

# labinfotechsummit

LABORATORY INFORMATION  
MANAGEMENT SOLUTIONS

WHERE IS PATHOLOGY INFORMATICS HEADED?



march 16-18, 2009  
the venetian  
las vegas, nevada

## CONFERENCE HIGHLIGHTS

- Two pre-conference workshops focusing on lab middleware and pathology informatics training and education
- A faculty consisting of pathology informatics, clinical lab, and lab industry experts who will deliver 15 lectures and provide answers to your most challenging questions
- 38 exhibitors displaying their products in a single large room – the largest exhibition of its kind in the country
- Abundant time for interacting with faculty members and browsing the exhibitor ballroom
- Opening reception for networking with colleagues and getting an early look at the exhibitor displays
- Elegant conference space and room accommodations at one of the most highly regarded hotels in Las Vegas

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**Faculty Powerpoint lectures will be posted on the following websites no later than March 23, 2009**

Lab Soft News ([www.labsoftnews.com](http://www.labsoftnews.com))

Conference Web Site ([www.labinfotech.org](http://www.labinfotech.org))



# welcome



**Ulysses J. Balis, M.D.**  
Conference Co-Director

**Bruce A. Friedman, M.D.**  
Conference Director

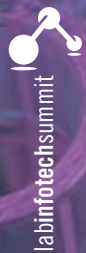
It is with great pleasure that we invite you to participate in the sixth annual Lab InfoTech Summit, a three-day conference focusing on information technology for the clinical laboratories that will take place in Las Vegas on March 16-18, 2009. One optional workshop is offered on the first morning of the conference followed by the plenary conference. We anticipate having 38 exhibitors participating in the conference including many of the major *in-vitro* diagnostic and pathology imaging companies. The goal of the conference is to provide registrants with the latest information about how information technology can increase the efficiency, productivity, and quality of every clinical laboratory.

Lab InfoTech Summit is sponsored by the Pathology Education Consortium (PEC), a non-profit company specializing in pathology educational activities. One of the conference co-sponsors, the Department of Biomedical Informatics, University of Pittsburgh School of Medicine, sponsors a companion meeting to Lab InfoTech Summit called APIII that will take place on September 20-24, 2009, in Pittsburgh.

You may want to point your browser throughout the year to Lab Soft News ([www.labsoftnews.com](http://www.labsoftnews.com)), the companion blog to Lab InfoTech Summit. It provides daily coverage not only of lab software issues but also of the clinical lab industry and broader healthcare issues as well. New blog notes will periodically be posted that provide a preview of topics to be addressed at this conference.

We feel confident that you will find our faculty, topics, and broad range of exhibitors of great interest and that you will come away from the conference with ideas and solutions that you can use in your own labs.

# conference schedule



## 3/16 MONDAY AM

### OPTIONAL WORKSHOP

#### **Harnessing the Power of the LIS and Pathology Informatics to Increase Safety and Quality in Anatomic and Clinical Pathology**

Both pathology informatics and the LIS with its databases and alerting capabilities offer innumerable opportunities for lab professionals to reduce errors and improve the quality of clinical lab operations. The two eminent faculty members in this workshop will address in a detailed fashion how they have pursued such goals in both anatomic and clinical pathology in close collaboration with their informatics colleagues.

**Faculty:** Jeffrey L. Myers, M.D.  
Charles D. Hawker, Ph.D.

- 8:00 Workshop and Conference Registration
- 8:15 Continental Breakfast
- 9:00 Implementing data-driven feedback and learning mechanisms in surgical pathology (Dr. Myers)
- 10:15 Refreshments and Networking
- 10:30 Detecting and avoiding errors in the clinical pathology labs with special emphasis on lab automation (Dr. Hawker)
- 11:45 Q and A Panel
- 12:00 Box Luncheon (for workshop registrants only)

### LITS-Interop: DEMONSTRATION OF AN OUT-OF-THE-BOX INTERFACE SOLUTION FOR LISs

Lab InfoTech Summit 2009 will feature for the first time a demonstration in the Exhibitor Ballroom of a cross-platform, cross-vendor, web-enabled information system interface technology called LITS-Interop. This demonstration will follow the same hands-on model previously used at DICOM "Connectathons" with great success. LITS-Interop has been designed as an interactive demonstration with conference registrants observing first-hand how specimens and cases accessioned in one LIS can be retrieved and processed by the LIS of a different participating vendor.

## 3/16 MONDAY PM

**11:00 Plenary Conference Registration**

### CAP TODAY SESSION

**New Perspectives on Healthcare, Lab Medicine, and Pathology Informatics**

**1:30 Greetings and Conference Goals**

Bruce A. Friedman, M.D.

**1:35 Moderator Introduction**

Robert McGonnagle, Publisher, CAP Today

**1:40 The Innovator's Prescription: An Examination of the Future of Healthcare through the Lens of Disruptive Innovation**

Jason Hwang, M.D., M.B.A.

#### SPECIAL BOOK OFFER

A copy of "The Innovator's Prescription: A Disruptive Solution for Health Care" by Clayton M. Christensen, Jerome H. Grossman, M.D., and Jason Hwang, M.D., will be sent to the first 100 people to register for the Lab InfoTech Summit.

**2:30 Introduction to LITS-Interop: Providing Out-of-the-Box Connectivity for LISs**

Ulysses J. Balis, M.D.

**3:15 Refreshments and Networking**

**3:45 Using Standardized Reporting and New Software to Improve Lab Safety and Quality**

Steven A. Raab, M.D.

**4:30 The "Omics" Revolution Meets Microbiology and Infectious Disease Reports**

James Versalovic, M.D., Ph.D.

**5:15 Q and A Panel**

**5:30 Adjournment**

**5:30-7:30 Wine and Cheese Reception in the Exhibitor Ballroom**

Sponsored by the Corporate Underwriters

## 3/17 TUESDAY AM

**7:30 Continental Breakfast**

### AACC SESSION

**New and Expanding Roles for Pathology Informatics**

**8:20 Moderator Introduction**

Barbara M. Goldsmith, Ph.D.

President-Elect, AACC

**8:25 Information Technology as a Key Enabler for Enhanced Automation in the Core Laboratory**

Anand S. Dighe, M.D., Ph.D.

**9:10 Exhibitor Displays, Refreshments, and Networking**

**10:10 Biomarkers as a New and Critical Adjunct for Monitoring and Modifying Drug Therapy**

Bruce A. Friedman, M.D.

**10:50 Q and A Panel**

**11:00 Executive Officer Panel Discussion:**

*Evolution of the Clinical Lab Software Industry on a Five-Year Horizon*

**Rob Bush**

*President, Orchard Software*

**Kelly Feist**

*Vice President, Marketing,  
Sunquest Information Systems*

**Dirk Soenksen**

*CEO, Aperio*

**John Yount**

*Vice President, Product Management  
Horizon Laboratory Solutions,  
McKesson*

**12:00 Lunch and Exhibitor Displays**

## 3/17 TUESDAY PM

### CLMA SESSION

#### Lab and LIS Management: Front-and-Center

- 1:30 Moderator Introduction**  
C. Anne Pontius, President-Elect, CLMA
- 1:35 Effective Management of LIS Personnel**  
Kathy M. Davis, MT (ASCP)
- 2:20 Pain Points for Hospital Labs and Their Reference Lab Partners:  
Making Them Go Away**  
Ronald L. Weiss, M.D., M.B.A.
- 3:05 Exhibitor Displays, Refreshments, and Networking**
- 4:05 Demystifying the LIS Purchase Cycle: All You Need to Know about RFPs  
and Contracts**  
John P. Ellison, J.D.
- 4:50 Q and A Panel**
- 5:00 Adjournment**

## 3/18 WEDNESDAY AM

### 7:30 Continental Breakfast

### API SESSION

#### New Technology and Applications in Pathology Informatics

- 8:25 Moderator Introduction**  
Myra L. Wilkerson, M.D., President, API
- 8:30 Personal Health Records (PHRs): A New Form of Electronic Records That Will  
Affect the Clinical Labs**  
John Moore
- 9:10 The Evolution of the Digital Pathology Department: A Step-by-Step Strategic  
Road Map**  
Ulysses J. Balis, M.D.
- 9:50 Exhibitor Displays, Refreshments, and Networking**
- 10:30 The LIS Redesign Challenges Prompted by Emerging Molecular  
Diagnostic Testing**  
Federico A. Monzon, M.D.
- 11:10 Integrating Customer Relationship Management (CRM) Software into  
Your LIS**  
Murilo Melo, M.D.
- 11:50 Q and A Panel; Conference Summary**
- 12:00 Conference Adjournment**



**Ulysses J. Balis, M.D.**

*Associate Professor of Pathology  
Director, Division of Informatics  
Department of Pathology  
University of Michigan Medical School  
Ann Arbor, Michigan  
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Ulysses J. Balis, who currently serves as Division Director of Clinical Pathology Informatics at the University of Michigan Health System, is a practicing medical informatician and computer engineer. He participated with the early DICOM Standards community, where he was a catalyst in the creation of a true interoperability standard for Pathology Imaging, via the creation of an Image Object Definition (IOD) extension to the DICOM standard. Additionally, he has an interest in medical lexicography development, with experience as a member of the SNOMED editorial board and as a co-investigator on the National Cancer Institutes Shared Pathology Informatics Network Project (SPIN), which has since that time evolved into the Ca-TIES project within the Cancer Bioinformatics Grid (CaBIG) Project. He maintains active interests in software engineering for image search tools, human factors software engineering, and large distributed system design with focus on scalability and sustainability, and has particular interest in health information system

architectures. Integration of forward-thinking tools, such as OpenEHR, is one of his priorities, with this initiative being facilitated by active collaboration with the Australian Medical Informatics Community, with the most recent interaction being the recent WCPI07 World Congress on Pathology Informatics, which he co-hosted with the Health Informatics Society of Australasia, as a companion meeting to MedInfo 2007. ■



**Rob Bush**

*President, Orchard Software  
Carmel, Indiana  
rbush@orchardsoft.com*

Rob co-founded Orchard in 1993 to provide laboratory management software for the emerging physician office laboratory. The company has since grown to provide diverse laboratory solutions for clinics, reference labs and hospitals, earning Top of KLAS honors for laboratory software.

