

GE Healthcare

# HUMANIZING THE MR EXPERIENCE.

GE MR and PDC's Caring MR Suite



# AN ENVIRONMENT BUILT FOR YOU.

## AN EXPERIENCE DESIGNED FOR THE PATIENT.

In healthcare today, patients are not only looking for an accurate diagnosis, but for a positive diagnostic imaging experience as well. After all, it's bad enough to be sick. Patients shouldn't have to leave their self-respect in the changing room or be fearful about not feeling in control. At GE Healthcare, we want patients to feel safe and at ease, while helping to make their MR experience more pleasant and comfortable.

Introducing the Caring MR Suite. In order to truly understand your patients, we became patients ourselves. We looked at the MR experience from their eyes, their hands and their ears. We put as much thought into what goes outside an MR system, as to what goes inside it. Things like designing the scan room environment to mimic the calm serenity of a natural landscape, to crafting flexible coils that embrace with a soft touch.

With the Caring MR Suite, we're humanizing the MR experience through the assuring senses of sight, sound and touch.

“We want getting an MR scan to be as positive for the patient as possible. To ensure that for every patient, we've put together a suite of carefully-designed products that redefine the MR experience. ”

– Caring MR Suite [designer](#)



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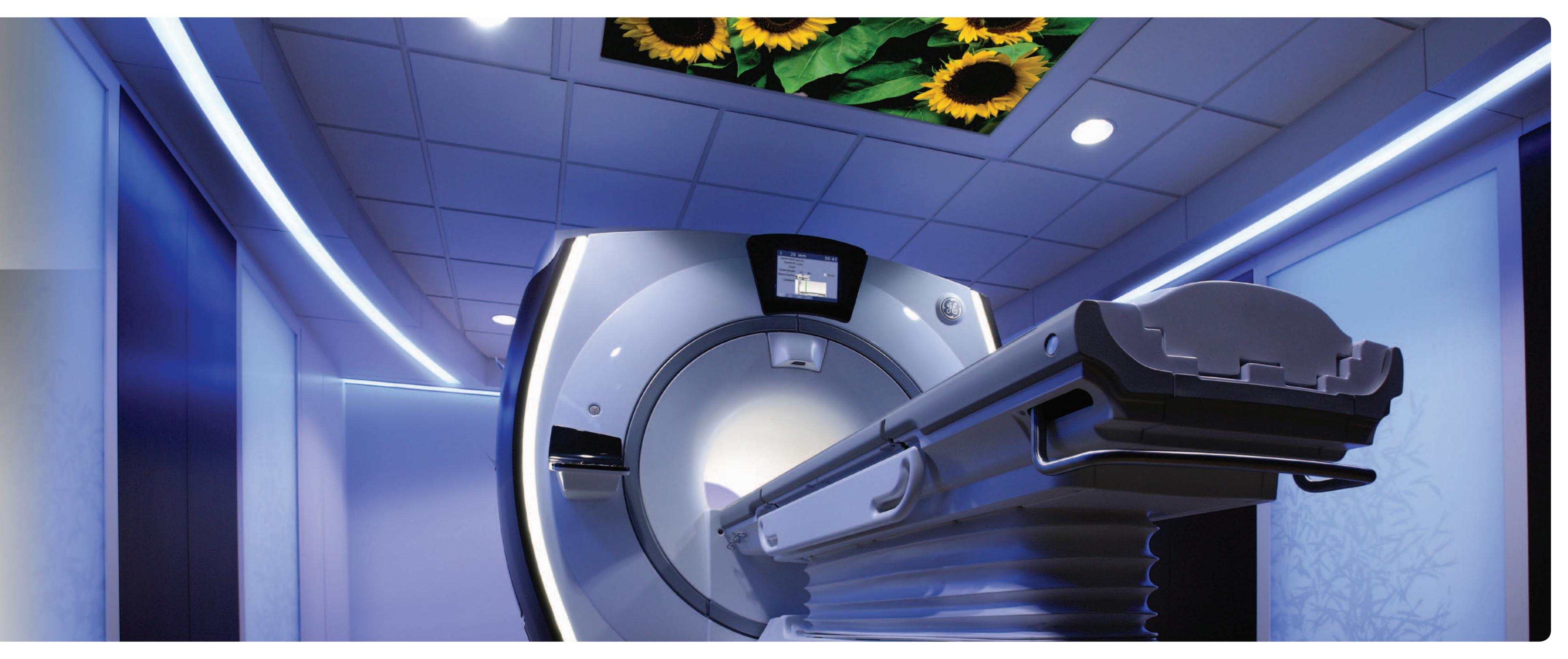
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# A CALMING SIGHT FOR ANXIOUS EYES.

## BRINGING NATURAL SERENITY INSIDE.

The power of sight can often be overpowering for a patient when they walk into a sterile scan room for the first time and see a rather large MR system sitting inside. However, the first thing your patients will notice when they walk into a Caring MR Suite is that it doesn't look like a scan room. To accomplish this, we've teamed up with PDC, a leading imaging

suite design firm, as well as with Joey Fischer, a prominent nature photographer, to create a more natural, open and serene environment. And with the award-winning Discovery\* MR750w and Optima\* MR450w wide bore systems, your patients will have a whole new view when it comes to MR.



