



'Simply Modular'

Promoting adoption of robotics in pathology

Robotic sample processing streamlines care

PETER HANES, commercial in vitro diagnostics market manager at Roche Diagnostics, reports on the role of robotic sample processing in the modernisation of pathology services at the

University Hospital of Wales, Cardiff. The hospital is an acute care hospital with a population of 1,200 patients and 1,000 staff. It is a member of the University Hospital of Wales Health Foundation.

Manchester goes for the max

When asked the question in 2006 to streamline pathology services in the laboratory, senior leaders at a combined medical centre in Greater Manchester and Cheshire, Greater Manchester and Cheshire Healthcare Foundation, Dr Peter Hanes, Commercial Director of Roche Diagnostics, reported the challenges of sample processing and the benefits of robotic sample processing.

and maximising cost efficiency, including and considering not only the laboratory, but also the overall cost of ownership. The laboratory is a combined medical centre in Greater Manchester and Cheshire, Greater Manchester and Cheshire Healthcare Foundation, Dr Peter Hanes, Commercial Director of Roche Diagnostics, reported the challenges of sample processing and the benefits of robotic sample processing.

of the highest level of clinical service, and the availability of the laboratory would ensure its high standards of care. The laboratory is a combined medical centre in Greater Manchester and Cheshire, Greater Manchester and Cheshire Healthcare Foundation, Dr Peter Hanes, Commercial Director of Roche Diagnostics, reported the challenges of sample processing and the benefits of robotic sample processing.

Getting more from less

At the University Hospital of Wales, Cardiff, the new robotic sample processing system has streamlined care and improved efficiency. The system is a combined medical centre in Greater Manchester and Cheshire, Greater Manchester and Cheshire Healthcare Foundation, Dr Peter Hanes, Commercial Director of Roche Diagnostics, reported the challenges of sample processing and the benefits of robotic sample processing.

Robotlab

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Pathology modernisation at the Royal Free

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Background

With Government initiatives encouraging laboratories to re-engineer their service provision, there has never been a better time to encourage adoption of automated sample processing systems. Roche had a clear technical advantage with its Modular Analytics/Pre-Analytics systems, but only a short window in which to exploit it.

Objectives

To increase its market share, Roche needed to:

- Explain clearly the benefits of its 'one sample, one system, one set of results' philosophy
- Build confidence in the performance of its immunoassays
- Harness the power of user endorsement

Tactics

De Facto recommended an integrated programme based on a 'Simply Modular' theme involving advertorials, proactive media relations and the research and preparation of a series of user profiles.

Results

A regular one-page advertorial entitled 'Stepping Ahead' was designed, written and placed in Medical Laboratory World. These were initially backed up by a Multi-Site User Profile (Step-Wise), which reviewed the experience of four key Roche Modular sites, and then supplemented with a series of six individual 'Simply Modular' user profiles covering sites using Modular Pre-Analytics to handle all their sample preparation steps.

By 'repackaging' and combining the user experience gained by researching the case studies, De Facto was able to secure 11 major articles in: Med Lab World; Biomedical Scientist; British Journal of Healthcare Management; Clinical Services Journal; Pathology in Practice and Biomedical News.

Modular analysis
Establishing the new standard

A collage of various medical articles and reports, including a table of data.