinical study conduct.



- 33 Projects
- 21 Patents
- 41 Publications

Fiona Ginty

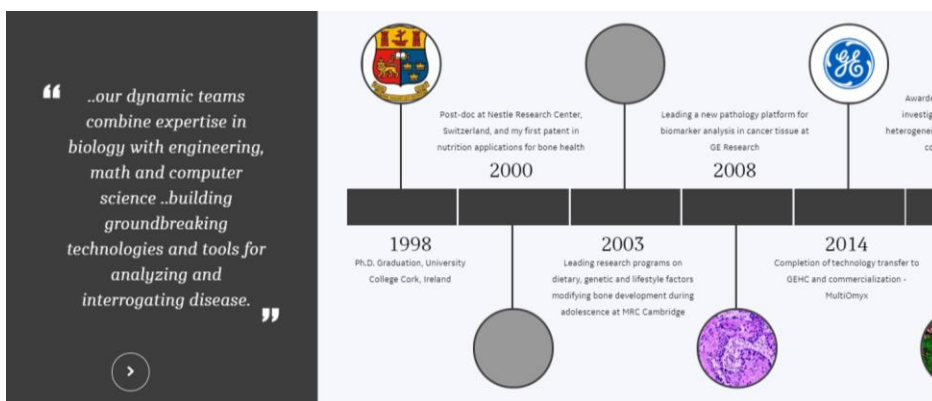
Technology Manager – Biosciences,
GE Research

BS, MICROBIOLOGY (NATIONAL
UNIVERSITY OF IRELAND GALWAY (NUIG))
PhD, NUTRITION SCIENCES (UNIVERSITY
COLLEGE CORK, IRELAND)

Fiona leads a group of cellular and molecular scientists in Biosciences who are inventing new methods and applications for the life sciences industry, including new cell therapy workflows, forensics, synthetic biology and cell imaging.

For over 10 years at GE Research, she has also led a multidisciplinary program and collaborations to develop a multiplexed imaging platform for fixed tissue, which has led to new insights into tumor biology and immune response. It has been commercialized by GE Healthcare as a service at Neogenomics Laboratory(MultiOmyx) and as a research platform (Cell DIVE). She is Principal Investigator on a NIH RO1 which is investigating apoptosis heterogeneity in colorectal cancer and co-PI with Indiana University which aims to characterize immune response to DCIS and patient outcomes. Earlier in her career she led research on osteoporosis, bone health and vitamin D metabolism for the UK Medical Research Council (MRC) in the Bone Research Group at the MRC Elsie Widdowson Laboratory in Cambridge, UK and in the Minerals Research Group at the Nestle Research Center in Lausanne, Switzerland. She has 13 patents and 32 publications that span nutrition, bone biology, metabolism, oncology and technology development and translation.

Fiona has a B.S. Microbiology from National University of Ireland, Galway and Ph.D. in Nutritional Science from University College Cork, Ireland.



- 14 Yrs Post Grad
- 8 Publications



Elaine Long

Scientific Leader

Pharmaceutical Diagnostics R&D

GE Healthcare Lifesciences

Doctorate of Philosophy, “Molecular Studies of Wiskott-Aldrich Syndrome Protein”, UCL.
University of Bristol, Cellular and Molecular Pathology

Elaine Long joined the Global Clinical Development team as Scientific Leader in October 2020. She is responsible for developing and implementing the scientific strategy for Immuno-Oncology imaging programs, as part of the PDx R&D team.

Before joining GE Healthcare, Elaine spent 14 years conducting scientific and clinical research. She completed a PhD based at Great Ormond Street Hospital, studying the molecular mechanisms of impaired immune cell function in patients with Wiskott-Aldrich Syndrome. As a post-doctoral fellow, at University College London, Elaine focused on generating mouse models of leukaemia, in order to study mechanisms of cancer progression. During this time she also generated a mouse strain lacking an important immune cell type called natural killer cells, which has been used to study various areas of disease.

Elaine then studied the role of the immune system in transplant patients at the University of Oxford, where she was a Senior Fellow in the Transplant Research Immunology Group at the Nuffield Department of Surgery in Oxford. Her work focused on generating immune tolerance in patients receiving donor organ transplants, without the need for severe immunosuppressive drugs.