Previously, Rob worked in International Finance for Eli Lilly and Company. Rob studied Physics at U of Colorado and Finance at Indiana University before earning his MBA at Carnegie Mellon. ■



**Kathy M. Davis, MT (ASCP)**

*Manager, Pathology Informatics  
Department of Pathology  
University of Michigan Medical School  
Ann Arbor, Michigan  
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Kathy Davis is the Manager of Pathology Informatics at the University of Michigan Hospitals and Health System in Ann Arbor, Michigan. She manages a staff consisting of business analysts, programmer analysts, systems managers, computer operators, and desktop support specialists and is responsible for operational and strategic planning for the Division of Informatics, with primary responsibilities for the clinical areas.

She began her career as a Medical Technologist working in the Microbiology laboratory. She transitioned into informatics as the primary lab liaison for the support of the laboratory information system for both Clinical and Anatomical Pathology. She actively participated in the co-development and implementation of the Cerner Classic system and now manages the current LIS implementation project with SCC, as well as the activities of the informatics division.

Kathy is an active member of numerous workgroups at the University of Michigan Health System as well as an active member of the Department of Pathology Quality Assurance Subcommittee, the Laboratory Communications Committee, the CAP Inspection Team, the Chief Information Officer Management Team, and the Information Security Workgroup. She is a member of the American Society of Clinical Pathology and numerous environmental and conservation organizations. ■



**Anand S. Dighe, M.D., Ph.D.**

*Assistant Professor, Harvard Medical School  
Director, Core Laboratory  
Department of Pathology  
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Boston, Massachusetts  
asdighe@partners.org*

Anand Dighe received his undergraduate degree from the Massachusetts Institute of Technology and his M.D. and Ph.D. degrees from Washington University in St. Louis. He then spent six years in the information technology industry as a manager of a medical software company building electronic medical record software. Dr. Dighe completed Clinical Pathology residency training at the Massachusetts General Hospital. He currently serves at the

Massachusetts General Hospital as Director of the Core Laboratory and Director of Information Management, and is an Assistant Professor at Harvard Medical School. Dr. Dighe's research interests include the application of information technology to the laboratory testing process, from test ordering to test interpretation. Dr. Dighe was recently named as one of the Top 25 Innovators for 2006 in Health Imaging and IT Magazine. ■



**John P. Ellison, J.D.**

*Manager, Contracts and Software Licensing  
Medical Center Information Technology (MCIT)  
University of Michigan Health System  
Ann Arbor, Michigan  
jellison@umich.edu*

John P. Ellison, JD, is Contract Manager for all Information Technology acquisitions at the University of Michigan Health System (UMHS). He earned a Bachelor of Science in Computer Science from the University of Michigan and a Juris Doctor from Michigan State University in Law. Mr. Ellison's career started in the information Technology sector; with over 20 years' experience covering a variety of areas from Systems Programming, Networking,

Database Administration, Desktop Deployment, Information Center, and upper management.

Mr. Ellison has worked as a transactional Attorney for the last twelve years, working on over 400 different Information Technology engagements. Mr. Ellison is experienced in software acquisitions, hardware, contract labor, ASP agreements and out-bound technology transfer agreements. His experience has encompassed large system acquisitions involving complex licensing and extensive service agreements for projects up to 80 million dollars.

He transitioned from direct IT management and developed the area of contract management for the UMHS for all Information Technology contracts. He has established a set of standardized methods and processes for IT acquisition from RFP to contracting for hardware, software and services for the UMHS. ■



**Kelly Feist**

*Vice President, Marketing  
Sunquest Information Systems  
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Kelly Feist joined Sunquest after holding executive and senior management positions in

the healthcare industry for over 10 years. Kelly is responsible for developing and executing Sunquest's strategic corporate marketing plans and programs to support the company's revenue growth and global market expansion. She previously served as Senior Vice President of Marketing at Eclipsys Corp. At Siemens Medical Solutions USA, Inc. Kelly held positions in which she developed and executed the company's cardiology market plan for the U.S. Other roles involved product management, managing the clinical applications team, and as a clinical applications specialist. She is a graduate of State University of New York at Stony Brook. ■



**Bruce A. Friedman, M.D.**

*Active Emeritus Professor  
Department of Pathology  
University of Michigan Medical School  
President, Pathology Education Consortium  
Ann Arbor, Michigan  
bfriedma@umich.edu*

Bruce A. Friedman, a native of Cleveland, Ohio, is a graduate of Williams College and the University of Michigan Medical School. He completed his residency in Pathology at the University of Michigan Medical School. After serving as a pathologist in the U.S Army Medical Corps, he returned to the University

of Michigan Medical School Department of Pathology, where he served on the faculty for 33 years.

In 1982, Dr. Friedman was appointed the Director of Pathology Data Systems in the Department of Pathology and the University of Michigan Health System. In 2005, the Division of Pathology Informatics was created within the Department of Pathology and he was appointed the co-director of this new division.

The author of some 90 scientific articles, book chapters, and abstracts, he also served for 21 years as the director of a continuing medical education symposium called Automated Information Management in the Clinical Laboratory (AIMCL). In 2004, this meeting was renamed Lab InfoTech Summit and moved to Las Vegas, Nevada, under the sponsorship of PEC. In December, 2005, he launched a professional laboratory blog called Lab Soft News ([www.labsoftnews.com](http://www.labsoftnews.com)).

He is the president of Pathology Education Consortium (PEC), a non-profit company founded by him in 2004, that develops conferences such as the Lab InfoTech Summit and teaching resources in pathology informatics. In 2006, he was honored by the Association for Pathology Informatics with its Honorary Fellow award for lifetime achievement in pathology informatics. In 2007, he also received a similar award at the First World Congress on Pathology Informatics held in Brisbane, Australia. ■



**Barbara M. Goldsmith, Ph. D., FACB**

*President Elect, AACC  
Director, Laboratory Services  
Caritas EXCELL  
St. Elizabeth's Medical Center  
Boston, Massachusetts  
barbara.goldsmith@caritaschristi.org*

Dr. Goldsmith is the Vice President of Laboratory Services for Caritas Christi Health Care, a six hospital system in Boston, Massachusetts. She is also the Director of Laboratory Services of EXCELL/St. Elizabeth's Medical Center and Medical Director of Caritas Medical Laboratories. Dr. Goldsmith has held laboratory directorship and academic appointments in Washington DC, Philadelphia and Cincinnati, before moving to her current position in Boston. Dr. Goldsmith earned her Ph.D. from the Medical College of Virginia/Virginia Commonwealth University in Richmond. Dr. Goldsmith has held numerous positions in professional organizations such as AACC and CLSI and has held appointments on CDC and FDA Advisory Committees. Dr. Goldsmith's focus is in laboratory medicine in general and clinical chemistry in particular, with an emphasis on point-of-care testing. ■



**Charles D. Hawker, Ph.D., M.B.A**

*Scientific Director, Automation and Special Projects  
ARUP Laboratories  
Salt Lake City, Utah  
hawkercd@aruplab.com*

Dr. Charles Hawker is Scientific Director for Automation and Special Projects at ARUP, where he has been for 17 years. Dr. Hawker is also Professor of Pathology (Adjunct) in the University of Utah, School of Medicine. At ARUP he has developed several major automation and robotic systems that have made ARUP one of the country's most automated laboratories. He is a past President of both the National Academy of Clinical Biochemistry (NACB) and the Clinical Ligand Assay Society (CLAS) and is the current Vice President (President Elect) of the Association of Clinical Scientists. He has received the Professor Alvin Dubin Award from the NACB for contributions to the profession and to the Academy, the Becton Dickinson Award from the Association for Laboratory Automation for "significant contributions to medical systems engineering," and two AACC Outstanding Speaker Awards (2000, 2007).

He has chaired automation committees in both CLSI (formerly NCCLS) and Health Level 7. He has also served on the CLSI Strategic Planning Committee and Area Committee for Automation

and Informatics. Currently he chairs a CLSI Subcommittee on Specimen Labels: Content and Location, Fonts, and Label Orientation. He is a co-author of chapters on clinical laboratory automation in the 4th Edition of the Tietz Textbook of Clinical Chemistry and Molecular Diagnostics (2006), the 6th Edition of the Tietz Fundamentals of Clinical Chemistry (2008), as well as author of a chapter on automation in the December, 2007 issue of Clinics in Laboratory Medicine. He has published 40 peer reviewed papers, 13 chapters or invited reviews, and 42 abstracts, and has one issued patent. He is a frequent lecturer on laboratory automation at national and international conferences. ■



**Jason Hwang, M.D., M.B.A.**

*Executive Director, Healthcare  
Innosight Institute  
Watertown, Massachusetts  
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Jason Hwang, M.D., M.B.A. is an internal medicine physician and Senior Strategist for the Healthcare Practice at Innosight LLC, an innovation and strategy consulting firm. He also co-founded and serves as the Executive Director of Healthcare at Innosight Institute, a non-profit social innovation think tank. Together with Professor Clayton M. Christensen

of Harvard Business School and the late Jerome H. Grossman of Harvard Kennedy School of Government, he is co-author of The Innovator's Prescription: A Disruptive Solution for Health Care (McGraw-Hill, January 2009).

