Brian McEathron

Founder and member of the Board of Trustees

Medical Imaging Partnership

Brian McEathron is General Manager, General Imaging Ultrasound with General Electric health care division. Brian is married for 25 years and has three beautiful children.

Brian brings an experience of 24 years in marketing, sales, and customer applications. He has in depth knowledge of the healthcare issues and disparities that exist. Currently he leads global teams from engineering, and manufacturing at GE Health Care division. He has worked very closely with the top healthcare providers from around the globe. This group includes clinical practioners, healthcare executives and industry veterans.

Major Milestones
Employed at GE for 24 years. Various roles and positions occupied include but not limited to include:

- Program manager.
- A Six-Sigma quality leader.
- Mergers and acquisitions manager
- And an engineering manager.

Member of Board of Trustees
- Medical Imaging Partnership.
- Major Ultrasound Company in Europe.
- Private school board located in Milwaukee.

Why I joined Medical Imaging partnership (Provide a link to the written below)

Working in the ultrasound industry my entire career, I have seen the power of medical imaging and how it can improve healthcare. I have also experienced a transformation in the ultrasound industry towards smaller, portable and cost effective versions of this imaging equipment.
It became apparent that this transformation of ultrasound technology could cause its reach to quickly spread throughout the world - *with the potential of improving healthcare for billions of people.*

This realization became apparent to many people in the ultrasound industry around the year 2000 when the first compact ultrasound systems were introduced. These systems, about the size of a laptop computer, could easily be transported to developing countries and installed in remote clinics. A number of grass roots and individual efforts began to pursue this opportunity to improve healthcare.   My involvement began when I was part of an ultrasound merger which left a Warehouse full of ultrasound systems that could

not be sold.   These units were ultimately re-directed to various healthcare entities working in countries like Ghana, India and Eastern Europe.

Shortly thereafter, myself and my children were involved with house building activities in Central America, were we had first hand experienced of the disparity in healthcare in the world. This led us to work with emergency care doctors from the USA who developed clinics in Belize.   *This activity again reinforced the notion that simple diagnostic imaging equipment could significantly improve healthcare in remote areas.*

As good as technology can be to improve healthcare, the main challenge now is long term focus and sustainability making a significant improvement. Clinics need more than equipment - they need education, access to service, access to expertise, access to basic consumable materials.   As I travel as part of GE Healthcare, I find individuals throughout the world either helping in their own individual way or seeking to become involved in some manner.   There seems to be a strong international desire to improve healthcare in developing countries. **The key now is finding a channel to focus this passion and desire into a meaningful sustainable result. This is why I became involved with Medical Imaging Partnership.   I believe that Medical Imaging Partnership has the passion, commitment and the expertise to channel resources into a meaningful, sustainable improvement in healthcare in developing countries.**   I am proud to be part of the start of this organization and look forward to working with people around the world who share the same passion to improve healthcare throughout the world.