

Ortho Clinical Diagnostics

Big Fish, Big Data and Blood Banks: Ortho Clinical Diagnostics to Demonstrate Comprehensive Middleware Solution, Host Customer Event at New England Aquarium During the 2018 AABB Annual Meeting

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Customer event to highlight how access to information and advances in automation can improve transfusion medicine operations

Ortho Clinical Diagnostics (Ortho), a global leader of in vitro diagnostics, today announced it will highlight how connectivity can improve operational excellence in transfusion medicine labs at the 2018 AABB Annual Meeting in Boston, Oct. 13-16, and it will underscore the point during a special customer event at the New England Aquarium.

In its booth (No. 1836), Ortho will showcase its [ORTHO CONNECT™](#) V2.0 middleware system as part of its portfolio of solutions for the modern lab setting. The company will offer booth demonstrations on [ORTHO CONNECT™](#), as well as the automated [ORTHO VISION®](#) and [VISION®](#) Max immunohematology analyzers.

ORTHO CONNECT™ V2.0 is a comprehensive, integrated and customizable middleware system that centralizes laboratory operations and workflow across hospitals and networks, allowing blood banks and their data to be confidently managed through one central terminal. Ortho's automated transfusion medicine portfolio features the [ORTHO VISION®](#) and [ORTHO VISION® Max](#) immunohematology analyzers.

"Ortho's middleware solution, the [ORTHO CONNECT™](#) V2.0, was designed to address the intense pressures placed on lab managers and their staff to handle a wide range of tasks while serving an expanding number of health networks," said Heidi Casaletto, Transfusion Medicine Business Field leader at Ortho. "By simplifying data management, [ORTHO CONNECT™](#) V2.0 offers these labs the freedom of one connection and complete control."

Also during the conference, Ortho will host a customer event on Sunday, Oct. 14, from 6 to 10:30 p.m. at the New England Aquarium. The event will draw on advances in data management in other industries, including systems management at the renowned New England Aquarium. Speakers will highlight innovations in connectivity, information management and big data that can help achieve standardization and operational goals.

Customer event speakers will include:

- Mike Iskra, president, North America Commercial Operations, Ortho Clinical Diagnostics
- Mark Smith, executive vice president, New England Aquarium
- Aaron Hurst, laboratory supervisor, Newton Medical Center
- Matt Dawson, director, global product management – Transfusion Medicine, Ortho Clinical Diagnostics

About Ortho Clinical Diagnostics

Ortho Clinical Diagnostics is a global leader of in vitro diagnostics serving the global clinical laboratory and immunohematology communities. Across hospitals, hospital networks, blood banks, and labs in more than 125 countries and territories, Ortho's high-quality products and services enable health care professionals to make better-informed treatment decisions. Ortho brings sophisticated testing technologies, automation, and information management and interpretation tools to clinical laboratories around the world to help them run more efficiently and effectively and improve patient care. For the immunohematology community, Ortho's blood typing products help ensure every patient receives blood that is safe, the right type and the right unit. Ortho's purpose is to improve and save lives with diagnostics, and it does that by reimagining what's possible. This is what has defined Ortho for more than 75 years, and it's what drives Ortho forward.

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