Vishakha Patel

Data enthusiast prototyping first of kind innovations to improve operational efficiency in clinical workflows

Vishakha Patel started with healthcare in GE as working student in the Global Innovation team, based in Freiburg, Germany about 4 years back. She has her background in computer science, specializing in NLP and ML. Working with the innovation team, the main focus was to bridge the gap bringing the ground-breaking innovations from research to more applied applications, where Customer always remains the core front. From identifying the underlying problems that the customer wants to address, to building, testing, and validating prototypes with lean and agile methodologies were center of her responsibilities.

She continued to write her Master thesis with GE healthcare where she utilized Natural Language Processing (NLP), Machine learning (ML) and Explainable AI (XAI) to convert the mammography reports to structured format, and thereby improving the visibility of clinical findings and patient population in breast cancer screening. Using the structured data, she built an algorithm to predict BI-RADS from mammography reports.

Knowing that data is critical in the digital age, her interests lead her to start as data science and analytics consultant in the innovation team. Continuing in the domain of oncology, she started working with the wider teams in GE on Oncology Care Cockpit, where the goal is to have better visibility of cancer patients' workflow. The idea was to map the exact journey of patients to a visual pattern, identifying the bottlenecks in the workflow, to unblock the step for the patient, eventually reducing the time to diagnosis.

Her work for Oncology care cockpit was recognized by the GE healthcare digital and her team won an award for Women in Innovation for 2020.





Laurence Vancamberg, PhD

Robotics & Computer Vision Architect
Clinical & Applied Research
Women's Health & X-Ray, GE Healthcare

As Robotics and Computer Vision Architect of GE Healthcare's global Women's Health & X-ray business, Laurence Vancamberg is focused on digital and computer vision solutions to improve customer workflow and patient experience.

Laurence started her career as an Advanced Applications Engineer at GE Healthcare in 2008 in roles of increasing responsibility. She first worked in the Interventional Advanced Applications team where she implemented image processing solutions for interventional tools navigation in fluoroscopic images. She then moved to the Women's Health Clinical and Applied Research team, while working on her CIFRE PhD thesis on robotic solutions to guide breast biopsy procedures. Upon completion of her PhD, Laurence continued working in robotics and patient experience. For three years, Vancamberg had the responsibility of a feature owner defining customer needs for the biopsy application and as technical lead on the product design of the Senographe Pristina Serena™ biopsy system.

Laurence Vancamberg has a diploma in Engineering from TelecomSudParis from 2008 and received her doctorate in 2013 from the Universite Paris VI, with a specialization in mechanical science, acoustics, electronics and robotics .

Vancamberg has 13 patents filed under her name and her leitmotiv is innovating for patients and customers.

GE Healthcare is the \$18 billion healthcare business of GE (NYSE: GE). As a leading global medical technology and digital solutions innovator, GE Healthcare enables clinicians to make faster, more informed decisions through intelligent devices, data analytics, applications and services, supported by its Edison intelligence platform.



12:00am (3/9) Singapore

5:00pm Paris

11:00am New York



Luke Delaney **General Manager** **Maternal Infant Care, GE Healthcare**

Luke Delaney is the General Manager for the Maternal Infant Care Business at GE Healthcare. At GE Healthcare's Maternal Infant Care Business, our mission is to help send moms and babies home healthy, and Luke leads our team to develop products and solutions to fulfill this mission every day. Over the past 15+ years, Luke has held various positions in engineering, product development, clinical research, & general management at GE Healthcare, and holds degrees in engineering & economics from Cornell University and the University of Wisconsin-Milwaukee.



1:00am (3/9) Singapore
6:00pm Paris
12:00pm New York



The Honorable Chrissy Houlahan, U.S. Representative from Pennsylvania's 6th congressional district

Air Force Veteran, engineer, entrepreneur, and educator

U.S. Representative Chrissy Houlahan is an Air Force veteran, engineer, entrepreneur, and educator who is continuing her career of service as the first woman ever to represent Pennsylvania's 6th District in Congress.

Chrissy is the daughter and granddaughter of Holocaust survivors who came to America with nothing. She grew up in a military family; her parents met when her father and grandfather flew P3s in the same Navy squadron. She earned her engineering degree from Stanford with an ROTC scholarship that launched her service in the U.S. Air Force and Air Force Reserves, and later earned her M.S. in Technology and Policy from MIT.

