



## Arab Health 2014: Roche Premieres Region's First Blood Safety Solution Portfolio



Roche Diagnostics Middle East launches the region's first comprehensive Roche Blood Safety Solution (RBSS) portfolio at Arab Health

- The only comprehensive RBSS portfolio of serology screening solutions and nucleic acid testing (NAT) available in the Middle East from a single source
- RBSS safeguards patients through industry-leading assays and technologies with total dedication to, and investment in, the safety of the world's blood supply

Roche Diagnostics Middle East has launched the first comprehensive blood screening portfolio from one direct source at Arab Health 2014. The first of its kind in the region, the Roche Blood Safety Solution (RBSS), the only comprehensive portfolio of advanced serology screening and Nucleic Acid Testing (NAT) technologies, delivers industry-leading reliability and workflow efficiency for blood centers, bringing peace of mind to both physicians and patients in the Middle East.

Reaffirming RDME's dedication to providing first class diagnostics solutions in the region, the launch of RBSS now enables patients in the region to benefit from a dedicated, safe and efficient, reliable blood supply.

The blood supply is made safe by a reduction in the manual steps, as well as excellent state-of-the-art assay sensitivity and genotype coverage. Laboratory efficiency is maximised with cutting edge technologies such as Electrochemiluminescence (ECL) and polymerase chain reaction (PCR), benefiting from high specificity and NAT real-time-target-discrimination.

The systems provide the highest reliability with less downtime, full traceability and excellent cross contamination control.

"Owing largely to our dedication to safeguard the world's blood supply through technological innovations and drug development, Roche Diagnostics has become the preferred partner in the Blood Bank Industry," said Michael Heuer, President of Europe, Middle East, Africa and Latin America at Roche Diagnostics.

sustainable healthcare company. We are proud to bring RBSS to the Middle East," added Moritz Hartmann, General Manager of Roche Diagnostics Middle East. "Among the breakthroughs pioneered by Roche Diagnostics were the first commercial PCR kits, NAT and ECL technology, which offer the most comprehensive viral coverage, in a single platform."

Reliability is an absolute requirement when purchasing workflow solutions. Blood screening is no exception, with

dependable systems that help blood centers enhance workflow and minimise processing time. Roche offers service and support in all its workflow solutions, including the RBSS blood screening platform.

The RBSS workflow solution is driving the concept of absolute automation and setting new industry standards that will change the way laboratories think and work in diagnostic testing. All molecular testing processes will be brought together in a fully automated solution without the need for any manual transfer steps, with results calculated automatically and sent to the laboratory information system.

Furthermore, support structures specific in the Middle East ensure operation of the systems with less downtime. The ease of operation, coupled with ease of training, ensure that staff are competent in the use of all RBSS systems.

Source: [Roche](#)

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