Previously, Dr. Hwang taught as chief resident and clinical instructor at the University of California, Irvine, where he received multiple recognitions for his clinical work. He has also served as a clinician with the Southern California Kaiser Permanente Medical Group and the Department of Veterans Affairs Medical Center in Long Beach, California. Dr. Hwang received his B.S. and M.D. from the University of Michigan and his M.B.A. from Harvard Business School. ■

**Robert McGonnagle**

*Publisher, CAP Today  
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Robert McGonnagle is the publisher of CAP Today and one of the most knowledgeable observers of the clinical lab industry in the country. ■

**Murilo Melo, M.D.**

*Medical Director, SAE Medical Laboratories  
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Murilo Melo was born in São Paulo, Brazil, on 12 June 1973. Married with Keli and father of Pedro. Graduated in Medicine, at Santa Casa de São Paulo (1996), where he underwent residency training in Clinical Pathology and

obtained the first place in the Clinical Pathologist Specialist Certificate examination by the Sociedade Brasileira de Patologia Clínica – SBPC, in 1999. He completed his training in Molecular Diagnosis in the Medical College of Virginia – Virginia Commonwealth University (MCV/VCU) under Profs. Carleton T. Garrett and Andrea Gonzales (2000). He obtained his PhD in Brazil, at Santa Casa de São Paulo (2004).

He is assistant-professor at the Physiology Department, Molecular Medicine Laboratory since 2004, where he currently co-chairs the Molecular Medicine Laboratory. He is also Medical Director of SAE Laboratório Médico, a private laboratory in São Paulo, Brazil, since 1997, where he implemented CRM, middleware, lean six-sigma, among other innovations.

He was initially Director of Events of the Clinical Pathology Department of Associação Paulista de Medicina (São Paulo State Medical Association) (2000-2002) and then President of the same Department (2003-2005). From 2006 to 2008, he was President of the São Paulo-Region of Sociedade Brasileira de Patologia Clínica/Medicina Laboratorial (SBPC/ML – Brazilian Society of Clinical Pathology and Laboratory Medicine) (2006-2008), having participated in the Organizing Committee (in 2006) and Chair of the Scientific Committee of the Brazilian Clinical Pathology and Laboratory Medicine Meeting (July 2nd- 5th, 2008, with over 5000 attendees).

Currently, he is Director of Communications of SBPC/ML – Brazilian Society of Clinical Pathology and Laboratory Medicine and Director-at-large of WASPaLM – World Association of Societies of Pathology and Laboratory Medicine. He is also the Director of Finance of Associação Paulista de Medicina (2008-2010). ■



**Federico A. Monzon M.D.**

*Director of Molecular Diagnostics  
The Methodist Hospital  
Houston, Texas  
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Dr. Monzon is the Medical Director of Molecular Diagnostics at The Methodist Hospital in Houston, TX. His research interest is on the application of genomic knowledge as a clinical tool and the informatics challenges of integrating this information in laboratory information systems and the electronic medical record.

Dr. Monzon received his M.D. from the National University in Mexico City and spent several years doing basic research at the Instituto Nacional de Cancerologia in Mexico City and at the University of Pennsylvania in Philadelphia. He did his AP/CP residency training at Thomas Jefferson University Hospital in Philadelphia and Molecular Genetic Pathology subspecialty training at the University of Pittsburgh where he later became a faculty member and directed the Clinical Genomics Facility. At Pittsburgh he also directed the Specialty Laboratory Informatics group that supported the LIS needs for the stem cell, HLA, flow cytometry and molecular diagnostics clinical laboratories.

He has served as Program Committee and Education Committee chair of the Association of

Pathology Informatics (API) and he is currently a member of the Clinical Practice Committee of the Association for Molecular Pathology (AMP) and the Technology Assessment Committee of the College of American Pathologists (CAP). ■



**John Moore**

*President, Chilmark Research  
Boston, Massachusetts  
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Mr. Moore, is founder and managing partner of the healthcare IT analyst firm, Chilmark Research, which was founded in Fall 2007. Moore is currently leading research on understanding the convergence of consumer-driven healthcare policies and consumer-centric healthcare technology and their future impact on the broader healthcare sector. In May 2008, Chilmark Research published its first major report on this topic focusing on the PHR Market. Today, Chilmark Research is dedicating research to understanding successful PHR deployment and adoption strategies, the future role and impact of major Personal Health Systems (Dossia, Google Health and Microsoft HealthVault) and new models for incorporating biometric devices, telehealth and PHRs for self-care.

Prior to founding Chilmark Research, Moore led corporate worldwide industry and market intelligence for Europe's second largest enterprise software firm, Dassault Systemes. While at Dassault, he worked with the leadership team to define key global market opportunities and critical paths to market for its software products. Upon defining target markets, both global and regional, Moore led his team to develop key messaging, positioning and sales training tools for successful market penetration.

Moore has held a number of other senior positions including: directing all enterprise IT research activities for the analyst firm, ARC Advisory Group, Research Associate at MIT, VP of Marketing for an analytical instrument company and policy analyst for the Commonwealth of Massachusetts. An accomplished speaker, Moore has made numerous presentations on current and future IT trends. Widely quoted, he has also been interviewed by the AMA News, Baseline, CIO, ComputerWorld, InformationWeek, Investors Business Daily, Washington Post and WSJ. ■



**Jeffrey L. Myers, M.D.**

*A. James French Professor of Diagnostic Pathology  
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Dr. Myers is A. James French Professor of Diagnostic Pathology and Director of the Division of Anatomic Pathology at the University of Michigan Medical School. Prior to coming to Michigan Dr. Myers was a member of the Mayo Clinic staff where he served for nearly a decade as Chair of the Division of Anatomic Pathology. Throughout his career, Dr. Myers has held various institutional and national leadership positions, and was the first Chair of the Mayo Clinic Innovation Work Group, a group charged with maximizing success in leveraging opportunities for innovation in health care. He also served as Chair of the Clinical Practice Innovation-10 program, a program focused on providing resources for clinically oriented innovation projects. At Michigan he has worked closely with members of the College of Engineering to design new solutions for age-old problems in pathology practice. ■

**C. Anne Pontius**

*President-Elect, CLMA  
Expression Analysis  
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Ms. Pontius, “Anne,” is a Sr. Medical Practice Consultant with the State Volunteer Mutual Insurance Company in Brentwood, TN. She’s been with them since October of 2008. Prior to her current position she was the founder and president of Laboratory Compliance Consultants, Inc. (LCC) in Raleigh, NC, a firm that specialized in all aspects of physician office laboratory operations including CLIA regulations, financial feasibility, operational efficiencies and personnel issues.

Anne was also the founder and CEO of BloodRights. LLC, which was a quality assurance program developer and distributor for home testing PT/INR diagnostic devices. She holds a Masters in Business Administration (MBA), and is a Certified Medical Practice Executive (CMPE), and Medical Technologist with the American Society of Clinical Pathologists [MT(ASCP)].

Anne is currently the President Elect of CLMA – the Clinical Laboratory Management Association. She serves on the editorial advisory boards for: Medical Laboratory Observer (MLO) and the Laboratory Compliance Insider. She is a nationally recognized speaker and author on laboratory regulation and compliance issues. Prior to 1992 when Anne began consulting, she was a hospital laboratory supervisor, a hematology/oncology practice laboratory manager and a COLA surveyor. ■



**Dirk Soenksen**

*CEO, Aperio  
Vista, California  
dsoenksen@aperio.com*

Dirk Soenksen is founder and CEO of San Diego based Aperio. Aperio provides systems and services for digital pathology, a digital environment for the management and interpretation of pathology information that is enabled by the digitization of a glass slide. Aperio’s digital pathology systems comprise slide scanning instruments, information management/PACS software and proprietary algorithms, and improve the quality and efficiency of pathology services. Over 400 Aperio digital pathology systems have been installed in 25 countries in reference labs, hospitals, academic medical centers and biopharma institutions.

Mr. Soenksen earned his AB degree in Chemistry from Bowdoin College (1983), his MS in Electrical Engineering from the University of Pennsylvania (1985) and then earned an MBA from Pepperdine University (1993).

Mr. Soenksen has authored numerous articles on the evolution, capabilities and future of digital pathology. ■



**James Versalovic, M.D., Ph.D.**

*Associate Professor of Pathology  
Baylor College of Medicine  
Director, Molecular and Experimental Pathology  
Director, Microbiology Laboratories  
Texas Children’s Hospital  
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Dr. James Versalovic received his M.D. with honors at Baylor College of Medicine in 1995 and his Ph.D. in Cellular and Molecular Biology at Baylor College of Medicine in 1994. He pursued clinical pathology/microbiology residency training at the Massachusetts General Hospital and Harvard Medical School. Dr. Versalovic joined the pathology faculty at the Massachusetts General Hospital and Assistant Professor of Pathology at Harvard Medical School in 1999. He is board-certified in clinical pathology and molecular genetic pathology.

