



TUCSON, Ariz., July 17, 2012

Ventana supports World Patient Safety Day, July 25

World leader in accurate diagnosis joins efforts to increase awareness of patient safety issues

Tucson, Arizona, July 17, 2012 –Ventana Medical Systems, Inc. (Ventana), a member of the Roche Group, will join thousands of patients, families, providers, and consumer groups worldwide in observing [World Patient Safety Day](#) on July 25 in tribute to those who work to improve the safety and quality of healthcare, and in memory of patients and families who have suffered from medical error.

A Southern Arizona-based supplier of automated diagnostic instrumentation and advanced tests, Ventana was established 25 years ago to improve the lives of all patients afflicted with cancer through scientific excellence and a relentless focus on innovation.

Watch the video: [Ventana's Patient Safety Initiative](#).

“The spirit of this global initiative – to offer hope, healing and advocacy for safe healthcare, to save lives and to reduce healthcare costs through the elimination of preventable medical errors– is embodied in our Ventana mission to improve the lives of all patients afflicted with cancer,” says Mara G. Aspinall, President, Ventana Medical Systems, Inc.

“As a global leader in helping hospitals, cancer centers, and



[Ventana's Patient Safety Initiative](#)



[SYMPHONY System](#) – protects against tissue cross contamination during H&E staining

laboratories worldwide improve patient care, Ventana salutes the organizers of World Patient Safety Day and supports their efforts to increase awareness of the vital importance of timely, accurate diagnosis and optimal treatment for every patient.”

The Ventana portfolio of instruments and reagents not only provides accurate and speedy delivery of diagnostic results but also minimizes the risk of patient misidentification caused by mislabeling or tissue cross contamination.

About Ventana Medical Systems, Inc.

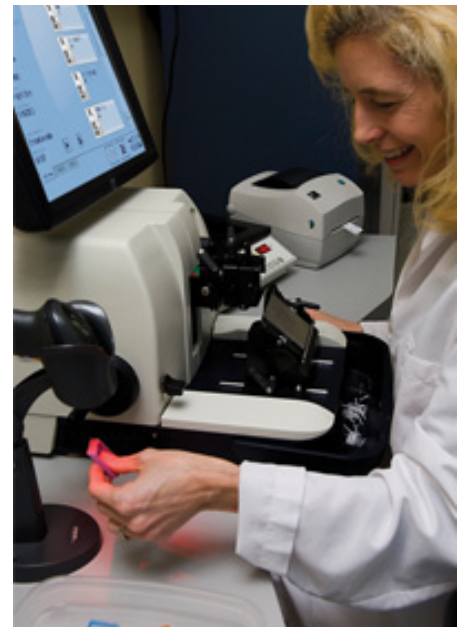
[Ventana Medical Systems, Inc.](#) (“VMSI”) (SIX: RO, ROG; OTCQX: RHHBY), a member of the [Roche](#) Group, innovates and manufactures instruments and reagents that automate tissue processing and slide staining for cancer diagnostics. VENTANA solutions are used in clinical histology and drug development 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 to learn more.

Ventana Medical Systems, Inc.
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VMSI Media Relations

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[VANTAGE Workflow Solution](#) – mitigates the risk of patient misidentification in the anatomic pathology laboratory caused by manual mislabeling

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