GE Healthcare Supporting “Safe Birth Even Here” Campaign
Safe birth. Even here.

- 75% of the world’s 60 million refugees and displaced persons are women and children

- When disasters strike, women are at high-risk due to loss of medical support, compounded by trauma, malnutrition and exposure to violence

- 3 in 5 maternal deaths occur in humanitarian and fragile contexts
Healthymagination

Improving access to affordable healthcare
Emerging Economies: often face inadequate access to healthcare infrastructure and high out-of-pocket healthcare expenditures.

5.8B Number of people with limited healthcare access globally

80% of the world’s healthcare spend is spent on just 20% of the world’s population.

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GE HEALTHCARE: A PARTNER IN REDUCING
PREVENTABLE MATERNAL & INFANT MORTALITY

WHO, September 2015

MOTHERS
800 women die every day from preventable causes related to pregnancy and childbirth
99% of all maternal deaths occur in developing countries
60% of maternal deaths occur during the first postpartum week

INFANTS
75% of newborn deaths occur in the 1st week of life
16,000 children under 5 still die every day
5 IN 10 global under-five deaths occur in sub-Saharan Africa; 3 in 10 occur in Southern Asia

PROGRESS ON TARGETS
62 countries, including 12 low-income countries, met the MDG 5 target: 10 of the 12 in Africa
Under 5 deaths fell from 12.7 million to 5.9 million between 1990 and 2015
53% drop in under-five mortality thanks to the efforts to meet MDG 5 (not enough to meet the 2015 target)

Sustainable Development Goal 3 aims for the eradication of preventable maternal and infant mortality. Skilled care before, during and after childbirth can save the lives of women and new born babies.

Solutions for an integrated care pathway designed to support better outcomes for all mothers and babies

Pre-pregnancy  Pregnancy  Birth  Postnatal (mother)  Maternal health

Vital Signs  Ultrasound  Monitoring  Anesthesia  Incubators  Resuscitation devices  LED Phototherapy

- BLOOD PRESSURE CUFF
- VSCAN
- VSCAN ACCESS
- 840 PATIENT MONITOR
- MATERNAL & FETAL MONITOR
- CARESTATION 30
- LULLABY WARMER PRIME
- LULLABY WARMER
- LULLABY RESUS PRIME
- NEONATAL RESUSCITATION DEVICES
- LULLABY PHOTO THERAPY FOR NEONATAL JAUNDICE

TECHNOLOGY & INNOVATION  LOCAL DELIVERY MODELS  TRAINING & EDUCATION  MULTI-LATERAL PARTNERSHIPS  FINANCING SOLUTIONS

* Not available in all countries
Rural Health Focus

- Maternal, Newborn and Child Health
- From MDG’s 4&5 to SDG’s
- Access to rural health facilities
- Affordable technologies & solutions
- Partnerships are Critical for Implementation and Sustainability

- Every Mother deserves a chance to survive