### Discovery MR750w and Optima MR450w 1

The foundation for PDC's Caring MR Suite, the Discovery MR750w and Optima MR450w are winners of the IDEA award for outstanding design. They each feature wood paneling inspired by comfortable furniture, curved LED lighting in the shape of caring hands and a wide, brightly-lit 70 cm bore.

### PDC Facilities 2

PDC has over 30 years of experience designing and developing MR environments to meet the diverse needs of radiologists and patients. They developed the Caring MR Suite with one thing in mind, to help patients feel more in control during their MR scan. Through its interactive design, patients are able to pick one of 16 different themes from an intuitive interface custom-built for the iPad®. Each theme features mood lighting, music and high-resolution nature photography to accompany them during their scan.



### Joey Fischer

Joey Fischer has been pioneering the reduction of stress and anxiety of patients undergoing medical procedures using nature photography for the past 30 years. Inspired by his father's experience while recovering from a heart attack in a typical cold hospital environment, Fischer developed the photography that is projected on the ceiling of every Caring MR Suite. This helps make it seem less like an MR scan room and more like a warm beach in Tahiti.

# HEAR THE NEW SOUND OF PATIENT COMFORT.

MUSIC TO THEIR EARS.

It is no trade secret that all MR systems have a tendency to be loud. While many have accepted this as a price for MR's capability, we have not. Often patients who are not accustomed to normal MR noise can sometimes feel like something is wrong, which can add to their anxiety. That's why we've dedicated ourselves to making MR quieter through a symbiotic combination of technology and design.

## 1 Acoustic Reduction Technology (ART)

The right MR experience goes beyond bore size and positioning. Patients today are also asking for a quieter MR exam. Acoustic Reduction Technology (ART) delivers just that by reducing acoustic noise. ART is such a practical application, it will become an essential part of your brain, spine and MSK scans. And because ART reduces noise by optimizing the gradient performance, there's virtually no compromise in image quality.

## 2 Wall-mounted speakers

To take advantage of a quieter MR experience, we've designed the environment with special wall-mounted speakers. These speakers allow for theme-specific nature sounds to be played much like a home theatre surround sound system.

## 3 Technologist communication

With less noise, patients can experience the comfort of knowing their technologist is just a "how are you doing?" away.



2

1

3

26 mm 00:43  
Patient Name: ...  
Patient ID: ...  
Liver  
Patient Weight: ...  
Patient Position: ...  
Lockdown



# A SOFTER TOUCH.

## FLEXIBLE COILS THAT EMBRACE THE PATIENT.

What happens when you make your patients more comfortable during their scan? They're less likely to move, helping you get the images you need without time-consuming re-scans. That's exactly what the GEM Suite was designed to do. We started by making the coils flexible to embrace a variety of patient sizes and shapes including a child's wrist or an athlete's shoulder. We then added variable density foam padding on the table to minimize pressure points, helping to reduce a patient's tendency to shift their weight. We also enabled feet-first scanning for all anatomies so patients can see comfortably outside the scanner and maintain eye contact with the technologist. Combining these elements, we've reinvented the MR coil with a softer touch.



### **GEM Suite**

The Geometry Embracing Method (GEM) Suite is designed with a renewed sense of empathy to bring an enhanced level of comfort to patients, helping to minimize anxiety and motion during the exam. Crafted to embrace the unique geometry of each patient by adapting its size and shape for a closer fit to the desired anatomy, this suite of coils makes for a more relaxed scan experience and exceptional image quality. We've also reduced the overall number of coils and made them more lightweight to make it easier for technologists to position their patients without strain or difficulty.

### **GEM Express patient table and posterior array**

The GEM express patient table is a mobile patient transport with an embedded high-density, posterior RF coil array. Designed specifically around improving patient comfort, the table features variable density foam padding and comfort tilt. It also supports both head-first and feet-first imaging for all anatomies and can help eliminate the need to reposition patients within an exam, as well as the need for coil exchanges.



### Hideaway coil storage

Every Caring MR Suite features a built-in, hideaway coil storage cabinet to help keep your coils both organized and hidden from view. This customized cabinet comes with ergonomically designed sliding shelves so your technologists can easily reach each coil without straining or bending over. And with seamless cabinet doors that blend into the suite's outer walls, your patients will never know they're there.



# A CARING PHILOSOPHY.

## PRACTICALLY APPLIED.

We could tell you all about how the Caring MR Suite helps to improve productivity and workflow, but the real benefit is simply patient satisfaction. While MR imaging is absolutely essential, it can be a difficult step for patients who are not just looking for answers, but for assuring care along the way. That's the promise of the Discovery MR750w, Optima MR450w with GEM Suite and the Caring MR Suite. The clinical insight you need, with the caring experience they deserve.

“How you image is just as important as what you image.”

– Caring MR Suite customer



26 mm
Patient Name: jsm 000
Patient ID: 123456
Exam:
Patient Weight: 150 lbs
Patient Position: R
Landmark:



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## 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 website at [www.gehealthcare.com](http://www.gehealthcare.com)

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imagination at work