Chrissy has helped lead several thriving Southeastern Pennsylvania companies including AND1, a basketball apparel company headquartered in Paoli, and B Lab, the organization that launched the B Corporation movement. She went on to serve in Teach for America as a chemistry teacher at Simon Gratz High School in North Philadelphia, and then led and scaled a non-profit helping thousands of underserved students all across America build their literacy skills.

These experiences helped shape her political vision of a great nation united by common values that leaves no one behind. She is committed to fighting for access to quality, affordable healthcare, common sense gun safety, government accountability and transparency, and working to build a strong, stable economy with good jobs and good benefits for everyone.

Chrissy is a leader driven by a spirit of service. She's a mom, a longtime resident of Southeastern Pennsylvania, and a first-time congressional representative heading to Washington to solve real problems for the people and communities of Pennsylvania.



2:00am (3/9) Singapore
7:00pm Paris
1:00pm New York



Facebook Event with Susan G. Komen "Challenges and Successes Facing Women in Medicine and Science"

- Dr. Krissa Smith, Vice President of Mission Strategy and Operations, Susan G. Komen
- Agnes Berzsenyi, President & CEO, Women's Health & X-ray, GE Healthcare
- Dr. Reshma Jagsi is a Komen Scholar and breast radiation oncologist
- Dr. Jennifer Guerriero, Director of the Breast Tumor Immunology Laboratory at the Brigham and Women's Hospital Department of Surgery



Dr. Krissa Smith

Vice President, Mission Strategy &
Operations at Susan G. Komen

As the Director, Research Programs, I direct and oversee implementation of Komen's Research Programs Department. I am responsible for strategy development and priority setting, as well as fiscal oversight of a Research Program that awards and manages over \$25 million in grants awarded annually to institutions around the world. I direct the identification and communication of key funded researchers and projects within the grants portfolio. In addition, I work with Komen's Development team including strategy, prospect development and donor relations.

Agnes Berzsenyi

President & CEO, Women's Health, & X-ray GE Healthcare

9900 W Innovation Drive
Wauwatosa, WI 53226
414-721-2629
Agnes.Berzsenyi@ge.com

GE Healthcare



Agnes Berzsenyi is the President and CEO, Women's Health & X-ray, GE Healthcare. In this role, Agnes is responsible for driving the strategic and commercial direction for the Women's Health & X-ray portfolios, including mammography, bone densitometry, X-ray and services. She is responsible for product innovation, commercial growth and customer collaboration to reshape the mammography experience for women all around the world with innovative products such as Senographe Pristina and Pristina Dueta, the industry's first wireless remote that allows women to manage their own compression during their mammogram. Senographe Pristina with Dueta was named on top 100 list of best innovations of 2019 by *TIME Magazine*.

Prior to this role, Agnes was the Formation Leader for GE Healthcare Imaging, an \$8 billion business including services and a portfolio of X-Ray, Women's Health, Interventional, Surgical C-arms, CT, Nuclear Medicine, PET, and MR products. Agnes served as the leader to bring together these

businesses under one strategic vision and direction.

Agnes started her career in 1995 in the Technical Leadership Program at GE Aircraft Engines in Cincinnati, OH. Over the next eight years, she held several positions with increasing responsibility including the CF6 Engine Project, Six Sigma, and Marketing/Sales positions. During that time, she moved to Hungary to lead the Customer Satisfaction organization at Engine Services.

She joined GE Healthcare in 2003 as a Regional Service Manager, responsible for Eastern Europe and Russia. In 2005, Agnes was promoted to Vice President of Quality and Lean Six Sigma in Buc, France and in 2007 became Chief Marketing Officer for Clinical Systems. In 2009, Agnes became General Manager, Home Health. Then in 2010, she was promoted to General Manager, Global Primary Care Ultrasound with responsibility for bringing the innovative, pocket-sized ultrasound, Vscan, to market. This product was named grand award winner of "Best of What's New" by *Popular Science*. In 2012, Agnes became the General Manager, Dose & Education Services, responsible for working with the regions and modalities to help drive regulatory guidance, clinical evidence and a commercial dose strategy. Then in 2014, she served as Vice President and General Manager, Global Product Management for GE Healthcare Services where she was responsible for leading the Services product management organization.

