



Indianapolis, May 14, 2010

## **Roche Diagnostics to hold idea exchange forum for laboratory customers in Indianapolis for first time**

***SmartLab 2010 will bring healthcare industry thought leaders, diagnostic lab managers to Roche NA headquarters city on May 19-21 for educational sessions, facility tours***

**INDIANAPOLIS** – Roche Diagnostics announced today that it will hold SmartLab 2010, an idea exchange forum for hospital and laboratory professionals, on May 19-21 in Indianapolis. This will be the first time that Roche has held the annual event in the city that is home to its North American headquarters location. Approximately 200 healthcare professionals are expected to attend the event, which will be held at The Westin Indianapolis.

“SmartLab provides a unique forum for customers to learn about emerging issues in healthcare, and to share ideas about how to solve the challenges facing their labs,” said Jack Phillips, president and CEO of Roche Diagnostics Corporation. “It’s a great opportunity for them to talk about ways to increase productivity, reduce costs, and provide better service to doctors and patients. We’re especially pleased to welcome this group to our home city at a time when they can experience the excitement of Indianapolis in the month of May.”

Now in its third year, the SmartLab event will include educational presentations from nationally known experts in healthcare and laboratory management, as well as opportunities for attendees to network with other laboratory peers and Roche management.

In addition, attendees will have the opportunity to visit the Roche campus on Indianapolis' northeast side to take tours of the Education Center. The facility is used for customer training and serves as a showcase for more than 2,000 product demonstrations per year. Tour participants will learn about Roche's laboratory analyzers, automation systems and IT solutions.

The keynote speaker for the event is Derek Daly, international racing champion and best-selling author, who will lead a session on winning together through teamwork. Other sessions will cover topics like healthcare safety, laboratory success, and diagnostic tests and systems.

### **About Roche**

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world's largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS. Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche's personalized healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. In 2009, Roche had over 80,000 employees worldwide and invested almost 10 billion Swiss francs in R&D. The Group posted sales of 49.1 billion Swiss francs. Genentech, United States, is a wholly owned member of the Roche Group. Roche has a majority stake in Chugai Pharmaceutical, Japan. For more information: [www.roche.com](http://www.roche.com) or [www.roche-diagnostics.us](http://www.roche-diagnostics.us).

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