Dr. Versalovic currently serves as Director of the Microbiology Laboratories and the Division of Molecular Pathology at Texas Children’s Hospital. He also serves as Associate Professor of Pathology and Pediatrics, Molecular and Human Genetics, and Molecular Virology & Microbiology at Baylor College of Medicine. As of April 1, 2009, he will serve as Head of the

Department of Pathology at Texas Children's Hospital. He is Co-Director of the Medical Scientist (MD/PhD) training program at Baylor. He is Editor-in-Chief of the Manual of Clinical Microbiology and Editor of Therapeutic Microbiology: Probiotics and Related Strategies. As a Principal Investigator, his research program emphasizes probiotics and gastrointestinal microbiology, and he heads the Therapeutic Microbiology Laboratory at Baylor.

Dr. Versalovic has authored 63 primary manuscripts, 27 book chapters, and 2 patents. He has received the Lansky Award as a national leader in pathology under the age of 45 from the College of American Pathologists Foundation and the BioGaia Ivan Casas Probiotics Research Award. ■



**Ronald L Weiss, M.D., M.B.A.**

*President and Chief Operating Officer  
ARUP Laboratories  
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Ronald L Weiss, M.D., M.B.A., is Professor of Pathology, and President & Chief Operating Officer of ARUP Laboratories at the University of Utah in Salt Lake City. He has previously served as ARUP's Chief Medical Officer, and then the

Director of Business Development. Dr. Weiss received his M.D. degree from the Creighton University School of Medicine (1980), and his M.B.A. from the University of Utah (1989). He trained in pathology at the University of Utah (1980-1985). He is board-certified in Anatomic and Clinical Pathology, as well as Medical Microbiology and Hematology, by the American Board of Pathology. In addition to his administrative responsibilities at ARUP Laboratories, he practices hematopathology, teaches medical students, residents and fellows, and lectures and publishes in laboratory and pathology administration.

Dr. Weiss is a member of the Board of Directors of the American Clinical Laboratory Association and has twice served as Chair of that Board. He is the current President of the American Pathology Association. Dr. Weiss is a Fellow in the College of American Pathologists, and has served most recently on the CAP's Economic Affairs Committee. He is also a Fellow of the American Society of Clinical Pathology and is the 2007 recipient of the ASCP's Ward Burdick Award for Distinguished Service to Clinical Pathology.

Dr. Weiss has been very happily married, for nearly twenty-five years, to Peggy Ahlin, and has two children and one grandchild, all of whom represent the center of his universe. In addition to family activities, which are many and usually involve good food and wine, he enjoys golf, running, cycling, travel, cooking and wine collecting. ■



**Myra Wilkerson, M.D.**

*President, API  
Medical Director, Geisinger Medical Laboratories,  
Danville, Pennsylvania  
mwilkerson@geisinger.edu*

Dr. Myra Wilkerson is Vice Chairman of the Division of Laboratory Medicine for the Geisinger Health System. She serves as the Director for Geisinger Medical Laboratories Northeast in Wilkes-Barre, PA. She is also the Director of Diagnostic Informatics, a subsection of Anatomic Pathology, and oversees implementation and management of information systems for anatomic pathology, pathology research and imaging. Her subspecialty is cytopathology, but her other responsibilities include surgical pathology and transfusion services. She currently serves as President of the Association for Pathology Informatics and is a past president of the Association of Clinical Scientists. She also serves on the Electronic Media Communications Committee of the College of American Pathologists and is on the editorial board of the Annals of Clinical and Laboratory Science.

Dr. Wilkerson received her undergraduate degree in Medical Technology from Marshall University, then worked in the clinical laboratories at Charleston Area Medical Center before returning to Marshall University to earn a

doctor of medicine. She completed a combined anatomic and clinical pathology residency and cytopathology specialty training in the PennState Geisinger Health System. ■



**John Yount**

*Vice President, Product Management  
Horizon Laboratory Solutions, McKesson*

John Yount is the vice president of product management for McKesson Provider Technologies Laboratory Solutions. In this role, Mr. Yount is responsible for product strategy and product management associated with McKesson's Horizon Laboratory product line. Mr. Yount has more than 12 years of experience in healthcare, with a primary focus on the roles associated with implementation, marketing and, product management of software solutions to support the healthcare industry.

Previously, Mr. Yount served as executive director of clinical services where he was responsible for overseeing implementation activities associated with the majority of McKesson's Horizon Clinical suite of solutions. Mr. Yount's experience also includes 2 years in McKesson Provider Technologies marketing department. ■

# exhibitors and their websites

## CORPORATE UNDERWRITERS

### Atlas Medical

[www.atlasmedical.com](http://www.atlasmedical.com)

### Beckman Coulter

[www.beckmancoulter.com](http://www.beckmancoulter.com)

### McKesson

[www.mckesson.com](http://www.mckesson.com)

### SCC Soft Computer

[www.softcomputer.com](http://www.softcomputer.com)

### Siemens Healthcare Diagnostics

[diagnostics.siemens.com](http://diagnostics.siemens.com)

### Sunquest Information Systems

[www.sunquestinfo.com](http://www.sunquestinfo.com)

### Technidata America Medical Software

[www.technidata-web.com](http://www.technidata-web.com)

## GOLD EXHIBITORS

### Antek HealthWare

[www.antekhealthware.com](http://www.antekhealthware.com)

### Aperio

[www.aperio.com](http://www.aperio.com)

### Apollo PACS

[www.apollopacs.com](http://www.apollopacs.com)

### ARUP Laboratories

[www.aruplab.com](http://www.aruplab.com)

### BioImagene

[www.bioimagene.com](http://www.bioimagene.com)

### Blue Iris

[www.blueiris.com](http://www.blueiris.com)

### CareEvolve

[www.careevolve.com](http://www.careevolve.com)

### Cerner

[www.cerner.com](http://www.cerner.com)

### Dako

[www.dako.com](http://www.dako.com)

### Data Innovations

[www.datainnovations.com](http://www.datainnovations.com)

### Dawning Technologies

[www.dawning.com](http://www.dawning.com)

### Extract Systems

[www.extractsystems.com](http://www.extractsystems.com)

### GE Healthcare Technology

[www.ghealthcare.com](http://www.ghealthcare.com)

### General Data

[www.general-data.com](http://www.general-data.com)

### Healthvision

[www.healthvision.com](http://www.healthvision.com)

### IMPAC

[www.impac.com](http://www.impac.com)

### IVD Industry Connectivity Consortium (IICC)

### mTuitive

[www.mtuitive.com](http://www.mtuitive.com)

### Nikon

[www.nikoninstruments.com](http://www.nikoninstruments.com)

### Olympus America

[www.olympusamerica.com](http://www.olympusamerica.com)

### Omnitech Labs

[www.omnitechlabs.net](http://www.omnitechlabs.net)

### Orchard Software

[www.orchardsoft.com](http://www.orchardsoft.com)

### PathView Systems

[www.pathview.com](http://www.pathview.com)

### Roche Diagnostics

[www.roche.com/diagnostics](http://www.roche.com/diagnostics)

### Schuyler House

[www.schuylab.com](http://www.schuylab.com)

### Seacoast Laboratory Data Systems

[www.sldsi.com](http://www.sldsi.com)

### STARLIMS

[www.starlims.com](http://www.starlims.com)

### Sysmex

[www.sysmex.com](http://www.sysmex.com)

### Telcor

[www.telcor.com](http://www.telcor.com)

### Ventana Medical Systems

[www.ventanamed.com](http://www.ventanamed.com)

### Wyndgate Technologies

[www.wyndgate.com](http://www.wyndgate.com)

## SPONSOR

### Pathology Education Consortium (PEC)

[www.labinfotech.org](http://www.labinfotech.org)

## CO-SPONSORS

### American Association for Clinical Chemistry (AACC)

[www.aacc.org](http://www.aacc.org)

### Association for Pathology Informatics (API)

[www.pathologyinformatics.org](http://www.pathologyinformatics.org)

### CAP Today

[www.cap.org](http://www.cap.org)

### Clinical Laboratory Management Association (CLMA)

[www.clma.org](http://www.clma.org)

### Consultants in Laboratory Medicine of Greater Toledo

[www.clm-pml.com](http://www.clm-pml.com)

### Department of Biomedical Informatics, University of Pittsburgh School of Medicine

[www.dbmi.pitt.edu](http://www.dbmi.pitt.edu)

### Department of Pathology, University of Michigan Medical School

[www.pathology.med.umich.edu](http://www.pathology.med.umich.edu)

## CONFERENCE LEARNING OBJECTIVES

- Describe new information technology products that will enable a clinical laboratory to operate more efficiently and effectively.
- Assess the various products available in the clinical laboratory software market by interacting with a large number of exhibitors.
- Understand workflow in the clinical laboratories and how lab software supports and facilitates the mission of the laboratories.

## CONTINUING EDUCATION CREDIT

Continuing education credit for physicians, Ph.D.s, and medical technologists will be applied for.

## TARGET AUDIENCE

The target audience for Lab InfoTech Summit is pathologists, medical technologists, and clinical laboratory professionals with a special interest in the use of information technology (IT) and pathology informatics in the hospital clinical laboratory and the clinical lab industry.

