



Nuclear medicine, precise and personal



The future of nuclear medicine is here—and it's personal. With Theranostics, therapeutics and diagnostics are combined with innovations that will ultimately deliver intelligently efficient, precise, personal care. In a nutshell, Theranostics is the use of one radioactive drug to diagnose and a second radioactive drug for treatment, both targeting the same cancer cell receptor.

And, with Theranostics, one-size-fits-all is replaced with:

- Rapid and precise diagnosis
- Targeted treatment
- Therapy monitoring

The ultimate goal: better outcomes.

GE's discovery, diagnostic, therapeutic, and monitoring capabilities can help lead to those better outcomes at every step of the cancer journey today—and our Theranostics related capabilities will only continue to grow. Working together with you, we can help elevate—and change—outcomes, and offer hope to your patients, as we transform the approach to the entire cancer journey.

How can you use Theranostics?

When you offer Theranostics, you become part of the future of disease management, with leading edge offerings that grow with you as Theranostics evolves. That means improved patient selection, customized management for various diseases, the ability to predict response and toxicity, and prognosis determination—all while avoiding futile and costly diagnostic examinations and treatments.

You'll maximize equipment utilization by offering both imaging and therapy services, and you'll streamline department workflow and communication with Theranostics-specific hardware and software solutions. You'll seamlessly integrate and analyze in-vivo and in-vitro data, patient records, medical best practices, real-time monitoring, and the latest research outcomes through GE's long-term strategic partnership with Roche Diagnostics. And you will have short SPECT scans with GE's StarGuide™, helping you quickly make personalized care decisions and treatment response assessments.

All this ... and hope

With Theranostics, you'll provide the right therapy selections, including minimally invasive procedures and monitoring solutions that may help reduce hospital stays post-treatment. You'll potentially be able to bypass some of the undesirable biological effects that may arise when cancer treatment and imaging strategies are employed separately. The targeted therapies you offer will allow you to treat what you see and see what you treat.

These advanced therapy techniques help support better outcomes ... and provide hope to patients and their families.

Personalized care throughout the care pathway. That's the power of Theranostics. That's the power of hope.