GE HealthCare MR leadership change sees the return of a familiar face

Earlier this year, a change in the leadership of the GE HealthCare MR business was announced. After 25 years with GE HealthCare and 10 years with the MR business, Jie Xue announced her departure, leaving behind an enviable legacy both within the organization and in the industry as a whole. Jie's mantras that "image is everything" and "innovation goes to everyone" permeated GE HealthCare MR, with the organization ushering in the new era of artificial intelligence (AI) that is rapidly transforming the MR industry. Within four years, AIR™ Recon DL, Sonic DL™ and other AI-powered innovations are now running on thousands of GE HealthCare MR scanners, ranging from 20-year-old legacy 1.5T to brand new SIGNA™ 7.0T systems, benefiting tens of thousands of patients every single day.

Jie remarked, "The last four and a half years we shared were nothing short of extraordinary — we were hit fast and furious by a pandemic, a supply chain disruption and the arrival of AI. Together with all our colleagues and partners, we fought through unprecedented challenges, stayed on course to innovate and delivered on our mission to *Unleash the Power of SIGNA™ MR to Deliver the Best Patient Care!"*

GE HealthCare is pleased to welcome back Kelly Londy as the newly appointed President & CEO, Global MR, succeeding Jie Xue. Kelly returned to the MR business in March, bringing with her many years of experience in medical device leadership positions. Most recently, Kelly served as the President & CEO of Nuvo Group, an AI-based maternal-fetal management and monitoring company. Kelly has also held Chief Executive and Operation Officer roles with Innoblative Designs (CEO), Lumicell (CEO) and Accuray (COO). Additionally, until coming back to GE HealthCare, Kelly has also served on the Board of Directors for CMR Surgical and Elekta.

Kelly previously worked at GE HealthCare as an MR Sales Specialist and as the Vice President & General Manager for the United States Molecular Imaging Business.

A passing of the baton. Jie Xue's successor, Kelly Londy, had the opportunity to spend several weeks with Jie as part of the leadership transition.

No stranger to MR, Kelly began her career in the Radiology Department at the University of Michigan Hospitals. Her passion for advancing healthcare by leading companies that develop innovative diagnostic and treatment technologies resonates throughout her career. This is an exciting time for GE HealthCare's MR business, and the organization looks forward to working with Kelly to continue delivering systems and solutions that will enable greater patient access to MR imaging.

"I am passionate about ensuring patients have increased access to healthcare and providing the best solutions clinicians need to deliver the highest quality, expeditious care," says Kelly. "With the array of outstanding capabilities in SIGNA™ MR today, I'm excited to shepherd the next generation of SIGNA™ MR for tomorrow to expand access, improve care possibilities and further advance MR imaging." **S**

GE HealthCare MR announces new chief marketing officer

The GE HealthCare team is also pleased to welcome Fotis Vlachos, PhD, to the role of Chief Marketing and Commercial Officer, Global MR. Fotis started his professional career 15 years ago, first as a field engineer, then as a Sales Specialist in Southern Eastern Europe. Later, he transitioned to global product management and then global marketing, representing a range of premium products in MR and Radiotherapy. Over the past four years, Fotis has been the MRI General Manager for the region of Europe, Middle East and Africa for GE HealthCare.

Prior to his professional career, Fotis worked as a MR scientist, with published work on MR coil development, the development of contrast perfusion models for the longitudinal assessment of angiogenesis drug treatments, and focused ultrasound therapies on animals. **S**

First global installation of AIR RT Suite at Radium Hospital in Norway

Radium Hospital, part of Oslo University Hospital in Norway, is the first hospital to implement GE HealthCare's AIR™ RT Suite, featuring the Universal Couchtop™ MRI Overlay (CIVCO Medical Solutions, Kalona, IA) and 32-channel AIR™ Open Coil. As a leading cancer center, Radium began using MR for radiation therapy planning in 2006 for brachytherapy and gynecological treatments.