# exhibitor corporate and product descriptions



Antek HealthWare has been in the business “of providing innovative medical software solutions to the health care market since 1987, with corporate offices located in Reisterstown, Maryland and sales offices in eight states. Antek products significantly enhance productivity and financial management capabilities, while maintaining a low cost of ownership. Every day more than 40,000 physicians depend on Antek to assist them with patient care.

LabDAQ Laboratory Information System was initially developed and released in 1991. To date, more than 2,100 systems have been installed in physician office labs, clinics of all sizes, reference labs and community hospitals. LabDAQ continues to evolve with new features and options that provide the laboratory with the tools needed to respond to the demands they face every day.

LabDAQ is designed to integrate seamlessly with other software systems including Hospital Information Systems (HIS), Practice Management Systems, and Electronic Medical Records (EMR). Antek HealthWare’s dedicated HL7 department has worked with the industry leading EMR companies to ensure laboratory orders are efficiently received from an EMR and results are quickly populated back into the EMR.

By understanding clients’ needs and the markets served, Antek strives to offer intuitive solutions that exceed expectations with quality products and superior after sales support.

LabDAQ provides laboratories with the ability to meet their needs today and the flexibility to grow as the laboratory evolves.

LabDAQ will increase the efficiency of the laboratory and the entire facility with the increased interoperability between software systems. Learn first hand why Antek HealthWare was voted the 2007 “Top of the Class” LIS vendor by readers of Advance magazine. Please call 800.359.0911, extension 3, or visit us at [www.antekhealthware.com](http://www.antekhealthware.com) for more information. ■



bringing digital pathology to life

Aperio is digitizing pathology. We provide systems and services for digital pathology, which is a digital environment for the management and interpretation of pathology information that originates with a digital slide. Aperio’s award-winning ScanScope slide scanning systems and Spectrum™ digital pathology information management software improve the efficiency and quality of pathology services for pathologists and other professionals. Applications include education, remote viewing, archival and retrieval, basic research, and image analysis. ■



Apollo PathPACS® is the leading Pathology Picture Archiving and Communications Solution (PACS) and provides laboratories with comprehensive digital image management for all pathology imaging modalities. PathPACS® is integrated into hospital and lab information systems enabling smooth workflow and data exchange for everyday pathology use. High-resolution images are securely stored and automatically associated with the appropriate patient and case.

Since 1993, Apollo PACS has been providing imaging solutions for the pathology and laboratory service marketplace. We invite you to come visit with us at Lab InfoTech 2008 where we can discuss where this industry is headed and how it can improve your practice. ■



ARUP Laboratories is the only national reference laboratory to provide its clients with Utilization Management Services. The Integrated Suite of Services is designed to assist client organizations with effective solutions for outreach, connectivity, lab test ordering, and management.

The Suite of Services includes:

ARUP Consult®  
Physician’s Guide to Laboratory Test Selection and Interpretation  
[www.arupconsult.com](http://www.arupconsult.com) or  
[www.arupconsult.mobi](http://www.arupconsult.mobi) for mobile users

A dynamic laboratory test selection support tool that provides instant, point-of-care access to ordering and interpreting hundreds of laboratory tests to improve patient care and reduce overall health care costs.

ATOP®  
Analyzing Test Ordering Patterns  
ARUP’s analytical service assists client health care organizations to improve laboratory test utilization. The analysis identifies potential over-, under, and misuse of individual laboratory tests.

ARUP Direct™  
Total Outreach Solution  
In keeping with ARUP’s philosophy that health care is best provided at the community level, ARUP offers a complete package of outreach services to complement clients’ strategic expansion within their communities.

ARUP Gateway™  
Laboratory Test Access Tool  
This seamlessly branded tool helps clients’ physicians appropriately utilize tests by providing integrated access to a comprehensive test directory, as well as diagnostic guidance for laboratory test selection and interpretation based on the latest clinical recommendations.

ARUP Insource Advantage™  
Customer Make vs. Buy Tool  
ARUP’s cost evaluation service enables clients

# exhibitor corporate and product descriptions

to manage their send-out services in the most feasible way. ARUP assists clients in analyzing current and historical costs, as well as volume information, enabling clients to manage and evaluate complex send outs.

## ARUP Connect™

### Online Client Information System

ARUP's online client information system allows registered clients to access test results, transmit patient data required by public health agencies, and use ARUP's Secure File Transfer system to securely retrieve documents containing patients' PHI.

For more information, visit our website at [www.aruplab.com/LITS](http://www.aruplab.com/LITS) or contact us at 800.522.2787. ■



ATLAS offers Lab OuterWare™ - the only comprehensive enterprise workflow management solution for laboratory outreach. Lab OuterWare is not a single product, but an integrated suite of solutions for developing, managing and growing your outreach business. Deployed at over 100 labs, Lab OuterWare integrates your lab, physician office systems, EMRs, patient service centers, and referring and send out labs in a seamless network that increases operational efficiency and delivers a competitive advantage.

Built on a highly sophisticated, standards based orchestration platform, Lab OuterWare enables labs to extend the configurable order entry and result reporting workflows and business rules management capabilities of Atlas

LabWorks to all outreach clients, regardless of what external ordering system is used. With Lab OuterWare's LabEMR module, Atlas has nailed seamless integration with EMRs including allowing the physician to start an order in their EMR of choice and having it finished (multi-staged ordering) at the physician office, at a lab patient service center, or by lab operations using the customer service module.

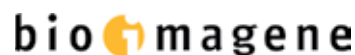
LabEMR supports EMRs with varying capabilities including EMRs that cannot accept unsolicited results, images, or PDFs, or when an EMR poorly deals with ID/patient matching, result code matching, exception handling, support for partials and finals, and more. LabEMR already supports interfaces to 30 EMR vendor systems, with more added every month. Lab OuterWare's integrated customer service module offers a dashboard view of orders and results with problem alerts — such as incomplete order information, insufficient specimens, actionable result statuses and dozens of other issue types — and supports electronic communication of these issues to customers for resolution.

With planned enhancements to support Disease Management, PQRI, eligibility checking, pharmacy ordering and other capabilities, Lab OuterWare makes labs dramatically more efficient and offers a strategic advantage for retaining and winning new customers. ■



Simplify • Automate • Innovate

Beckman Coulter, Inc., based in Fullerton, California, develops, manufactures and markets products that simplify, automate and innovate complex biomedical tests. More than 200,000 Beckman Coulter systems operate in laboratories around the world supplying critical information for improving patient health and reducing the cost of care. Recurring revenue, consisting of supplies, test kits, service and operating-type lease payments, represents more than 75 percent of the company's 2006 annual revenue of \$2.53 billion. For more information, visit [www.beckmancoulter.com](http://www.beckmancoulter.com). ■



Enabling Digital Pathology

Biomagene is a leading provider of total digital pathology solutions for applications including clinical diagnostics and drug discovery. Our mission is to bring affordable digital pathology to every pathologist in every laboratory. Our systems automate pathology workflows for acquisition, analysis, management, archival, reporting and sharing of tissue images. Our comprehensive solutions boost productivity, reduce bottlenecks and improve the quality of results for clinicians and pathologists. Biomagene has successfully delivered solutions to leading cancer research laboratories and pharmaceutical companies worldwide. For more information visit [www.bioimagene.com](http://www.bioimagene.com) or call 408.207.4200. ■



Blue Iris eLaborate, from MITEM Corporation, is a complete software solution for independent or hospital laboratory outreach programs. In addition to a flexible, easy-to-use, web-based results and order entry application that can connect to any hospital information system (including clinical laboratory, anatomic pathology and radiology), Blue Iris eLaborate integrates with any physician's Electronic Medical Records (EMR/HER) and Practice Management System (PMS).

Blue Iris eLaborate has an esteemed reputation for providing a complete connectivity application that links laboratories efficiently and securely to the health-care providers they serve. It enables healthcare providers to initiate lab orders, check medical necessity compliance, and view results rapidly and accurately using a secure Internet connection.

The highly flexible Blue Iris eLaborate application is the result of its award winning CDX integration engine, which is now enhanced by MITEM's patented legacy integration technology. The marriage of these technologies provides healthcare organizations with a product unmatched in the industry for its breadth of connectivity to healthcare applications and platforms, and for its ability to enable real-time, non-invasive integration.

This exciting new offering will tremendously benefit laboratories, and their clients, with greater convenience, easier integration, and broader laboratory connectivity. Rounding out Blue Iris eLaborate's clinician-friendly Order Entry features is an innovative Results Inbox

# exhibitor corporate and product descriptions

that enables an end-user to easily communicate results to appropriate recipients.

MITEM Corporation is a leading software integration company that provides clinical applications and integration software solutions for the healthcare industry. Since 1985 MITEM has been solving complex integration problems and its solutions are deployed in mission critical applications in many of the top Fortune 500 organizations.

For more information contact MITEM at 800-826-4836 or visit [www.blueiris.com](http://www.blueiris.com). ■



CareEvolve is a leader in outreach connectivity providing solutions for laboratories since 1999. CareEvolve enhances hospital growth by providing a web-based order entry and results reporting solution for laboratory, pathology and radiology outreach business. Additionally, CareEvolve's EMR CareConnect connectivity solution can deliver results to and accept orders from virtually every electronic medical record on the market today. As CareEvolve is the only vendor in the outreach space who is owned by a clinical laboratory, we are the only vendor who's system is used in more than 1500 of our own laboratory customers. CareEvolve is owned by BioReference Laboratories based in Elmwood Park, NJ. ■



Cerner is the leading U.S. supplier of health-care information (HIT) technology solutions that optimize clinical and financial outcomes. Around the world, health organizations ranging from single-doctor practices to entire countries embrace Cerner for our powerful yet intuitive solutions. These solutions enable the delivery of personalized medicine as the paradigm shift continues to move toward consumer-driven healthcare. Cerner's single database architecture facilitates ease in the evolving discipline of Diagnostic Medicine.