Agnes is the Executive Sponsor for GE Girls, a company-wide program that engages middle school girls in STEM education. She also is a member of the Board of Trustees for the Rose-Hulman Institute of Technology. She recently was recognized with a career achievement award from Rose-Hulman. In 2016, Agnes was named a "Woman of Influence" by the *Milwaukee Business Journal* and was included in the "Women to Watch" list by *The Business Journal*, an honor for the top 100 business leaders throughout the country.

Agnes was born in Mateszalka, Hungary and holds a degree in Mechanical Engineering, Production Engineering and Management from the University of Magdeburg, Germany, and a Masters in Mechanical Engineering from Rose-Hulman Institute of Technology, USA. She is a certified Six Sigma Black Belt and Quality Leader. She is fluent in Hungarian, English and German.

Agnes lives with her husband and two daughters in Shorewood, WI.



Reshma Jagsi, MD, Dphil

Deputy Chair of Radiation Oncology
Newman Family Professor of
Radiation Oncology
Residency Program Director
Director of the Center for Bioethics
and Social Sciences

Reshma Jagsi, M.D., D.Phil., is Newman Family Professor and Deputy Chair in the Department of Radiation Oncology and Director of the Center for Bioethics and Social Sciences in Medicine at the University of Michigan.

She graduated first in her class from Harvard College and then pursued her medical training at Harvard Medical School. She also served as a fellow in the Center for Ethics at Harvard University and completed her doctorate in Social Policy at Oxford University as a Marshall Scholar.

An internationally recognized clinical trialist and health services researcher, Dr. Jagsi's medical research focuses on improving the quality of care received by breast cancer patients, both by advancing the ways in which breast cancer is treated with radiation and by advancing the understanding of patient decision-making, cost, and access to appropriate care. Her research in this area is funded by an NIH R01 grant to evaluate an intervention to help support women with breast cancer and their physicians to make high quality decisions. She is also supported by the Susan G. Komen Foundation to lead research on inflammatory breast cancer and innovative radiotherapy approaches to intensify treatment in that setting. She led the national IDEA trial to investigate approaches for radiation treatment de-escalation among patients with biologically favorable breast cancer, and she is active in the National Cancer Institute's cooperative groups, including SWOG and NRG. She also serves on the NCI's BOLD task force on locoregional management of breast cancer.

A substantial focus of her research considers issues of bioethics and gender equity in academic medicine. Her investigations of women's under-representation in senior positions in academic medicine and the mechanisms that must be targeted to promote equity have been funded by an NIH R01 grant and grants from the Robert Wood Johnson Foundation, AMA, and other philanthropic funders. She leads the national program evaluation for the Doris Duke Charitable Foundation's Fund to Retain Clinician Scientists, a large national intervention that was inspired in part by her own research. She also leads an NIH R01-funded investigation using deliberative democratic approaches to illuminate patients' attitudes towards secondary use of data collected in routine clinical encounters and a current Greenwall Foundation-funded investigation of patient attitudes towards approaches used by hospitals to encourage donations from grateful patients.

Active in organized medicine, she has served on the Steering Committee of the AAMC's Group on Women in Medicine in Science and now serves on the Board of Directors of the American Society of Clinical Oncology. She was part of the Lancet's advisory committee for its theme issue on women in science, medicine, and global health.

Dr. Jagsi's work is frequently featured in the popular media, including coverage by the New York Times, Wall Street Journal, Washington Post, NPR, and national network nightly news. Frequently invited as a keynote speaker, she has delivered invited talks at over 50 institutions and professional societies, including the AAMC, the NIH, and the National Academy of Medicine and National Academy of Sciences. Her contributions have been recognized with her election to the American Society of Clinical Investigation and the Leadership Award of the AAMC's Group on Women in Medicine and Science. She has been elected fellow of ASTRO, ASCO, AAWR, and the Hastings Center.



Dr. Jennifer Guerriero
Instructor in Medicine
Harvard Medical School
Director of the Breast
Immunology Laboratory,
Women's Cancer Program
Dana-Farber Cancer Institute

Dr. Guerriero has a PhD in Molecular and Cellular Biology and Immunology and Pathology from Stony Brook University where she trained under Dr. Wei-Xing Zong and completed her thesis entitled, "A study of cell death pathways and innate immunity in cancer chemotherapy". Dr. Guerriero completed her postdoctoral training in the laboratory of Dr. Anthony Letai at Dana-Farber Cancer Institute where she investigated the role of tumor macrophages in breast cancer and identified novel mechanisms to target pro-tumor macrophages to an anti-tumor phenotype to induce tumor regression. Dr. Guerriero is now an Instructor in Medicine at Harvard Medical School and is the Director of the Breast Immunology Laboratory in the Women's Cancer Program.



