



GE Healthcare develops medical analytics solution in the cloud for better clinical outcomes

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Aaron Hillman: Director of Global Product Marketing, GE Healthcare



GE Healthcare

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GE Healthcare is a subsidiary of GE and has more than 100 years in the industry. The company is committed to transforming healthcare through advanced technology. To help clinicians and patients work together to deliver better outcomes, GE Healthcare used Microsoft Azure and Power BI Embedded to create the cloud-based Centricity™ Clinical Archive Analytics service. By adding to its Enterprise Imaging solution's capabilities, GE Healthcare is helping to optimize clinical decision making by harnessing the data needed by providers to improve patient care.

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Meaningful medical imaging

Lying on a padded table, a patient holds perfectly still, while the MRI machine hums and scans. The images that clinicians see from the scan can have life-altering impacts on a patient's care—and healthcare providers need to easily save, store, and retrieve the files. To do it, most hospitals and clinics use a vendor neutral archive (VNA), a medical imaging technology that stores images in a standard format so they can be accessed by other systems.

GE Healthcare is a leading provider of medical imaging equipment and VNA solutions, and it employs more than 50,000 people in 100 countries. The company's VNA is called Centricity Clinical Archive (CCA), augmented by its analytics solution, Centricity Clinical Archive Analytics, which runs in the [Microsoft Azure](#) cloud platform. GE Healthcare saw an opportunity to help customers identify where bottlenecks appeared and whether information was being registered and annotated appropriately. GE Healthcare wanted to use advanced analytics to help drive improved organizational outcomes by using clinical and technical

innovation to provide the right treatment for the right patients at the right time.

Analytics in the cloud

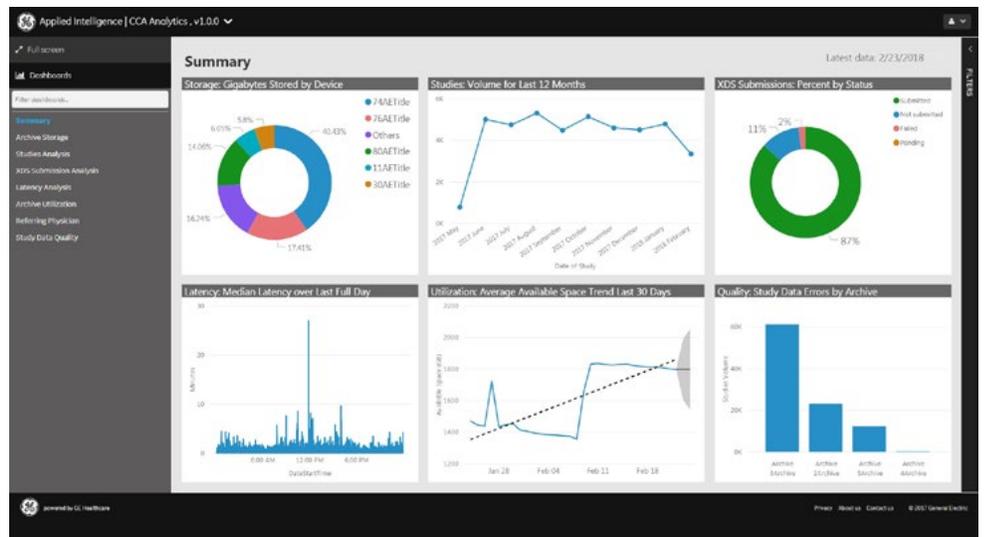
GE Healthcare developed the CCA Analytics solution, built with [Microsoft Power BI Embedded](#) as the business intelligence platform, to provide insights about the use of the archive.

The company evaluated multiple analytics tools before deciding on Power BI Embedded, which could analyze data from its existing VNA. "We chose Power BI Embedded because we wanted a tool that was agile, efficient, and easy to build on. We were able to move from ideation to solution very quickly and saw no reason to start developing from scratch when what we needed already existed," says Aaron Hillman, Director of Global Product Marketing at GE Healthcare.