Eliminating inappropriate testing and insuring the correct treatment path for the patient in a timely manner are inherent benefits of our solution.

Cerner offers clients a dedicated focus on healthcare; an end-to-end solution and service portfolio; and proven market leadership. All together, Cerner's more than 7,300 associates are working to improve healthcare worldwide. ■



Dako is a world leading provider of systems for cancer diagnostics. Clinical routine laboratories worldwide use Dako reagents and kits, instruments and software to make precise diagnoses and determine the most effective treatment of patients suffering from cancer. At Dako, advancing cancer diagnostics takes a united approach. The company is dedicated to connecting the pathology lab together through an innovative approach to workflow with unified

solutions that link instruments to lab/hospital information systems. Dako's solutions build on a 40-year heritage of quality and innovation in antibodies and reagents, which remain the foundation for the pathology lab of tomorrow. ■



Data Innovations (DI) is the world's largest, most successful clinical laboratory middleware company. With offices in the United States, Belgium, Brazil, China, France and the United Kingdom, over 80 employees and US\$20+ million in annual sales, DI is the only middleware company with a true global scope and sole focus on laboratory data management. Directly and through our business partnerships, we have installed over 6,500 middleware systems in over 50 countries. Instrument Manager (IM) and Laboratory Production Manager (LPM) represent the most complete offerings in the market for pre-analytical, analytical, and post-analytical sample processing and non clinical tasks such as equipment maintenance. IM and LPM are available independent of instrument, device, or LIS vendor, laboratory department, and clinical discipline. Nearly 1,000 different instruments, automations systems, and information systems are supported. Equally important to our products are our services which include comprehensive support, on-site consulting and a variety of training options. The American Society of Clinical Laboratory Science (ASCLS) has approved Data Innovations' Rules training course (Authoring Decision Support Algorithms) for 20 continuing education contact hour credits under their

P.A.C.E.® program. The FDA has granted IM 510(k) clearance demonstrating both product excellence and comprehensive development and support systems. ■



Dawning Technologies, Inc. was founded in 1984, as a developer of new instrument interface products that make it easier to connect diagnostic laboratory instruments to information systems. Dawning is currently one of the leading vendors of laboratory middleware systems that offer a broad range of intelligent functionality between large arrays of laboratory analyzers and a variety of clinical information systems.

The core of Dawning's middleware capability is our JResultNet Interface Engine Software. In addition to providing basic analyzer-to-LIS connectivity, JResultNet offers a wide variety of value-added functionalities, including Auto-verification, Rules Based Processing, System-to-System Connectivity and Data Mining.

JResultNet 3.0 Interface Engine Software is a powerful and scalable Java-based interface engine that is intuitive to use and extraordinarily flexible, intended to complement an LIS. JResultNet middleware provides solutions to a variety of laboratory data processes that improve lab workflow and control over the implementation. Our customers use JResultNet middleware to handle applications ranging from single instrument-LIS connections to enterprise-wide autoverification. The same package is also live in high-volume, multi-hospital system-to-system applications running

# exhibitor corporate and product descriptions

on secure rack servers in remote data centers. Recent additions to JResultNet include generic database connectivity, used for communication of orders and results or to obtain external data for use in rules execution. A related Database Rules option includes the Dawning DataMiner application, used for offline database investigation and sifting. The DataMiner (US Patent Pending) automatically senses the structure and content of a database and provides unique tools to develop sifting rules to extract the desired data. If desired, rules developed with the DataMiner can be imported to JResultNet middleware for use in the real time processing of lab data. Dawning has also started shipping the new JavaLin/PDI Portable Device Interface. You can learn more about Dawning, our products and applications from our web site at [www.dawning.com](http://www.dawning.com). ■

## GE Healthcare



GE is dedicated to helping you transform healthcare delivery by driving critical breakthroughs in biology and technology. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery and biopharmaceutical manufacturing technologies is enabling healthcare professionals around the world to discover new ways to predict, diagnose and treat disease earlier. We call this model of care "Early Health." The goal: to help clinicians

detect disease earlier, access more information and intervene earlier with more targeted treatments, so they can help their patients live their lives to the fullest. Re-think, Re-discover, Re-invent, Re-imagine. ■



General Data will be featuring our StainerShield® and ID/Positive™ family of products for reliable, positive bar code identification of tissue cassettes and slides. Our ID/Positive technology enables labs to positively identify specimens as they are produced or processed, greatly enhancing lab workflow and eliminating specimen misidentification and mis-matching errors.

ID/Positive cassette markers and slide labelers produce high-resolution alphanumeric text, linear bar codes, and two-dimensional bar codes that scan reliably and survive the harsh solvents and reagents of lab processing.

With ID/Positive, labs can harness the power of bar code identification, scanning, and tracking technologies to process more tissue faster and more accurately, leading to enhanced patient safety, faster and more accurate diagnoses, and better patient care.

General Data Company Inc. is recognized as a premier provider of innovative bar code identification and automated data collection products and solutions that enable organizations to streamline workflow, error-proof processes, better manage critical data and improve business process accuracy, produc-

tivity, and performance. The company's patented healthcare products and solutions are designed to help providers improve patient safety and care, reduce medical errors, facilitate patient administration and provide consumers with confidence in their healthcare providers. Founded in 1981, General Data is a privately held company with headquarters in Cincinnati, Ohio USA. More information on General Data's laboratory products and solutions can be found at [www.stainershield.com](http://www.stainershield.com). ■



Healthvision is a leading provider of healthcare specific software and services. We provide innovative, cost-effective solutions enabling vital access to healthcare information anytime and anywhere, improving clinical and financial outcomes. Our solutions, powered by Cloverleaf Integration Suite, are at work in thousands of facilities around the globe, including 40 percent of all large Integrated Delivery Networks, and 33 percent of hospitals in North America. ■



IMPAC PowerPath, IMPAC's laboratory information management system for anatomic pathology, streamlines workflow and daily operations for laboratories offering surgical pathology, cytology, dermatopathology, and

autopsy services. With more than 450 installations worldwide, PowerPath offers unmatched performance in managing anatomic pathology laboratories in hospitals, medical centers, reference labs, and academic facilities. 888.GO.IMPAC sales@impac.com ■

## MCKESSON

*Empowering Healthcare*

McKesson Corporation, currently ranked 18th on the FORTUNE 500, is a healthcare services and information technology company dedicated to helping its customers deliver high-quality healthcare by reducing costs, streamlining processes, and improving the quality and safety of patient care. McKesson is the longest-operating company in healthcare today, and will mark 176 years of continuous operations in 2009. Over the course of its history, McKesson has grown by providing pharmaceutical and medical-surgical supply management across the spectrum of care; healthcare information technology for hospitals, physicians, homecare and payors; hospital and retail pharmacy automation; and services for manufacturers and payors designed to improve outcomes for patients. For more information, visit <http://www.mckesson.com>.

McKesson Provider Technologies, with more than 40 years of laboratory information solution experience and a world-class support organization, enhances patient safety, productivity and profitability. Horizon Lab™, an integrated solution for all laboratory settings, automates the

# exhibitor corporate and product descriptions

entire laboratory process, including order entry, point-of-care specimen collection, specimen management, analytic operations, information distribution, and financial and business performance management. The solution suite also includes Horizon Blood Bank™, Horizon MobileCare™ Phlebotomy, Horizon Anatomic Pathology™, Horizon OutreachWP® for Lab and Horizon Lab Financials™. For more information about McKesson's Horizon Lab Solutions, visit [www.mckesson.com/laboratory](http://www.mckesson.com/laboratory). ■



mTuitive, Inc. develops clinical decision support and synoptic reporting software to assist health care professionals in recording clinical findings and maintaining compliance with established protocols and guidelines.

mTuitive takes real world knowledge and creates products that clinical decision-makers may use. Product development starts with a best practice or established guideline that was typically developed by a professional society or teaching institution. That protocol is integrated into a computerized template that is stored with correlating clinical knowledge. Discrete data is captured and re-used to derive follow on alternatives for diagnosis and treatment. The process utilizes an expert systems technology known as a forward chaining inference engine. The unique method of capturing structured information provides valuable data for several clinical disciplines including pathology, oncology, surgery and cancer staging. Results data may be collected in an mTuitive

repository for future analysis. The end result greatly simplifies the process of entering clinical findings and uniquely provides correlating established protocols and reference materials right at the clinical decision-maker's fingertips. By allowing for this immediate connection to established guidelines, better clinical decisions that benefit both the patient and the caregiver result along with improved efficiency for the institution. Established in 2003, mTuitive, Inc. is based in Massachusetts. The company's web site is [www.mtuitive.com](http://www.mtuitive.com). ■



Nikon Instruments is pleased to present our new model of Digital Sight Camera System and Coolscope II, two unique yet distinct instruments unsurpassed in easily capturing, storing, and sharing digital pathology images. The Digital Sight Camera is easily adaptable to Nikon Instruments' microscope series Eclipse 55i tilting telescopic head so images may be viewed and captured with maximum user comfort. Nikon Instruments' Coolscope II is an economical all-in-one digital microscope that may be operated in-house or from a remote location with simple mouse clicks. Both instruments offer newly developed image processing technology enabling true natural color representation. The instruments are network addressable through firmware (no software that could compromise your network capability) for image sharing and consultation. While easily networkable, both instruments

offer stand-alone capability to view or capture images – no PC is required but one can be connected if desired. Images may be saved to a USB memory stick, compact flash card, external server, or directly to a PC. Split-screen capability is available for comparing low to high magnification images, along with a versatile, comprehensive tool menu for text, drawing, marking, calibration, and measurement. Please feel free to visit our table-top display to experience the ease of operation and incredible view offered from these two instruments as stand-alone systems, through PC control, or over the internet. Should you not be able to visit us in the exhibit area, you may log on to the Nikon Instruments website at [www.nikoninstruments.com](http://www.nikoninstruments.com) or contact us directly at 800.52.NIKON for additional information or to schedule a demonstration. ■



Olympus is a precision technology leader, creating innovative opto-digital solutions in healthcare, life science and consumer electronics products.

