# GE Healthcare Recognized by Industrial Designers Society of America for Design Excellence

GE Healthcare announced that it has been recognized by the Industrial Designers Society of America (IDSA) with three International Design Excellence Awards [1] (IDEA) for Medical and Scientific Products. The IDEA program is a celebration of design excellence in products, sustainability, interaction design, packaging, strategy, research, and concepts.

GE Healthcare received three IDEA awards, one for its latest Interventional X-ray system, the Discovery IGS 730, and two concepts related to Mammography & MR.

“At GE Healthcare, our design teams have long been focused on developing solutions that push the limits of innovation in imaging, while providing design and functionality that enables our customers to do provide more efficient, better care on a daily basis,” said Francois Lenfant, Global Design Manager, GE Healthcare. “It is an honor to be recognized by the IDSA for our groundbreaking developments aimed at providing better care to more individuals around the world.”

The Discovery IGS 730 is a first-of-its kind solution in imaging, as it is neither floor- nor ceiling-mounted, but enables full patient access without the need to suspend the system above the patient. It has the mobility of a C-arm with the power and image quality of a fixed system. This laser-guided, motorized mobile gantry creates an interventional environment without boundaries. It allows complete access to the patient and unlimited parking capability, while creating sterility for a flexible and secure OR environment. The unique gantry comes with a new wide bore design, which allows for steep angles, ease in 3D acquisition, especially for large patients. The Discovery IGS 730 is cleared by the U.S. Food and Drug Administration (FDA) and is available for sale in the U.S. It also has CE marking.

**About IDEA**
Started in 1980 by IDSA, the International Design Excellence Awards program (IDEA®) fosters business and public understanding about the impact of design excellence on the quality of life and the economy. The IDEA program is considered one of the most preeminent design competitions in the nation with its scope and influence reaching far beyond U.S. boundaries.

**About IDSA**
The Industrial Designers Society of America (IDSA) is the world's oldest, largest, member-driven society for product design, industrial design, interaction design, human factors, ergonomics, design research, design management, universal design and related design fields. IDSA organizes the renowned International Design Excellence Award (IDEA) competition annually; hosts the International Design Conference and five regional conferences each year; and publishes Innovation, a quarterly on design, and designBytes, a weekly e-newsletter highlighting the latest

headlines in the design world. IDSA's charitable arm, the Design Foundation, supports the dissemination of undergraduate scholarships annually to further industrial design education.

**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 and efficiency around the world. Headquartered in the United Kingdom, GE Healthcare is a $16 billion unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employs more than 46,000 people 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 [2].

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**Links:**
[1] http://www.idsa.org/awards
[2] http://www.gehealthcare.com