

GE Healthcare

Centricity Electronic Medical Record

Complete information,
one location



Turn information into insight

Imagine being able to raise the bar on patient care safety and quality. And find the information you need – all in one place. With a partner who's an expert at helping you do both.

Relied on by more than 30,000 clinicians nationwide, Centricity® Electronic Medical Record (EMR) from GE Healthcare is a proven ambulatory system providing a rapid return on investment. With more than 20 years of successful implementations in settings ranging from solo practitioners to some of the nation's largest healthcare organizations, Centricity EMR is an established solution backed by GE's world-class service and support team.

Insight is...

evidence-based guidelines delivered to the point of care

Built with the information needs of clinicians in mind, Centricity EMR supports your efforts to:

- Streamline patient visits
- Increase the accuracy and completeness of documentation
- Enhance patient care

GE 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 potential medical problems
- Powerful E&M advisor assists with coding accuracy

"We've achieved hundreds of workflow and process improvements since we implemented Centricity EMR, to the benefit of patients and physicians alike. On FTE's per physician alone, we're saving over \$6 million each year. Centricity has made an enormous difference here on many levels, and it continues to provide new efficiencies years after the initial deployment."

Simeon Schwartz, MD
CEO, Westchester Medical Group

What you should know about Centricity EMR

- Brings nationally accepted, evidence-based guidelines to the point of care – for the right patient at the right time
- Enables benchmarking of clinical outcomes against peers on a local or national basis, supporting the requirements of a results-based reimbursement model and helping guide care priorities
- Certified by the Certification Commission for Healthcare Information Technology (CCHITSM), and by the National Committee for Quality Assurance (NCQA) for the Diabetes Physician Recognition Program
- Connects to systems inside and outside the clinic walls, activating full-spectrum collaboration
- Rigorous Six Sigma-driven implementation methodologies and on-site training services help maintain productivity and ease adoption
- Provides access to a wealth of best practice knowledge shared by a Users' Group that is managed independently by a broad network of enthusiastic, knowledgeable customers



Insight is...

being prepared for a results-based reimbursement environment

How do you measure success? Centricity EMR doesn't just help you streamline workflows, accelerate access to information, and improve care quality. It also tracks the data you need to prove that quality.

With Centricity EMR, patient information is tracked online across multiple points of contact with your organization. Clinical activities, medications, documentation and results – every critical detail of the patient record is available to the care team, when and where they need it.

The clinical content available in Centricity EMR can easily be customized to streamline both primary care and specialty practices, yet is also exceptional in providing a consistent clinical vocabulary across GE customers. This means you can compare “apples to apples” data 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.

With over 5 million de-identified care records currently stored by the GE quality data consortium, no other solution can match GE's ability to support your quality improvement initiatives and prepare you for emerging pay-for-performance programs.

"The best [quality assurance] we could do before was rate physicians. Now, with Centricity EMR, we can target populations and really improve their care."

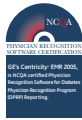
Dr. Martin Serota, President
Alliance Medical Group

Centricity EMR's certification by CCHITSM and NCQA for the Diabetes Physician Recognition Program gives you and your patients the assurance that the system meets recognized quality standards. So you can have confidence in a system that's been proven to work – and can help you achieve new standards of excellence in patient care.

"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 Practice Connections certification. In the end, we negotiated a better contract than we could have without Centricity EMR."

Christopher Crow, MD, MBA
Family Medical Specialists of Texas

By turning information into insight, Centricity EMR makes it easier to do the things you're already doing and then helps you take patient care to the next level.



Insight is...

Patient satisfaction is affected at every point of each visit. To make it an experience they'll want to repeat, your people and systems must work in lock-step. 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.

To gain a 360-degree view of your patients, you need smooth integration between your clinical and revenue cycle systems. Centricity EMR is highly interoperable with other GE systems, supporting the GE Healthcare commitment to providing information systems that drive greater quality and efficiency. When best of breed EMR is all that is needed, Centricity EMR offers open connectivity to other clinical and business performance systems.

Close connections between the systems you rely on make your daily routines fast and easy. You can exchange chart notes, referrals and clinical messages with other providers. Quick access to linked radiology images cuts down on delays

experienced in traditional paper- and film-based systems. And since lab results, electronic documents, transcriptions and other details are automatically attached to the patient record, you can eliminate the chart chase and make informed treatment decisions with speed and confidence.

Centricity also allows you to work beyond the boundaries of your organization, opening connections between hospitals, practices, labs, imaging centers and even remote monitoring devices in the patient's home.

Patients on the go can stay better connected through a web portal that allows them to exchange secure messages with physicians, review their health history, renew prescriptions and more. You provide faster, more convenient service that can increase patient satisfaction and attract new customers in a competitive environment.



...the GE difference

Since GE Healthcare spans the community of healthcare services, the patient details you need can always be in the chart at your fingertips.

- Available with Centricity practice management solutions, including Centricity Practice Management and Centricity Group Management, for a virtually paperless office
- Works with enterprise revenue cycle management systems including Centricity Business and Centricity Enterprise
- Connects with other systems, devices and equipment for more collaborative care delivery across the continuum

With Centricity EMR, you benefit from the strength of GE's expertise in supporting evidence-based medicine. We'll help prepare you for a results-based reimbursement environment and broaden the borders of your organization to gain a more complete picture of patient care.

The strength of GE Healthcare extends far beyond the world of information technology, from medical imaging and diagnostics to patient monitoring systems, drug discovery, and biopharmaceutical technologies. The comprehensive capabilities of GE Healthcare systems inform and infuse our customer's networks with knowledge at every step, enabling healthcare professionals around the world to discover new ways to predict, diagnose, treat and monitor disease earlier.

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. 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 turn information into insight – improving the healthcare you practice today, and preparing for the challenges of tomorrow.

Centricity connects it all together...

from revenue cycle acceleration to clinical workflow optimization. Centricity is facilitating a new level of connectivity, enhancing the reliability of the patient-centered workflow, and turning information into insight for every member of the caregiver community.

Healthcare Re-imagined

GE is dedicated to helping you transform healthcare delivery by driving critical breakthroughs in biology and technology. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, and biopharmaceutical manufacturing technologies is enabling healthcare professionals around the world to discover new ways to predict, diagnose and treat disease earlier. We call this model of care "Early Health." The goal: to help clinicians detect disease earlier, access more information and intervene earlier with more targeted treatments, so they can help their patients live their lives to the fullest. Re-think, Re-discover, Re-invent, Re-imagine.

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imagination at work



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