Olympus works collaboratively with its customers and its affiliates worldwide to leverage R&D investment in precision technology and manufacturing processes across diverse business lines. These include:

- Gastrointestinal endoscopes, accessories, and minimally invasive surgical products;
- Advanced clinical and research microscopes;

- Lab automation systems, chemistry-immuno and blood bank analyzers and reagents;
- Digital cameras and voice recorders.

Olympus serves healthcare and commercial laboratory markets with integrated product solutions and financial, educational and consulting services that help customers to efficiently, reliably and more easily achieve exceptional results. Olympus develops breakthrough technologies with revolutionary product design and functionality for the consumer and professional photography markets, and also is the leader in gastrointestinal endoscopy and clinical and educational microscopes. For more information, visit [www.olympusamerica.com](http://www.olympusamerica.com). ■

## Omnitech Labs

Omnitech was founded in 1999 with the goal of developing a Laboratory Information System (LIS) designed using tools widely available with the capacity to support the emerging healthcare models.

Omnitech has clients in three countries including the United States, Canada & Belgium. Our successes include a wide range of installations, from a single location with a volume of 50 patient requests per day to networked laboratories handling over 25,000 patient requests per day. These clients range from the inpatient oriented — Community hospitals, Teaching hospitals, Integrated Hospital Delivery Systems (IHDS) to the outpatient or non-patient oriented — Reference laboratories, Contract Research Organizations (CRO) & Veterinary laboratories

# exhibitor corporate and product descriptions

and to the 'hybrid' laboratory which tests in-patient and outpatient/non-patient specimens using a single system.

Omnitech emphasizes the importance of client relationships. We strive to make the complete satisfaction of our clients a foundation of our success. Omnitech has pursued this long-term goal of total client satisfaction through our commitment to provide the most responsive client service and support centers available. Our turnkey and stable software solutions are installed using detailed project plans administered by industry professionals and our stable applications can be implemented much quicker than older, legacy systems. That results in a much more cost-effective deployment than the industry has grown accustomed to. ■

## OrchardSoftware



Orchard Software is famous for its award-winning laboratory information systems. Today, more than 750 laboratories across the country have turned to Orchard Software for their Laboratory Information System — including all types and sizes of multi-site and multi-specialty clinics and physician office laboratories, hospitals, regional reference labs, student health services, and public health organizations.

Orchard's award-winning Harvest™ LIS utilizes process automation; robust instrument, billing, EMR, and reference lab interfaces; and rules-based technology to address regulatory

and integration issues and simplify laboratory workflow. Orchard Harvest LIS improves reimbursements and simplifies the time-consuming task of medical necessity validation by automatically screening ICD-9 codes, testing frequency, and experimental procedures during order entry. Customizable rules will reduce errors and aid decision making for order routing, auto-approval of results, reflexing additional testing, automatic comments, and clinical follow-up recommendations.

Orchard Microbiology and Orchard Pathology information systems eliminate paper and electronically integrate these departments with the rest of the laboratory with a single database. Orchard's fully integrated system provides immediate access to the patient's entire history, where clinical or molecular results and images are integrated with interpretive text on the pathology worksheet and patient report.

As an HL7 organization member and stand-alone lab system, Orchard specializes in seamless integration with host systems, EMRs, billing, and reference laboratories and linking multiple sites is possible. For lab outreach, Orchard's outreach systems, Webstation™ or Orchard Copia™, provide easy web-based access or EMR integration for remote order entry and results delivery. ■



PathView is pleased to present, Progeny, our Anatomic Pathology & Cytology Information System. Progeny was designed and built on LEAN principles to bring you the most powerful, flexible workflow solution on the market today.

PathView Systems has been providing superior information systems solutions and services to Anatomic and Clinical Pathology departments since 1990. Since our inception, we have been dedicated to the principle of being the best, not the biggest.

We are committed to seeing each client realize the full potential of our applications, and the maximum benefit of our services. Included in each implementation of our product is a complete workflow analysis that allows us to tailor our product to YOUR workflow. This approach results in yearly savings of hundreds of man hours to our clients and a system that is easy to use.

Progeny is Simply Effective. ■



Roche Diagnostics has a proud history and continued commitment to innovating health information with products and services that make a difference by helping to improve the quality of life.

Our emphasis on extraordinary customer service delivered by the most talented and dedicated people in our industry is what has made us a global leader in diagnostics. ■



SCC Soft Computer has been a leading laboratory information systems (LIS) vendor since 1979. Over the years the Company has earned an excellent reputation for its strong R&D focus. As a result, the laboratory community benefits from SCC as one of the largest LIS programming houses in the world, supporting advances in laboratory technologies such as the current trend toward point-of-care (POC) testing and instrumentation.

SCC's goal is to continue to supply innovative technologies to meet the diverse needs and strictest demands of each of our clients. SCC regards clients first and foremost, for without them the Company could not attain its position of leadership in the industry today. SCC Soft Computer shares the same goals of increased productivity, return on investment, effective information distribution, and a higher level of patient care. Through collaboration, communication and cooperation, SCC will continue to deliver best of breed solutions to its customers worldwide.

SoftLab, SCC's LIS software and part of the Company's Laboratory Suite, has been recognized as the market standard for its robust functionality and ease of instrument interfacing, including robotics. In addition to the Laboratory Suite, SCC offers an Outreach Suite, Blood Services Suite, Radiology Suite, Pharmacy Suite, and Genetics Suite. ■

# exhibitor corporate and product descriptions



Investing in information systems is a strategic decision, which when implemented must serve your laboratory for years to come. The system must reflect the current laboratory practice model, yet be flexible enough to evolve and support future operational requirements and practices.

SchuyLab™ is a market leader in the development and implementation of laboratory information system products and services for Hospitals, Reference Laboratories, Physicians Offices laboratories and other laboratory institutions in the United States and other parts of the world, supplying products and services that meet the global market requirements.

Working closely with our customers, SchuyLab™ delivers a total Laboratory Information System solution that is innovative and intelligent. SchuyLab™ can handle your clinical needs including ABN printing, Microbiology, and result reporting — including Internet access. Add our integral SchuyLab™ Billing, HL7 interfacing to over 30 EMR/HIS providers, and a Reference Lab interface - and SchuyLab™ can be your total LIS package. ■



Since 1986 Seacoast Laboratory Data Systems has provided the commercial laboratory industry with innovative, highly customizable software solutions and services. Our SurroundLab Plus Laboratory Information System and SurroundLab AR Revenue Cycle Management System are expertly designed and engineered to address the unique business dynamics of Commercial and Outreach Laboratories.

Seacoast Laboratory Data Systems is committed to giving our clients the highest level of customer satisfaction. Our focus is to assure the success of each and every client. [www.sldsi.com](http://www.sldsi.com). ■



Siemens Healthcare Diagnostics, the leading clinical diagnostics company in the world, is an industry leader in innovation and development of advanced technology. As the first and only fully integrated diagnostics company, Siemens is taking diagnostics to the next level by bringing together imaging and laboratory diagnostics, healthcare information technology, and consulting services to provide unique and innovative solutions across the entire healthcare continuum. We are committed to providing clinicians with the vital information they need for the accurate diagnosis, treatment, and monitoring of patients.

Our comprehensive portfolio of performance-driven systems, unmatched menu offering, and IT solutions, in conjunction with highly

responsive service, is designed to streamline workflow, enhance operational efficiency and support improved patient care. We are committed to the development of innovative, customer-focused products that deliver tangible value to the clinical laboratory.

In addition to our chemistry, immunoassay, automation, hematology, hemostasis, microbiology, diabetes, urinalysis, blood gas and molecular testing systems, our informatics solutions are designed to improve laboratory workflow and meet the growing demands of our customers, today and tomorrow. The products include: ADVIA CentralLink® and EasyLink™ for central laboratory middleware and automation solutions; DBNet® for Dimension® instrument connectivity; RAPIDComm® and RAPIDLink® for point-of-care informatics; RealTime Solutions for remote monitoring and proactive service of instruments; Patient Identification Check™ to facilitate accurate patient specimen collection; and Novius® Lab to provide a modern workflow-based LIS solution.

