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AdvaMedD_x

A Division of the Advanced Medical Technology Association

News

For Immediate Release

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AdvaMedDx Announces 2012-2013 Board of Directors

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 manufacture medical diagnostic technologies, has announced its 2012-2013 board of directors.

“I look forward to working closely with the board to drive the mission of AdvaMedDx, which is to partner with stakeholders from across the health care community to improve public health through the appropriate use of innovative diagnostic technologies for early detection and prevention of disease,” said Vincent Forlenza, AdvaMedDx board chair.

“Membership in AdvaMedDx has doubled, and it is the leading voice of diagnostic manufacturers,” said Stephen J. Ubl, AdvaMed president and CEO. “I’m delighted with the talented and experienced group of leaders that has been assembled to oversee our diagnostics division, and I believe their efforts will make the vision of personalized medicine a reality.”

The members of the board are:

- Edward Michael, executive vice president, diagnostics at Abbott Laboratories
- Bernhard Sixt, president and chief executive officer at Agendia
- Ron Zwanziger, president and chief executive officer at Alere
- Jonathan Achenbaum, senior vice president, global strategic marketing, diabetes care at Bayer HealthCare
- Vincent Forlenza, chief executive officer and president at BD
- Thierry Bernard, senior executive vice president, commercial operations and investor relations at bioMerieux
- Norman Schwartz, president and chief executive officer at Bio-Rad
- Lisa Ashby, president, category management at Cardinal Health
- John Bishop, chief executive officer at Cepheid
- Tom Joyce, executive vice president at Danaher
- Carl Hull, president and chief executive officer at Gen-Probe
- Cesar Garcia, president and chief executive officer at IRIS International
- Nick Valeriani, company group chairman, worldwide franchise chairman, Ortho Clinical Diagnostics at Johnson & Johnson



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- Carsten Schroeder, president, diagnostics at Novartis Diagnostics
- Peer Schatz, chief executive officer at Qiagen
- Doug Bryant, president and chief executive officer at Quidel Corporation
- Daniel O'Day, chief operating officer at Roche
- Jerome H. Casey, chief operations officer at Sekisui Diagnostics
- Michael Reitermann, chief executive officer at Siemens Healthcare Diagnostics
- John Kershaw, president and chief executive officer at Sysmex America

“We are thrilled to announce our board for the upcoming term and welcome a number of new directors,” said Andrew Fish, AdvaMedDx executive director. “Our board members’ keen insights and strategic direction are invaluable as we continue to grow the organization and expand our partnerships with patient advocates and other key stakeholders.”

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AdvaMed member companies produce the medical devices, diagnostic products and health information systems that are transforming health care through earlier disease detection, less invasive procedures and more effective treatments. AdvaMed members range from the largest to the smallest medical technology innovators and companies. For more information, visit www.advamed.org.