

FOR IMMEDIATE RELEASE

Contact: Mike Duff (703) 647-6214 [mduff@thealda.org](mailto:mduff@thealda.org)

## Spring Meeting to Assess Clinical and Dx Markets

**Alexandria, VA (February 24, 2014)** — Opportunities in the emerging clinical and diagnostics markets will be the focus on ALDA's Spring Meeting for Presidents and Senior Executives. The meeting, directed to presidents, GM and senior executives, will be held on May 4-6 in Boston, Massachusetts.

Over the next several years, the clinical and diagnostics markets are projected to offer new and sustainable business opportunities for ALDA members. A diverse group of high level speakers will share strategic insights on how the clinical lab market is evolving, the changing environment for reimbursement, implementing new clinical and diagnostics technologies, and how doing business in the clinical and diagnostics markets differs from the research space.

Confirmed speakers will include:

- Dr. Reed Tuckson, former EVP & Chief of Medical Affairs of UnitedHealth;
- Dr. Ben Davis, Chairman & CEO of PathGroup, a clinical laboratory serving more than 70 hospitals and thousands of group practices;
- Dr. John Iafrate of Mass General Hospital and Harvard Medical School, and
- Mya Thomae, CEO of a leading IVD and companion diagnostics consulting firm.

Concluding the program, Adrian Slywotzky, a leading author and advisor to business, named by "Industry Week" as one of the six most influential management thinkers, will present the highlights and strategic takeaways of his most recent book, "Demand: Creating What People Love Before They Know They Want It."

For more information regarding ALDA, contact Mike Duff, President, at 703-647-6214. More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at [www.thealda.org](http://www.thealda.org)

Based on the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members' global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.