Siemens Healthcare Diagnostics has over 215,000 instruments installed in more than 110 countries around the world, and employs approximately 14,000 people. The company is headquartered in the U.S. in Deerfield, Illinois. To learn more about Siemens Healthcare Diagnostics, please visit our Web site at [www.siemens.com/diagnostics](http://www.siemens.com/diagnostics). ■



Sunquest Information Systems, Inc., a leading provider of clinical data solutions for hospital and commercial laboratories that perform testing services in core lab, microbiology, transfusion services, molecular diagnostics, and pathology. With the growing emphasis on molecular diagnostics, and its requirements for improved integration between software and complex instruments, Sunquest is actively collaborating with leading healthcare organizations and customers to design and implement these new technologies and workflows.

Sunquest's recent market announcements for solving today's problems include value-added components such as:

- A fully integrated positive patient ID phlebotomy system that is hardware agnostic, allowing it to reside on devices with similar applications such as for medication administration.
- Seamless integration to mTuitive xPert for Pathology, offering a state-of-the-art, structured data capture, synoptic reporting, and expert rules system.
- Availability of Sunquest CoPathPlus v. 4.0 anatomic pathology system.
- Enabling technologies that connect physicians and remote care locations to the laboratory.
- Workflow innovations to support molecular testing.

Looking ahead, Sunquest shares a vision with today's leaders in healthcare and laboratory medicine to develop and deliver the next

# exhibitor corporate and product descriptions

generation of diagnostic technology solutions that are being driven by the twin forces of personalized healthcare and preventive medicine. This growing and exciting field will incorporate and integrate emerging technologies such as digital pathology images with laboratory and pathology systems.

Sunquest's dedicated and professional staff has the in-depth knowledge, experience, and ability to understand customer business needs, technical infrastructure, and workflow processes. Nearly 1,200 laboratories in the United States, Canada, Bermuda, Middle East, Denmark, United Kingdom, and Ireland operate using Sunquest solutions for clinical and pathology labs, molecular testing, and outreach business management. Sunquest clients range across multiple business models, including independent commercial laboratories, hospitals with under 100 beds, multi-state healthcare networks with dozens of testing locations, and outreach/commercial billing departments. ■

## STARLIMS® LAB DATA/ENTERPRISE ACTION

With a 20-year focus on Laboratory Informatics, STARLIMS Corporation is a world-leading provider of commercial off-the-shelf LIMS (laboratory information management systems). STARLIMS has hundreds of successful deployments and an active customer base worldwide. STARLIMS has ready-made solutions for pathology, forensic and clinical laboratories.

STARLIMS® is designed to function as the central point for processing lab data and disseminating actionable information throughout the enterprise. It is a comprehensive solution to manage lab processes, ensure regulatory compliance and promote effective knowledge management throughout the organization. Built from the ground up as an entirely web-based application, STARLIMS represents an important step beyond traditional web-enabled LIMS.

In 2008, the company introduced STARLIMS Scientific Data Management System, offering labs an unprecedented opportunity to manage both structured (LIMS) and unstructured (SDMS) information using a single informatics platform. STARLIMS users can consolidate disparate lab and business processes into a single compliant platform—a true enterprise system with full management and reporting capabilities. [www.starlims.com](http://www.starlims.com)

## Systemex

Sysmex is a global leader in laboratory solutions, including clinical diagnostics, automation and information systems. Serving laboratories for 40 years in more than 150 countries, Sysmex focuses on extending the boundaries of diagnostic science while providing the management information tools that make a real difference in clinical and operational results for people worldwide. Since the production of its first hematology analyzer in 1963, the company has developed and manufactured a complete

line of hematology, hemostasis (coagulation) and urinalysis instrumentation.

An extensive range of standardized diagnostic solutions is provided, from small analyzers to fully automated high-volume test systems. These IVD instruments and automation systems are complemented by a broad range of clinical and laboratory information systems, real-time remote Q.C. and remote diagnostics. Sysmex Lavender Top Management™ provides for sorting, analysis and archiving of EDTA tubes with minimal human intervention. Sysmex's middleware solution, MOLIS WAM streamlines review of patient results to improve turnaround. It has QC module with advanced graphical software to compare instrument precision. ■



With over 30 years' experience in the field of lab management, the TECHNIDATA Group has become the leading global software supplier for clinical and anatomic-pathology laboratory information systems (LIS) and instrument workstations.

Our mission is to contribute to improving both the quality of healthcare and the productivity of the clinical laboratory. Our solutions deliver the right information at the right time, with the highest priority on patient safety and confidentiality (HIPAA-compliant).

Developed in full compliance with the ISO 9001/ISO 13485 quality standards, TECHNIDATA software products are distributed in more than 25 countries worldwide. Over 700 LIS sites

and 12,000 instrument workstations are in operation, covering all the clinical laboratory disciplines: Biochemistry, Hematology, Immunology, Bacteriology, Virology, Histology, Cytology, Blood Banking, Transplant Management, Genetics, etc.

Products and services:

- Laboratory Information Systems (TD-Synergy® suite )
- Middleware solutions (TD-Middleware® suite)
- Instrument workstations
- Point Of Care Testing manager
- Web-based requests and results module
- International customer services and support activities

Serving as the Regional Headquarters of the Americas in Tucson AZ, TECHNIDATA America offers a wide range of Middleware solutions and specialized modules to Instrument and Lab Automation vendors, as well as to private, reference and hospital laboratories.

The TD-Middleware® suite is a blend of new technology and software solutions dedicated to enhancing existing Laboratory Information Systems, regardless of the LIS, Lab Automation or instrument vendor. It is designed to handle all the technical aspects of either a specific section or the complete laboratory workflow, from dispatching specimens to (auto) verifying and reporting the results. It helps the laboratory by improving productivity, optimizing resource utilization, and minimizing turnaround times without compromising the quality and accuracy of the information supplied. ■

# exhibitor corporate and product descriptions



Founded in 1995, TELCOR is a healthcare informatics systems and solutions company that is focused on providing highly specialized middleware products to the laboratory industry; point of care data and interface management as well as serving the outreach market segment.

TELCOR's unique industry experience positions it as a leading provider of connectivity implementations between point of care testing devices and systems and clinical laboratory/EMR systems. TELCOR offers the most device type connections to the most LIS/EMR systems though the widest configuration options available in the industry.

TELCOR's Outreach Information System® (OIS) leads the market with the only complete suite of applications that provide Laboratory Order Entry, Results Reporting, Profitability Analysis, and the only new Billing/AR system specifically designed for the outreach market. These applications address the outreach lab's needs to improve profitability, aggressively compete in the marketplace, improve client satisfaction and most importantly, bill and get paid for the services provided.

TELCOR's products are built using today's latest technologies including Microsoft.NET, Sybase and SQL Server with integration and data export. All products follow an extensive set of quality practices and are HIPAA compliant. Committed to the principle that TELCOR

is responsible to its customers, employees and shareholders, all TELCOR products and services maximize quality, efficiency and value to its customers. ■



*a member of the Roche Group*

Ventana Medical Systems, Inc., a member of the Roche Group, is one of the world's leading cancer diagnostic companies and is an innovator of tissue-based tests that enable the delivery of personalized healthcare to cancer patients.

Ventana develops and manufactures medical diagnostic instruments and reagent systems that provide leading-edge automation technology for use in slide-based tissue diagnosis of cancer and infectious disease. In addition, the company offers premier workflow solutions designed to improve laboratory workflow efficiency, providing automated safeguards to enhance the quality of patient healthcare worldwide. Ventana's products and solutions are used globally in the world's most advanced hospital-based histology laboratories, independent reference laboratories, medical research centers, and pharmaceutical companies. ■



Wyndgate Technologies®, a division of Global Med Technologies®, Inc., is a leading supplier of information management software for blood centers, transfusion services and multi-facility healthcare systems. Wyndgate's 510(k) cleared Vein-to-Vein® products include EIDorado™ Donor Doc™, SafeTrace® and SafeTrace Tx®. Wyndgate professional services include project management, installation support and assistance with data import. Wyndgate also provides 24/7 customer support, education programs and consulting services.

EIDorado Donor Doc is an advanced electronic health history questionnaire and physical exam tracking system which assists blood centers in screening donors by capturing medical and physical examination information. Once a completed donor questionnaire is entered into the system, the software identifies donor responses where additional staff investigation is necessary thus helping blood centers prevent release of products from unsuitable donors. Donor Doc also provides maximum integration with donor center information systems, including SafeTrace®, and is a companion module to EIDorado™ Donor™, recently submitted to the FDA for 510(k) clearance.

SafeTrace® controls and streamlines the donor management process - from recruitment and testing to manufacturing and distribution. SafeTrace interfaces with most automated testing instruments and includes a Client Testing module for centers that provide testing to external clients. Information collected during mobile drives can be managed remotely via

Mobile Collections and donors can schedule their own appointments on-line at their own convenience using Wyndgate's Donor Web Scheduler. Clients can also create customized reports and call lists using web-based Report Server.

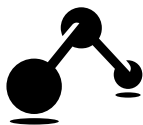
SafeTrace Tx® is designed to meet the needs of transfusion services and provides comprehensive tracking of patient history, testing, orders, specimens, derivatives and more. A wide-ranging set of features, including remote and electronic cross-matching, help ensure patient and product compatibility while extensive safety checks help ensure the quality of the blood product. SafeTrace Tx interfaces with most instruments and features ISBT 128 capabilities. The system also has multi-worksites and multi-facility functionality for CTS systems. ■



Where will the latest advances  
in pathology informatics be unveiled?



**Las Vegas, of Course**



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To learn more, visit us online at [www.labinfotech.org](http://www.labinfotech.org).

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