



**The Future of Molecular Diagnostics**  
10:00am to 2:30pm Thursday, June 18, 2009  
Lennox Tech Center, Multimedia Room

Molecular diagnostics can detect many types of diseases at the earliest stages and are expected to be among the highest growth opportunities within the larger field of In-Vitro Diagnostics. Clinical use of these tests promises to improve patient outcomes and lower healthcare costs. Yet, molecular diagnostics for clinical use are only now emerging and many factors are interacting to both advance and delay the adoption of these innovations in clinical practice.

The presentations and panel discussions will explore many factors related to the wider adoption of molecular diagnostics. We will hear differing perspectives and engage in discussions with: researchers, clinicians, medical device manufacturers, healthcare insurers, and companies that are investing in break-through molecular diagnostic technologies. The topics and presenters for this event include:

**Clinical and Business Cases for Molecular Diagnostics**

**Robert Johnson** – Program Administrator Pathology and Laboratory Medicine, University of Rochester Medical Center

**Paul G. Rothberg, Ph.D.** – Director of the Molecular Diagnostics Section of the Strong Health Clinical Laboratories

**Anne Marie Mullin**—Vice President, Business Development and Marketing at the Laboratory Alliance of Central New York

**Assessing and Advancing Molecular Diagnostic Technologies**

**David Eilers** – Vice President, Blue Highway LLC, a subsidiary of Welch Allyn

**John Backus, Ph.D.** – Group Director, Diagnostic Biomarker Evaluation, Johnson & Johnson Ortho-Clinical Diagnostics

**New Technologies & Innovative Companies Addressing Molecular Diagnostics**

**Jeff Helfer**—CEO, Diffinity Genomics

**Jason Springs**—Co-Founder & CEO, Geneweave BioSciences

**Chris Strohsahl**—Ph.D. CTO, Lighthouse BioSciences, Inc.

**Thomas Gaborski**—COO and VP Life Sciences, SiMPore

**Joel Grover** – Co-Founder & President, Thermal Gradient

Early-stage companies, medical device inventors, and medical researchers that are considering developing new medical devices are encouraged to participate

**NO CHARGE FOR ADMITTANCE—REGISTRATION REQUIRED**  
**SPACE IS LIMITED--PLEASE REGISTER EARLY!**

A light lunch will be available

Please register by contacting Kathy Goforth at [Kathy.goforth@htr.org](mailto:Kathy.goforth@htr.org) or by calling 585 413-9060 by June 16, 2009.

The Lennox Technology Center is located at 150 Lucius Gordon Drive, West Henrietta, NY 14586 south of the Rochester Institute of Technology campus.