3:00am (3/9) Singapore

8:00pm Paris

2:00pm New York



Jie Xue

President & CEO, Magnetic Resonance

GE Healthcare

Jie Xue is the President and CEO, MR, GE Healthcare. She leads the global team that is responsible for product innovation, commercial growth and customer collaboration to bring new and innovative solutions to the market while providing a better experience for healthcare providers and their patients.

Prior to this role, Jie was the President & CEO of GE Healthcare's X-ray business. During her tenure with the X-ray business, the team launched Critical Care Suite, a collection of artificial intelligence (AI) algorithms embedded on a mobile X-ray device. Prior to that, she spent five years leading the Value MR Segment and then served as General Manager for the 1.5T MR Segment. Before moving to MR, Jie was the fluoroscopy global segment leader from 2010-2013 in X-ray. Jie started her career with IBM in technical sales and joined GE Healthcare in 1998 in the Edison Engineering Development Program. She held various leadership roles in GE Healthcare Business Development functions and the Services organization before taking on her product leadership roles in X-ray and MR.

Jie holds a bachelor's degree in computer science from Shanghai Jiao Tong University in Shanghai, China and a master's degree in computer engineering from Northwestern University in Evanston, IL.

She lives in Delafield, WI with her husband and two sons.



3:30am (3/9) Singapore
8:30pm Paris
2:30pm New York



Panel Choose to Challenge: The Evolution of Healthcare

- Claire Bloomfield, CEO, National Consortium of Intelligent Medical Imaging (NCIMI) at University of Oxford
- Sandra Colner, CCRA is Director of the Global Lab & Life Sciences Segment business at Intel
- Stephanie Sassman, Portfolio Leader, Women's Health, Genentech, A Member of the Roche Group.
- Karley Yoder, VP & GM, Artificial Intelligence, Healthcare Digital, GE Healthcare.
- Moderator: Madhuri Sebastian, VP & GM, Medical Scientific Affairs & AI Clinical Partnerships, GE Healthcare

University of Oxford
MEDICAL SCIENCES DIVISION



Dr Claire Bloomfield

CEO

claire.bloomfield@oncology.ox.ac.uk

[LinkedIn profile](#)

Claire is a senior research management professional, with experience of working both directly as an academic researcher and also a senior research administrator.

She obtained her Doctorate in Neuroscience at the University of Oxford, and held research fellowships in Oxford and the United States before moving into a career as a research management professional. Claire then worked for the UK Medical Research Council, before returning to the University of Oxford, to establish the CRUK Oxford Centre. The Centre was a new type of entity for the University, being a virtual centre with the mission to facilitate research across a variety of disciplines and different Departmental structures to enhance cancer research activity at the University and Oxford University Hospitals NHS Foundation Trust.

Claire delivered a range of high-profile multidisciplinary and pan-Divisional grant initiatives for the University (with a combined value of over £250m), and most recently was focused on early detection for cancer and the use of AI for health care.



Sandra Colner

**Director
Global Lab & Life Sciences Segment
Intel Corporation**

Sandra Colner, CCRA is Director of the Global Lab & Life Sciences Segment business at Intel Corporation. In this role, Sandra leads a team of technology and subject matter experts that focus on digital transformation from edge-to-cloud in order to make precision, value-based care a reality. She works to design and build laboratory instruments and compute appliances that deliver innovative technology the pharma, life science, genomics, environmental and life science industries. With over 20 years of industry experience, Sandra brings deep clinical, healthcare, clinical research and pharma development experience. She holds a Bachelor of Science in Health Science from Pepperdine University and is an ACRP Certified Clinical Research Associate.



Stephanie Sassman

Portfolio Leader, Women's Health
Genentech
A Member of the Roche Group

Stephanie Sassman is Portfolio Leader, Women's Health, Genentech, A Member of the Roche Group. In this role, she leads a cross company team working to co-create end-to-end solutions for patients with key healthcare system stakeholders globally. She has over 15 years of experience in pharma development and product strategy, leading project and disease area teams across early and late stages in diverse therapeutic areas.