The 32-channel AIR™ Open Coil is designed for higher signal-to-noise ratio (SNR) and is compatible with all SIGNA™ wide bore scanners. It is easy to set up, requires less training for technologists and offers wide compatibility with patient immobilization devices.

Radium has been conducting initial set-up and quality assurance imaging on volunteers. According to Edmund Reitan, lead MRI radiographer, the AIR™ Open Coil takes significantly less time to set up than a conventional MR coil. Since the coil is flexible, it conforms well to the person's head and fixation mask.

Reitan adds, "The geometric factor of the MR coil seems to be comparable to other head and neck coils, which enables us to use parallel imaging in the same way as we normally would in a diagnostic Head & Neck MR coil. This has not been the case with other MR coil set-ups for RT with fixation masks."

In clinical studies, the AIR™ Open Coil improved image quality, SNR and contouring accuracy in both phantom and human subjects undergoing MR for radiation therapy treatment planning of the head and neck.[1,2] Scherman et al., also demonstrated that there was no significant dosimetric impact for organs at risk caused by on-patient placement of an AIR™ Coil, allowing for the removal of coil bridges for easier patient positioning and increased image SNR.[2]

"Image quality so far is superior to what we see from conventional MR coil set-ups," says Knut Håkon Hole, senior MRI radiologist. "It provides better SNR and more homogeneous signal in difficult areas like the anterior neck directly below the chin."

"We are looking forward to implementing and exploring the potential benefits of using the AIR™ RT-system in RT planning," adds Line Nilsen, PhD, radiation physicist, Radium Hospital. **S**

References

1. McGee KP, Campeau NG, Witte RJ, et al. Evaluation of a New, Highly Flexible Radiofrequency Coil for MR Simulation of Patients Undergoing External Beam Radiation Therapy. J Clin Med. 2022 Oct 11;11(20):5984.

2. Scherman J, Af Wetterstedt S, Persson E, Olsson LE, Jamtheim Gustafsson C. Geometric impact and dose estimation of on-patient placement of a lightweight receiver coil in a clinical magnetic resonance imaging-only radiotherapy workflow for prostate cancer. Phys Imaging Radiat Oncol. 2023 Mar 24;26:100433.

GE HealthCare closes MIM Software acquisition

GE HealthCare has finalized its acquisition of MIM Software and added the company's imaging analytics and digital workflow solutions as a part of its leading global medical technology, pharmaceutical diagnostics and digital portfolio. The availability of these offerings – including the MIM SurePlan and MIM Symphony families, MIM Maestro, MIM Encore and more – is in alignment with GE HealthCare's precision care strategy, which aims to deliver innovative digital solutions across care pathways for more precise, connected, and efficient care across disease states.

"We are thrilled to welcome MIM Software, known for driving innovation in multimodal image analytics and workflow, to our global GE HealthCare team," said Peter Arduini, President & CEO, GE HealthCare. "These new capabilities align with our precision care strategy to personalize care, enhance hospital efficiency and clinician effectiveness, and appeal to new and existing GE HealthCare and MIM Software users who see this as an opportunity to better serve patients and help improve outcomes."

The addition of MIM Software to GE HealthCare's portfolio will strengthen the Company's response to provider needs, supplying established solutions that are designed to help simplify, streamline and automate essential tasks to enhance workflows. This includes continuing to grow MIM Software's offerings for end-to-end standardization across large healthcare system fleets. The result is an innovative offering of digital solutions that provide a variety of beneficial features across care areas, including oncology, Theranostics, urology, neurology and cardiology. Ⓢ

SIGNA Champion nets US FDA clearance

SIGNA™ Champion‡, a 1.5T MR system designed to enhance the standard care of MR exams for patients everywhere by democratizing advanced AI and innovative features to help enable faster and more precise MRI scans, has received US FDA clearance.

60 to 70% of the world population lacks access to MRI.[1] While more patients gain access to MRI technology every year, they undergo a wide variation of quality, comfort & overall experience from their scans. Enabling equity in both the quality and experience of every MRI exam is equally as important as improving access to MRI for patients around the world.

