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*News*

**For Immediate Release**

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**Vince Forlenza of BD Named Chairman of AdvaMedDx  
Andrew Fish Named AdvaMedDx Executive Director**

***AdvaMedDx Seeing Robust Membership Growth***

**WASHINGTON, D.C.** – AdvaMedDx, a division of the Advanced Medical Technology Association (AdvaMed) that is focused solely on opportunities and challenges facing companies that discover, develop and provide in vitro diagnostic technologies, today announced two key appointments as the organization continues robust membership growth.

Vince Forlenza, BD (Becton, Dickinson and Company) president and chief operating officer, has been named chairman of AdvaMedDx, and Andrew Fish has been named executive director of AdvaMedDx and senior executive vice president of AdvaMed. The announcements were made during the annual AdvaMed 2010 meeting and conference in Washington, D.C.

“I am honored to represent the in vitro diagnostics industry as the Chairman of AdvaMedDx,” said Forlenza. “As chairman I will work with our membership to seek payment and regulatory policy changes that promote continued innovation of advanced diagnostic technologies that help physicians detect disease earlier, reduce healthcare costs, facilitate evidence-based and personalized medicine and, most importantly, improve overall patient care.”

Forlenza has long been an active member of the Association, serving as chair of AdvaMed’s diagnostics sector prior to the formation of AdvMedDx in December 2009. During his career at BD, Forlenza has led both the company’s BD Biosciences segment, focusing on flow cytometry, and its BD Diagnostics segment. Forlenza received his bachelor’s degree in chemical engineering from Lehigh University and his MBA from the Wharton School of the University of Pennsylvania.

“Vince Forlenza’s unwavering commitment to improving patient care is evident through his tremendous leadership and advocacy efforts on behalf of the in vitro diagnostics industry,” said AdvaMed President and CEO Stephen J. Ubl. “Over the past several months he has provided valuable insight as we’ve worked through the strategic planning process for AdvaMedDx.”



As Chairman of AdvaMedDx, Forlenza will lead the industry's efforts to provide timely patient access to safe and effective tests by establishing a modernized risk-based approach to the regulation of in vitro diagnostics. He also will focus on reforming the antiquated Medicare payment system for clinical laboratory diagnostic tests to fully recognize the value of new tests, especially the new generation of molecular diagnostic tests.

Andrew Fish's appointment as executive director of AdvaMedDx comes at a time of robust membership growth for the organization. AdvaMedDx is the largest organization in the U.S. representing the public policy interests of the in vitro diagnostics industry. AdvaMedDx has a separate board of directors, dedicated staff and leverages AdvaMed's deep policy and advocacy capabilities.

"We are delighted to have a senior executive with Andy's exceptional background in both the government and the private sector to lead AdvaMedDx," said Ubl.

Prior to joining AdvaMedDx, Fish was senior vice president, legal and government affairs, general counsel and secretary at the Consumer Healthcare Products Association (CHPA). In that role he advised the association's board of directors and member companies on legal, regulatory, legislative and policy matters, built consensus on key issues, and directed successful advocacy campaigns. Before that, he was the senior director of federal government relations at the American Cancer Society and worked for several years in private practice, with a focus on biotechnology, food and drugs.

Earlier in his career, Fish was Assistant Secretary, Congressional Relations and Intergovernmental Affairs for the U.S. Department of Agriculture, and prior to that Deputy Chief Counsel for the U.S. Senate Agriculture Committee. Fish earned his undergraduate degree at Yale University and his juris doctor from Stanford Law School.

"Since launching AdvaMedDx, we have seen tremendous enthusiasm, support and engagement from in vitro diagnostics companies. AdvaMedDx has grown steadily and now represents every major diagnostics company. Andy's appointment as executive director builds on that foundation of success," said Ubl.

Since its creation, AdvaMedDx has grown to 50 member companies, encompassing the vast majority of the global in vitro diagnostics market.

"AdvaMedDx will be working constructively with all stakeholders to help the diagnostics industry navigate a rapidly changing policy and business environment and ensure effective delivery of advancements in diagnostic care," said Forlenza.

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*AdvaMedDx member companies produce advanced, in vitro diagnostic tests that facilitate evidence-based medicine, improve quality of patient care, enable early detection of disease and reduce overall health care costs. Functioning as an association within AdvaMed, AdvaMedDx is the only multi-faceted, policy organization that deals exclusively with issues facing in vitro diagnostic companies both domestically in the United States and abroad. For more information, visit [www.advameddx.org](http://www.advameddx.org).*