

# Media Release

## Roche to showcase next-generation diagnostic solutions at the American Association of Clinical Chemistry 2023 Clinical Lab Expo

- Roche will unveil the next generation of core lab and molecular systems and cobas® connection modules.
- Attendees can experience an integrated lab that goes beyond simply connecting individual technologies, demonstrating true end-to-end operational excellence.
- The Roche exhibit booth and Roche Idea Lab series featuring industry experts will highlight how our commitments to science, operational simplicity and partnership can improve patient care.

INDIANAPOLIS and ANAHEIM, Calif.; July 19, 2023 - Roche (SIX: RO, ROG; OTCQX: RHHBY) will showcase a science-driven and patient-centric exhibit at the 2023 American Association of Clinical Chemistry (AACC) Scientific Meeting and Clinical Lab Expo, July 23-27 in Anaheim, California. Attendees will have the opportunity to experience firsthand Roche's latest advancements in lab automation, core lab systems, and molecular and point-of-care solutions, as well as learn more about advancements in breakthrough high-medical-value diagnostic and digital solutions that are transforming patient care.

Roche will feature its newest innovations including the [cobas® 5800](#), a compact, fully-automated molecular PCR-testing solution with a comprehensive menu of assays, and [cobas® pure integrated solutions](#), which combine clinical chemistry, immunoassay and Ion-Selective Electrode (ISE) diagnostic testing on a single platform for low- to mid-volume testing needs. The new **cobas® connection modules** (CCM vertical\*), a flexible modular system that uses lab space effectively and seamlessly integrates into the existing [cobas connection modules](#), will also be highlighted, along with Roche's vision for the transformation of mass spectrometry testing. These systems can provide healthcare communities with the future benefit of an extended diagnostic platform offering clinical chemistry, molecular diagnostics, immunoassays and mass spectrometry. The **cobas® pulse** system\*, a next generation point-of-care blood glucose management device and digital platform, will also be available for attendees to experience. Finally, Roche will introduce its [navify® digital solutions](#), an end-to-end integrated, secure and cohesive solution that delivers data-driven insights to enhance efficiency across the healthcare ecosystem.

“We are excited to showcase our integrated solutions that simplify laboratory operations and



provide clinicians with reliable and timely test results,” said Brad Moore, president and CEO of Roche Diagnostics North America. “Our collaboration with laboratory professionals is critical because they are supporting clinical decisions that can improve patient care, which is why we remain unwavering in our commitment to science, simplicity and partnership.”

Roche will also present seven Roche Idea Lab segments in booth 2201, where experts will discuss topics such as mass spectrometry, digital solutions, point of care, and the use of high-medical-value assays when treating Alzheimer’s disease and heart failure. Scientific industry workshops will include “The future of mass spectrometry from Roche,” “The future of diagnostics in the evolving Alzheimer’s disease care landscape” and “Precision medicine from a pathologist’s perspective in China.” For more information about Roche’s participation at AACC 2023 and Roche Idea Lab programming, visit [AACC.roche.com](https://aacc.roche.com).

## **Featured sessions include:**

### **Tuesday, July 25**

#### **The future of mass spectrometry from Roche | 10:30 - 11:00 a.m. PST**

Tobias Franz, international business leader, mass spectrometry, and Benjamin Lilienfeld, lifecycle leader, SWA systems, Roche Diagnostics

#### **Positive collaboration strategies for your RFP evaluation | 1:30 - 2:00 p.m. PST**

Jina Forys, director of acute laboratories, M Health Fairview

#### **The future of diagnostics in the evolving Alzheimer’s disease care landscape | 2:30 - 3:00 p.m. PST**

Josh Bornhorst, Ph.D, DABCC, consultant and assistant professor, Department of Laboratory Medicine and Pathology, and co-director of Clinical Immunoassay and Metals Laboratories, Mayo Clinic

#### **Advancing your future lab with innovative navify digital solutions | 3:30 - 4:00 p.m. PST**

Nam Tran Ph.D., UC Davis



## **Wednesday, July 26**

**Help reduce Heart Failure readmissions at your institution: a STRONG recommendation | 10:30 - 11:00 a.m. PST**

Ambarish Pandey, M.D., MSCS, FAHA, associate professor of cardiology, Department of Internal Medicine, UT Southwestern Medical Center; and Robert Christenson, Ph.D., DABCC, FAACC, FACC, professor of pathology and of medical and research technology, University of Maryland School of Medicine

**Making gold-standard PCR testing accessible at the point of care | 2:30 - 3:00 p.m. PST**

Payal Patel, M.D., Intermountain Health, and Omai Garner, Ph.D. (ABMM), UCLA

\*Not currently for sale in the United States.

### **About Roche**

Founded in 1896 in Basel, Switzerland, as one of the first industrial manufacturers of branded medicines, Roche has grown into the world's largest biotechnology company and the global leader in in-vitro diagnostics. The company pursues scientific excellence to discover and develop medicines and diagnostics for improving and saving the lives of people around the world. We are a pioneer in personalized healthcare and want to further transform how healthcare is delivered to have an even greater impact. To provide the best care for each person we partner with many stakeholders and combine our strengths in Diagnostics and Pharma with data insights from the clinical practice.

In recognizing our endeavor to pursue a long-term perspective in all we do, Roche has been named one of the most sustainable companies in the pharmaceuticals industry by the Dow Jones Sustainability Indices for the thirteenth consecutive year. This distinction also reflects our efforts to improve access to healthcare together with local partners in every country we work.

Genentech, in the United States, is a wholly owned member of the Roche Group. Roche is the majority shareholder in Chugai Pharmaceutical, Japan.

For more information, please visit [www.roche.com](http://www.roche.com).

All trademarks used or mentioned in this release are protected by law.



**For Further Information**

**Roche Diagnostics U.S. Media Relations**

[us.mediarelations@roche.com](mailto:us.mediarelations@roche.com)

Onsite:

[Gina Goodenough](#)

+1-317-734-7171

[gina.goodenough@roche.com](mailto:gina.goodenough@roche.com)

Offsite:

[Jen Dial](#)

+1-463-867-0232

[jen.dial@roche.com](mailto:jen.dial@roche.com)