GE HealthCare Advances Its Cloud Strategy by Unveiling the Genesis Portfolio to Improve Speed of Digital Innovation Adoption

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- *A new cloud-suite of enterprise imaging solutions, the Genesis portfolio, is designed to help improve patient care coordination, reduce operational costs, and maintain robust security standards*
- *Allows healthcare providers to more easily store, access, and manage large volumes of medical images from anywhere, anytime*
- *Demonstrates GE HealthCare's commitment to increasing the number of cloud-enabled product offerings by 2028, generating recurring revenue through cloud adoption and SaaS-based models, and leading the digital transformation*

LAS VEGAS--(BUSINESS WIRE)--Mar. 4, 2025-- GE HealthCare (Nasdaq: GEHC) today announced its new Genesis solutions, a portfolio of cloud enterprise imaging software-as-a-service (SaaS) solutions. Four features will be offered when commercially released – edge, storage, vendor neutral archive and data migration.[i] These cloud solutions, are designed to help enhance healthcare organizations' efficiency and precision, streamline workflows, and optimize the use of capital and IT resources.

The growing volume and complexity of patient cases are putting increasing pressure on hospitals' IT systems, driving the need for healthcare organizations to accelerate their digital transformation efforts through rapidly evolving technologies and operational infrastructure.[ii] However, budget constraints and staffing shortages make managing this quickly growing body of data challenging. [iii] Distributed care networks require quicker adaptability and scalable solutions to transform patient care through accessible, sharable, and secure imaging data. The complexity and cost of acquiring and deploying new on-premises infrastructure and software, coupled with limited IT and financial resources, impedes hospitals' ability to quickly scale and adapt their technological infrastructure to meet their rapidly changing needs. These challenges highlight the need for more flexible and cost-effective solutions, such as cloud-based technologies, to meet the demands of modern healthcare.

The Genesis portfolio will help hospitals and health systems streamline workflows, and support radiologists and caregivers in delivering precise and timely patient care. In addition, Genesis solutions are designed to help drive efficiency, facilitate interoperability through centralized patient data storage and access, and improve user experiences for both IT and clinical teams. The product strategy for cloud and hybrid deployment models help reduce infrastructure investments and operational costs, while accelerating the adoption of technology innovations. GE HealthCare has designed Genesis solutions to provide high levels of security for sensitive healthcare data – offering multiple features to assist with promoting high levels of business continuity under adverse conditions.

"We are committed to delivering enterprise imaging solutions with our cloud-first strategy. Clinicians and caregivers want the latest tools to most effectively do their jobs, but organizations often lack the financial and IT resources required to access and implement them," said Scott Miller, CEO of Enterprise Imaging Solutions, GE HealthCare. "With the launch of the Genesis portfolio, we will be providing cloud-enabled solutions that can help transform patient care through accessible, sharable, and secure imaging data while simultaneously improving clinical and operational efficiencies."

Genesis solutions will include four key features:

- **Edge:** Acts as an "on-ramp" to Genesis solutions by managing dataflows with a highly secure bi-directional pathway to the cloud. This allows for hybrid cloud solutions that combine benefits of cloud, including security and privacy safeguards, and leveraging existing capital investments in hardware and software.
- **Storage:** A cloud-based storage software-as-a-service that helps organizations to redirect time and resources from managing imaging data to focusing on higher-value information technology projects and services. It also provides an easy path to cloud hosted enterprise imaging solutions such as Genesis VNA.
- **Vendor neutral archive (VNA)**: A fully managed SaaS archive solution that unifies and intelligently manages patient data, images and enterprise content. It provides healthcare teams with efficient access to data whenever and wherever needed through image enabling EHRs.[iv]
- **Data migration:** Through a collaboration with Enlitic, a leader in healthcare imaging data and solutions, there will be large-scale, AI-enabled data migrations by utilizing standardized, high-quality imaging data essential for next-generation healthcare solutions. This streamlines cloud transitions so healthcare providers worldwide can adopt modern infrastructures more efficiently.

All solutions will be deployed on the Amazon Web Services (AWS), architected to be the most secure cloud computing environment available today. AWS has been GE HealthCare's global strategic cloud provider for close to a decade. The unveiling of the Genesis portfolio supports GE HealthCare's plans to more than triple its offerings of cloud-enabled products by 2028 and creates momentum on its goals of delivering on digital transformation.

The Genesis portfolio will be showcased at the Healthcare Information and Management Systems Society (HIMSS) 2025 conference in Las Vegas, March 4-6.

About GE HealthCare Technologies Inc.

GE HealthCare is a trusted partner and leading global healthcare solutions provider, innovating medical technology, pharmaceutical diagnostics, and integrated, cloud-first AI-enabled solutions, services and data analytics. We aim to make hospitals and health systems more efficient, clinicians more effective, therapies more precise, and patients healthier and happier. Serving patients and providers for more than 125 years, GE HealthCare is advancing personalized, connected and compassionate care, while simplifying the patient's journey across care pathways. Together, our Imaging, Advanced Visualization Solutions, Patient Care Solutions and Pharmaceutical Diagnostics businesses help improve patient care from screening and diagnosis to therapy and monitoring. We are a $19.7 billion business with approximately 53,000 colleagues working to create a world where healthcare has no limits.

GE HealthCare is proud to be among 2025 Fortune World's Most Admired Companies™.

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[i] Only available in USA, UK and Canada. Not yet commercially available for distribution.

[ii] https://www2.deloitte.com/us/en/insights/industry/health-care/digital-health-technology.html

[iii] https://healthcaretransformers.com/healthcare-business/resource-management/combating-staff-shortages-in-healthcare/#:~:text=Healthcare%20systems%20worldwide%20are%20facing,the%20baby%20boomer%20generation%20retiring.

[iv] Where the internet is available.

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