

## Media Release

Tucson, Ariz, March 26, 2012

### **Tucson Symposium draws over 450 scientists focused on personalized healthcare in oncology**

For millions of cancer patients, personalized healthcare, or *fitting the right treatments to patients based on an individual's particular genetic make-up*, means the difference between life and death. Our expanding knowledge of disease mechanisms and individual genetic variation, along with improved testing technologies is enabling doctors to provide more precise diagnoses and targeted treatments options for all patients, especially cancer patients.

For Ventana Medical Systems, Inc. ([Ventana](#)), whose mission is to improve the lives of all patients afflicted with cancer, hosting the annual Tucson Symposium--attended by over 450 of the world's top scientists, physicians and thought leaders in the field of pathology and oncology--underscores their deep commitment to setting entirely new standards for patient care.



*"Personalized healthcare is ushering in a new era in the practice of medicine,"* says Ventana President Mara G. Aspinall. *"In recent years, incredible advancements have been made in science that highlight the tremendous importance of treating each individual patient according to their unique genetic makeup. Ventana enables this through our sophisticated diagnostic instruments and tests that analyze human tissue to help identify those patients most likely to respond to a specific treatment as well as those patients for whom a treatment may be ineffective or even dangerous."*

As a global leader in tissue-based cancer diagnostics, Ventana has been on the leading edge of the personalized healthcare revolution. Adds Aspinall, *"By hosting Tucson Symposium, we bring together the brightest minds in cancer today --this leads to knowledge sharing, future collaboration, and new research that will seed the market for further innovation and most importantly, save patient lives."*

Exciting developments in the field of [personalized healthcare](#) is just one topic being discussed at this year's meeting. Additional topics will focus on the latest developments in biomarkers, cervical cancer diagnosis and treatment, gastrointestinal (GI) cancer treatment, and the most recent innovations and technologies in cancer research and medicine that will dramatically change patient care.

*"It is my conviction that diagnostic driven personalized medicine focused on matching patients, based on the analyses of their tumor cell characteristics, with rationally designed molecularly targeted therapeutics is the key to impacting the care of cancer patients."* says Johann de Bono, MD, PHD, The Institute of Cancer Research and Royal Marsden NHS Foundation Trust, England, and renowned speaker at this year's event. *"The Tucson Symposium helps to do this-- matching expertise in diagnostics with our increased understanding of tumor biology and our rapidly evolving therapeutics armamentarium."*



Johann de Bono, MD, PHD, The Institute of Cancer Research and Royal Marsden NHS Foundation Trust, England



David Kerr, IBM Director Corporate Strategy

*"The Tucson Symposium brings together the industry's finest thought leaders for an insightful exchange of ideas around the latest in pathology and oncology," says David Kerr, IBM Director Corporate Strategy. "Breakthrough research findings and new innovations that hold great potential for more personalized care such as the IBM Watson technology will be explored."*

*"The patient is at the core of everything we do," Aspinall points out. "As personalized healthcare continues to advance, patients will need to become better educated about the specific cancer they are fighting, making them better equipped to work with their physician on their personalized treatment plan."*

This exclusive event will be held March 27 – 29 at the Westward Look Resort and Spa and Ventana Medical Systems, Inc. For the local business community, the Tucson Symposium will also help spotlight the Southern Arizona region as a strong research hub for bioscience technology.

[Watch this video](#) to learn more about Roche's approach to Personalized Healthcare.

#### **About Ventana Medical Systems, Inc.**

[Ventana Medical Systems, Inc.](#) ("VMSI") (SIX: RO, ROG; OTCQX: RHHBY), a member of the [Roche](#) Group, innovates and manufactures instruments and reagents that automate tissue processing and slide staining for cancer diagnostics. VENTANA solutions are used in clinical histology and drug development research laboratories worldwide. The company's intuitive, integrated staining, workflow management platforms, and digital pathology solutions optimize laboratory efficiencies to reduce errors, support diagnosis and inform treatment decisions for anatomic pathology professionals. Together with Roche, VMSI is driving [personalized healthcare](#) through accelerated drug discovery and the development of "companion diagnostics" to identify the patients most likely to respond favorably to specific therapies. Visit [www.ventana.com](http://www.ventana.com) to learn more.

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