"For Centricity Clinical Archive Analytics, Power BI Embedded performed much better than any other tool we've seen for the VNA data that we're working with," adds Vamsee Rangavajhala, Senior Staff Digital Product Manager for Enterprise Imaging Analytics at GE Healthcare. "We found the visualization in Power BI Embedded—including the look, feel, and usability—to be crisp and intuitive."

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University pilot test

GE Healthcare conducted a CCA Analytics pilot test with a leading academic medical center in the United States Northwest. The IT department at the medical center provided feedback and helped develop new use cases as well as additional functionality and usability for the solution's dashboards.

"The university has played a pivotal role with CCA Analytics," says Hillman. "It influenced how we developed the dashboards, what the functionality should be, how we designed the visual layer—essentially, how we could make it as useful as possible for our customers."

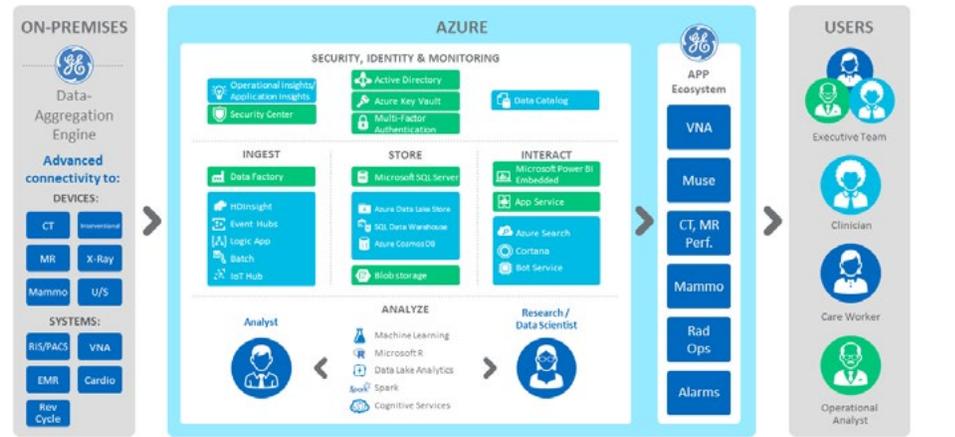
After it completes testing, GE Healthcare will make CCA Analytics available to early adopters by mid-2018 and release it for general availability in late 2018.

Differentiation in the market

Developing CCA Analytics offers the market a unique, cloud-based VNA analytics solution. "With the Azure capabilities that we use and the intuitive nature of Power BI Embedded, we are differentiating Centricity Clinical Archive and CCA Analytics in our continued effort to provide GE Healthcare customers with a solution that will help them to improve clinical, operational, and financial outcomes," says Hillman.

A 2017 market share study by IHS Technology named GE Healthcare the world's number one vendor neutral archive provider. GE Healthcare will use this status to continue to strengthen existing relationships with customers and forge new ones as it stands out in the market. "The opportunity to build new partnerships is one

GE Applied Intelligence on Microsoft Azure



of the joys of developing an analytics solution," says Hillman. "CCA Analytics running in Azure with Power BI Embedded will help us make a mark in our industry, driving growth and expanding how organizations use their VNA."

Improved clinician decisions and patient outcomes

Since CCA Analytics flags assets in the archive that do not have the correct metadata, the product will increase the number of assets in the archive that are "diagnosis ready" or have been correctly registered or annotated. Clinicians see a more complete picture of their patients, which helps them make the right decision at the right time. "Our CCA Analytics solution built with Power BI Embedded is designed to help improve financial performance and enterprise imaging operational efficiencies so clinicians can continue to support the best patient experience possible," says Hillman.

GE Healthcare sees CCA Analytics as an early step on a bigger mission to transform healthcare. "As we develop and deploy advanced algorithms aimed at improving clinical care and operational efficiency, we'll use Azure services to be able to scale," says Rangavajhala. "We're just scratching the surface, and we see a lot of opportunities going forward with Azure and Power BI Embedded."

Software

- Azure
- Microsoft Power BI Embedded
- Power BI