



Join us at the Roche booth live at EuroMedLab Brussels 2025

18 - 22 May 2025, BRUSSELS EXPO

Visit us at the Roche booth in hall 11 to meet the team and see how we can help you address the challenges your lab is facing. Let's explore together how we can help you build an intelligent and integrated lab for a sustainable future and how, together, we can stay **Ahead of care**.

Some of the highlights to experience at the Roche booth:

cobas[®] Mass Spec solution

cobas[®] **smart** e analyzer *

cobas[®] t 711 coagulation analyzer

cobas[®] u 411 urine analyzer (facelift)

cobas[®] universal interface & **cobas**[®] transfer

LumiraDx as part of the Roche PoC offer

cobas[®] **liat** CT/NG/MG panel

cobas[®] Respiratory flex ft. TAGS tech.

cobas[®] 6800/8800 systems update

navify[®] analytics for POC

navify[®] security suite

New sustainable packaging

Roche Consulting

*In development and not available for sale

Learn more about all
Roche activities at
EuroMedLab here:

[go.roche.com/
EML-RocheDiaBE](https://go.roche.com/EML-RocheDiaBE)



How to get access to EuroMedLab?

Book a free of charge **Visitor Badge**

Access to the exhibition area and in-booth talks
organised by Roche.



go.roche.com/EML-visitors

Purchase a **Full Delegate Badge**

Access to plenary lectures, symposia, poster
sessions and the exhibition.



go.roche.com/EML-FullDelegate

Roche booth **Hall 11**

Roche program at EuroMedLab Brussels 2025

18 - 22 May 2025, BRUSSELS EXPO



Monday 19th May

Tuesday 20th May

Wednesday 21st May

11.20-11.40 - Spotlight session: Mass Spec

Speakers: Benjamin Lilienfeld, Roche
Tobias Franz, Roche

12.00-12.30 pm - From Their Perspective: Improving Lives Through Patient-Centric Innovation

Speaker: TBD

12.45-1.15 pm - Best practices in the implementation of a new Point of Care Testing device: experience with cobas® pulse in a secondary care, multi-site hospital

Invited speaker: Dr. Lieve van Hoovels, AZORG Hospital Aalst, Belgium

1.00-2.00 pm - Revolutionizing diagnostics: Enter a new dimension in mass spectrometry

Invited speakers: Prof. Dr. Robert De Jonge, VU University Medical Center, Netherlands
Prof. Dr. Michael Vogeser, Ludwig-Maximilians- University Munich (LMU), Germany
Prof. Dr. Pieter Vermeersch, University of Leuven, Belgium

2.00-2.30 pm - LumiraDx is now part of Roche!

Speaker: Debs Hepburn, Roche

2.45-3.15 pm - The Digital Lab

Invited Speaker: Dr. Nils Stuehrwohltd, MVZ Labor Ludwigsburg

11.15-11.45 am - Shining a new light on Lp(a)

Invited speakers: Prof. Michel Langlois MD, PhD, AZ St-Jan Hospital, Belgium
Prof. Michal Vrablík, MD, PhD, Charles University, Czechia

12.15-12.45 pm - Sustainability: The role of inventory management

Invited speakers: Lisbeth Ejning, Horsens Regional Hospital, Denmark
Katrine Bay Steen, Horsens Regional Hospital, Denmark

1.00-1.30 pm - Enhancing practicability with the cobas® Mass Spec solution

Invited speakers: Lisa van der Vorm, VU University Medical Center, Netherlands
Linda van Mil, University of Leuven, Belgium
Arber Rexhaj, Arber, Ludwig-Maximilians-University Munich (LMU), Germany

1.45-2.15 pm - Shifting to personalised care in coagulation and partnering with the diagnostic lab: A focus in haemophilia

Invited speakers: Noèlia Vilalta, Hospital de la Santa Creu i Sant Pau, Spain
Jacques de Kok, Deventer Ziekenhuis, Netherlands
Roefke Noorman, Deventer Ziekenhuis, Netherlands

2.30-3.30 pm - Insights into next-generation high-sensitivity troponin assays

Chair: Prof. Kristin Aakre, University of Bergen/Haukeland University Hospital, Norway
Invited speakers: Dr. Steven Meex, Central Diagnostic Laboratory of Maastricht UMC, Netherlands
Dr. med. Pedro Lopez Ayala, University Hospital of Basel, Switzerland

11.15-11.45 am - Alzheimer's Diagnostic Journey: Insights from Clinician and Lab Leader Perspectives

Invited speakers: Pablo Martinez Lage, Fundación CITA Alzheimer, Spain
Wibke Johannis, Universitätsklinik Köln LFI, Germany

1.00-1.30 pm - Lab Quality Rapid Testing at the Point of Care for Discharge-causing STIs in 20 minutes

Invited Speaker: Rodney Arcenas, PhD., D(ABMM), Roche

Legend:

Symposium

InBooth talk

Spotlight Session

Note: Symposia are not accessible with Visitor Badges, only with Full Delegate Badge.

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