Karley Yoder

Vice President and General Manager, AI



Karley is the Vice President and General Manager for AI at GE Healthcare. In this role, she spearheads AI strategy and product implementation across the GE Healthcare product portfolio. Through developing a healthcare-specific platform for creating Deep Learning (DL) models and then infusing this DL intelligence back into product lines, Karley leads product management activities for AI solutions across GE Healthcare internal and partnership activities.

With over a decade of experience focused in the digital healthcare space, Karley has held several product-related roles across the healthcare spectrum: spending time at Apple Health, leading implementations of the Affordable Care Act exchanges at the state level, providing business development strategies for Doctor On Demand (a San Francisco-based telemedicine startup), and conducting clinical and software research in the healthcare space at both Duke and Stanford Universities.

Karley holds a bachelor's degree in biomedical engineering from Duke University and a Master of Business Administration from Harvard Business School.



Madhuri Sebastian

**VP & GM, Medical Scientific Affairs
& AI Clinical Partnerships
GE Healthcare**

Madhuri Sebastian is a Digital Health Leader passionate about bringing innovation and execution together to impact cost, quality, access for healthcare. She leads AI development with leading Academic Institutions globally in Imaging & Operational Analytics.

Sebastian is VP, AI Collaborations & MASA. In this role, she leads AI co-development with key academic partners globally. She has recently expanded her focus to lead the Medical and Scientific Affairs (USCAN) team at GE Healthcare responsible for innovation and scientific exchange in US and Canada. Her focus is to scale innovation and partnerships between GE Healthcare and Healthcare Institutions, to make a broader and deeper impact together to advance Precision Health and impact the care continuum leveraging enterprise and digital thinking. Madhuri has been with GE Healthcare for 19 years, where she has had successive leadership roles focused on solution development, deployment, customer adoption, and operational excellence. She has led teams focused on innovative solutions with technology like AI, IoT and Cloud and led product and service business lines across revenue cycle, electronic medical records and imaging software solutions. Madhuri joined GE as part of GE's Information Management Leadership Program.

She holds an MBA with distinction from Kellogg Business School, a Bachelor's degree from University of Wisconsin-Whitewater.



4:30am (3/9) Singapore
9:30pm Paris
3:30pm New York



Luiz Verzegnassi
Chief Diversity Officer
President & CEO, Services
GE Healthcare

Luiz Verzegnassi is the President and CEO of GE Healthcare Services. He oversees the development and execution of GE Healthcare's service offerings and operations globally.

With 25 years of experience overall, Luiz has held many positions within GE – most recently as President and CEO of GE Healthcare Latin America. He joined GE Healthcare in 2009 as the Services General Manager for Latin America and went on to serve as Vice President of Global Services for Surgery, then head of operations as General Manager for Brazil. Prior to GE, Luiz held several leadership positions in the automotive industry, including sales, marketing, service, parts and aftersales, and achieved many accomplishments in creating, developing and operating challenging businesses and developing talented teams.

Luiz has a degree in information systems from University Mackenzie in Sao Paulo and an MBA from the University of Pittsburgh.



4:45am (3/9) Singapore
9:45pm Paris
3:45pm New York



Rafael Palombini President & CEO Latin America GE Healthcare

Rafael Palombini is the President & CEO of GE Healthcare Latin America (LATAM), based in Brazil. He leads the organization delivering healthcare solutions and services in a complex geography of more than 40 countries and islands, including Brazil and Mexico.

Rafael joined GE in 2010. In the past decade, he has held a variety of leadership roles in service, finance and business management. Prior to his current role, he was the General Manager of GE Healthcare Brazil where he drove significant operational changes, and before that General Manager of the LATAM Services organization. Rafael led the Services organisation for five years and in this time delivered consistent increases in customer satisfaction and confidence through the deployment of remote services, a central service center, and site quality initiatives.

Rafael has a financial background and held several roles at Ford and Legrand before joining GE. He graduated from Business School at PUCRS University, Brazil, and later studied at University of California, Berkeley in the US. He also holds a MBA from Business School São Paulo.



