GE: designing accessible, affordable technologies for women and infant health

IN 2010 GE COMMITTED, through the company’s $6 billion healthymagination R&D initiative, to reducing maternal and child mortality by developing innovations that deliver high-quality healthcare at a lower cost to more people around the world, particularly in rural areas.

The company’s rural health strategy aims to design healthcare equipment that addresses health needs in remote and underserved areas through a diverse portfolio of maternal-infant care products. The company has since developed and distributed globally recognized technologies such as the:

• **Hand-held ultrasound (Vscan)** which improves management of at-risk pregnancies. The device can also be charged with solar power to enable use in areas that do not have reliable grid power supply.

• **Lullaby Baby Warmer**, a bassinet to save the lives of newborn babies by providing warmth like the mother’s womb at a cost 70% less than similar, more complex products.

• **LED Phototherapy for Neonatal Jaundice**, an award-winning technology sold in over 60 countries that lowers power consumption by 80% and provides extended bulb life, making it one of the most efficient and cost-effective systems.

Beyond developing innovative, accessible new technologies, GE’s commitment to women and children’s health encompasses clinical training and capacity building for healthcare workers, addressing social determinants of health such as education, investment in local infrastructure and technology, and building strong partnerships with local communities and global organizations.

everywomaneverychild.org

**Key Results:**

• **200 Biomedical Equipment Technicians (BMET)** trained across 4 countries, resulting in a 35% increase in up-time of equipment and 7.6% decrease in out of service equipment and higher quality of care in hospitals with trained technicians.

• **33,000 community health workers** across Rwanda trained in RapidSMS, an innovative approach to health interventions and service delivery using mobile health technology.

• **27 hospitals in Uganda** increased maternal and newborn health standards with 91% of women delivering in a hospital with a trained health worker.

• **Improved health facility performance** in Maternal Newborn Health standards from 46% to 84% as a result of GE Foundation training programs.

• **Increased ultrasound usage** - from 7% to 28% - amongst antenatal care attendants in the GE Midwives Program in Tanzania.

• **Increased enrollment of girls** in primary school from 50% to 100% and 15,000 girls provided with quality mentoring and education through the company’s Girls Education program.
PARTNERSHIPS

Through the GE Foundation and GE Healthcare, the company collaborates with Ministries of Health, non-profit organizations, academic institutions and communities to implement local health system changes and drive measurable, sustainable improvements in health outcomes. Local partnerships are a key component to the success of the program in the countries of operation, namely, Kenya, Rwanda, Ethiopia, Ghana, Nigeria, Uganda, Honduras, India, Cambodia, Indonesia, Tanzania and Myanmar.

GE’s unique partnership model promotes active participation, ownership and accountability across all players to achieve positive change. Partners bring a range of valuable expertise, insight and know-how to the program, and actively share in the program’s successes and lessons learned around the world. To date, more than $120 million has been invested in collaborative partnerships within the Developing Health Globally program.

GE is investing in long-term capacity building and health systems development to ensure long-term sustainability and ownership. The company recognizes that building the technical and clinical skills of local health care workers supports the goals of local employability and economic empowerment.

LESSONS LEARNED

Simple interventions with local partners have proven successful to the implementation of GE’s commitment. Strong partnerships and local relationships have helped to ensure ownership and long-term success of projects. Looking ahead, GE will leverage current partners even more effectively and establish new collaborators to continue to implement local health system changes and drive measurable, sustainable improvements in health outcomes.

NEXT STEPS

GE continues to expand its program activities in support of maternal and child health, having announced a new $20 million commitment to advance maternal-child health in Africa in June 2014.

A new program to be launched in October 2014 will significantly impact newborns in Ethiopia. In partnership with USAID, the UK Department of International Development (DFID) and the Ethiopian Pediatrics Society, GE is introducing a new integrated health training program for newborn ICU care. This effort is aimed at scaling up capacity, expanding access to quality standardized care and impacting the lives of low weight and preterm babies throughout Ethiopia, where 40% of all under-5 child deaths are newborns.

Going forward, GE plans to scale its more successful programs in different regions by identifying new collaborators to help build Centers of Excellence that can develop a sustainable impact through leveraging appropriate expertise and people.