In the pursuit of healthcare access and equity, SIGNA Champion is designed to stand out as an exceptional high-performance 1.5T wide bore MRI system powered by a variety of GE HealthCare innovative breakthroughs technologies, including AIR™ Recon DL, Sonic DL™ and AIR™ Coils.

SIGNA™ Champion is GE HealthCare's smallest footprint and most power efficient 1.5T wide bore system. With shorter scans times, the system is designed to save power, increase throughput, and enhance the overall patient experience. With its highly scalable platform, SIGNA™ Champion is designed to support broader affordability, configurability, and upgradability to support services expansion for health systems. This can help improve health equity, allowing a wider range of access to the most advanced technologies for all patients. Ⓢ
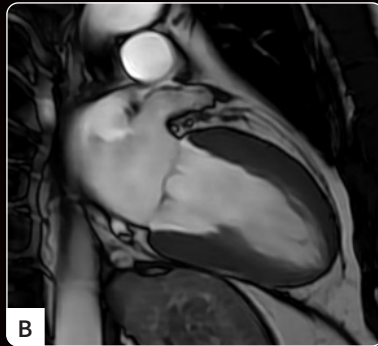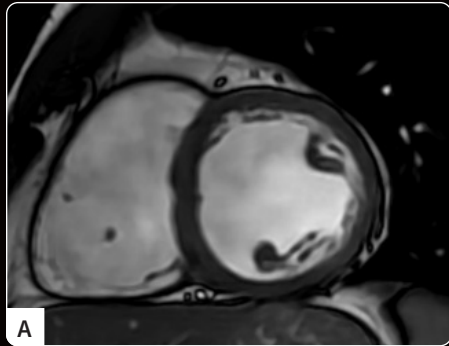
‡SIGNA™ Champion is 510(k) cleared with the US FDA. Not CE marked. Not available in all regions.

Reference

1. https://data.oecd.org/healtheqt/magnetic-resonance-imaging-mri-units.htm

Revolutionizing cardiac imaging: GE HealthCare's Sonic DL Cine installed in over 100 sites globally

Sonic DL™ Cine acquisitions. (A) short axis with breath-hold, 1.4 x 1.1 x 8 mm, temporal resolution=21 ms, 12 sec. and (B) 2-chamber with breath-hold, 1.4 x 1.1 x 8 mm, temporal resolution=21 ms, 13 sec.

In a significant advancement for healthcare innovation, GE HealthCare is pleased to announce the successful implementation of Sonic DL™ Cine, its revolutionary cardiac MR solution, at over 100 sites since its launch in August 2023.

Sonic DL™ Cine has emerged as a transformative technology in healthcare, greatly improving patient access to cardiac imaging, especially for those unable to comply with breath-holding requirements due to underlying health conditions. By accelerating cardiac cine acquisitions to as fast as one heartbeat, Sonic DL™ Cine has transformed patient care, reducing acquisition times by an impressive 83% and expediting cardiac examinations to as little as 15 minutes (see article on page 20).

At GE HealthCare, innovation is central to our mission. Sonic DL™ Cine represents the latest advancement in our mission to push the boundaries of cardiac MR technology.

Learn more about how Sonic DL™ Cine works in the article on page 68.

Sonic DL™ Cine embodies our dedication to seamless deep-learning solutions and clinical excellence. By making precision medicine accessible to all, we empower healthcare providers to explore new frontiers in medical diagnostics.

The significance of cardiac imaging cannot be overstated, especially in addressing coronary artery disease, a leading cause of death worldwide.[1] While MR has long been recognized as the gold standard for diagnostic cardiac imaging, traditional MR acquisition methods can be time-consuming and challenging for patients, necessitating a shift in imaging technology.[2] **S**

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1. World Health Organization. Cardiovascular Diseases, Fact Sheet. Available at: https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-(cvds)

2. Zucker EJ, Sandino CM, Kino A, Lai P, Vasanawala SS. Free-breathing Accelerated Cardiac MRI Using Deep Learning: Validation in Children and Young Adults. Radiology. 2021 Sep;300(3):539-548.