5:00am (3/9) Singapore
10:00pm Paris
4:00pm New York



Rapid Diagnosis in Women's Health Virtual Exchange

- Michele Giletto, Network Director – Women's Imaging, St. Luke's University Health Network
- Roni Christopher, VP Design and Intervention, Premier Applied Sciences
- Celeste Slade, Clinical Solutions Leader, Women's Health, GE Healthcare
- Moderator: Ben Newton, General Manager, Oncology Solutions, GE Healthcare



Michele E. Giletto

Network Director, Women's Imaging
St. Luke's University Health Network

Motivated healthcare executive able to balance strategic decisions and financial discipline with a collaborative approach to leadership, resulting in strong employee, patient and physician satisfaction. Engaging communicator and relationship builder with expertise in team and leadership development. Core strengths include:



Roni Christopher DHSc, M.Ed, OT/L

Vice President, Design and Intervention

Dr. Roni Christopher is the Vice President for Design and Intervention for Premier Applied Sciences®, the research and analytics division of Premier. She directs improvement science, evidence sourcing, adult learning, change management and quasi-experimental research applications to build robust training driving and highlighting research outcomes. She is a national influencer and sought-after speaker for population health in association with Thomas Jefferson University's Jefferson College of Population Health, where she has co-authored many articles including authorship in the Population Health textbook. Dr. Christopher has led numerous federally- and nationally-funded, multi-stakeholder initiatives integrating quality improvement science and research to improve patient experience and outcomes. Current projects include chronic pain management, breast cancer expedited care models, chronic care, patient engagement and technology integration. Her work also spans infant mortality and perinatal outcomes, primary care transformation, accountable care and disease state innovation labs. In previous roles at Mercy Health, the largest health system in Ohio, and the renowned Cincinnati Children's Hospital Medical Center, she became an expert at influencing care processes across the care continuum and built bridges between providers, payers and patients toward a value-driven model. Additionally, she has contributed to health policy change at the Department of Health and Human Services for Ohio. Dr. Christopher earned a doctorate in health sciences from A.T. Still University and a master's degree in education with a concentration in occupational therapy from Xavier University. She has also trained in qualitative research techniques with the Odum Institute at The University of North Carolina at Chapel Hill.



Celeste Slade

**Clinical Solutions Leader, Mammography
Women's Health & X-Ray, GE Healthcare**

As Clinical Solutions Leader, Mammography, for the GE Healthcare Women's Health & X-ray business, Celeste Slade has worked in medical imaging for more than 20 years.

Slade began her career in 1992 in Product Marketing at the PictureWorks Technology a startup in digital imaging. Continuing her career in Marketing, in 1997 she moved to Howtek, which later became iCAD, a global leader in advanced breast cancer detection solutions. Thereafter, her GE Healthcare career started as a Mammography Regional Sales Specialist in 2003 and has progressed with roles of increasing responsibility.

Her experience at GE Healthcare has included seeing mammography transition to fully digital with advancements in technology standards of tomosynthesis, MRI, whole breast ultrasound and contrast enhanced mammography. In addition to the clinical impact of having the right technology, she has been focused on helping to evangelize the importance of a personalized approach to breast care and better patient experience; with the ultimate goal to improve compliance to breast health, to find cancer early and effect outcomes.

Slade received an undergraduate degree in Communication Sciences from the University of San Francisco, California with continued studies towards master's degree in healthcare administration with Southern New Hampshire University.

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Ben Newton, PhD
Oncology Solutions, GE Healthcare

As General Manager of GE Healthcare's global Oncology Solutions activities, Dr. Ben Newton is focused on enabling the earlier diagnosis of cancer, leading to better care and better outcomes. GE Healthcare's technology is used all along the patient's journey, from screening, diagnosis and staging of the cancer, through treatment planning, monitoring and follow-up.

During a 25-year career in roles spanning R&D, commercial and general management, Dr. Ben Newton has led numerous drug, diagnostic and prognostic products from conception to commercialization. He has led innovative and entrepreneurial businesses at GE Healthcare in areas such as Ultrasound, Molecular Imaging, Digital and now Oncology Solutions.

Prior to his current role, Ben was Chief Digital Officer of GE Healthcare's Life Science business. He previously held leadership positions in Molecular Imaging, Ultrasound, Product Management and R&D.

GE Healthcare is a \$17 billion business that provides a broad portfolio of products, solutions, software and services used in the diagnosis, treatment and monitoring of patients.



6:00am (3/9) Singapore
11:00pm Paris
5:00pm New York



Presentation (Portuguese)

Endometriose e patologias da vida das mulheres modernas

Endometriosis and life pathologies of modern women

Dra. Adriana Gualda Garrido, Scientific Director of NEXUS



Dra. Adriana Gualda Garrido

Vice President, Design and Intervention

- Membro da Comissão de Ultrassonografia da FEBRASGO (Federação Brasileira de Ginecologia e Obstetrícia)
- Diretora da SGOB (Sociedade de Ginecologia e Obstetrícia de Brasília)
- Diretora DA SBUS - REGIONAL/ DF
- Membro da ISUOG (Sociedade Internacional de Ultrassonografia em Ginecologia e Obstetrícia)
- Habilitação em Ultrassonografia e Medicina Fetal pela FEBRASGO/AMB
- Médico / Sócio das Clínicas CDUS e IMAGEM E VIDA



7:00am (3/9) Singapore
12:00am (3/9) Paris
6:00pm New York



Presentation Use Your Voice: Breast Cancer 2021 with Andrea Wolf



Andrea Wolf

President & CEO

Andrea Wolf is the oldest of Dr. Brem's three daughters. She grew up hearing a lot about breast cancer. At age 22, Andrea found out that she was BRCA1-positive. She committed to taking control of her breast health and doing everything she could to change her family's breast cancer narrative. At age 30 she had prophylactic double mastectomies. Today, she uses her passion for helping others to inspire women from all backgrounds to take control of their breast health.

Prior to leading the Brem Foundation, Andrea graduated cum laude from the University of Pennsylvania and from the George Washington University Law School. She practiced law at Patton Boggs, LLP and later served as the Director of Public Policy of Girls Inc., an education nonprofit.

In her free time, Andrea loves giggling with her three daughters, petting puppies, eating sushi with her husband, and running in the woods. She is excited to welcome you to the life-saving and life-changing world of the Brem Foundation.



8:00am (3/9) Singapore
1:00am (3/9) Paris
7:00pm New York



Presentation (Spanish)

Retos y realidades de la práctica obstétrica en América Latina

Challenges and realities of obstetric practice in Latin America

Dra. Ivonne Sanchez de Matute, Consultorio Matute



IVONNE SANCHEZ DE MATUTE

DIAGNOSTICO PRENATAL AVANZADO

PERFIL

Soy una médica con una maestría en Medicina Materno Fetal y tengo 10 años de trabajar en mi práctica privada realizando diagnóstico ultrasonográfico. Soy voluntaria para diferentes instituciones como tutora, traductora y responsable de la organización de eventos académicos internacionales para FMFLA.

EXPERIENCIA LABORAL

Diagnóstico Prenatal Avanzado

Consultorio Matute, La Lima, Honduras | Oct 2010 - presente

- Ultrasonido ginecológico y obstétrico
- Detección temprana de malformaciones congénitas

Traductora

FMFLA | Enero 2010 - Actualidad

ISUOG | Junio 2011 - Actualidad

- Traducción y edición de material educativo creado por ISUOG o FMFLA, en español, inglés o portugués.

EDUCACION

Fundación de Medicina Fetal para Latinoamérica, Campinas, Brasil

Maestría en Medicina Materno-fetal | Marzo 2011 - Dec 2012

- Certificado en Sonografía ginecológica, obstétrica y Medicina fetal, Campinas, Brasil, 2010

Hospital Juan Pablo II, Guatemala, Guatemala

- Residencia en Pediatría, Ago.1993- Dic.1994

Universidad de San Carlos de Guatemala

- Médico y Cirujano | Enero 1987 - Mayo 1993

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Cortes, Honduras. Consultorio
Matute

imatutes@gmail.com

Consultorio Matute

<http://linkedin.com/in/ivonne-matute-b2475842>

HABILIDADES

- Desarrollo de proyectos
- Trabajo en grupo
- Español, inglés y portugués
- Liderazgo

REFERENCIAS

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Prenatal y Medicina Fetal
Cordoba, Argentina
5493512558844



**Find out more about our healthcare solutions for women.
GeHealthcare.com**

#ChoosetoChallenge

#IWD2021

Womenshealth.marketing@ge.com



AuntMinnie.com

dept of creative