



IVD Industry Connectivity Consortium

www.IVDconnectivity.org

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IVD INDUSTRY CONNECTIVITY CONSORTIUM (IICC) APPOINTS ROB RUSH TO BOARD OF DIRECTORS

Raleigh, North Carolina, October 12, 2011 – The IVD Industry Connectivity Consortium (IICC) announces the appointment of Rob Bush, President and Founder of Orchard Software Corporation (Carmel, IN) to its Board of Directors. Founded in 2008, IICC has the goal of creating and encouraging the adoption of a unified connectivity standard that will reduce the time and cost to develop and implement communication interfaces within the laboratory and between it and the rest of the healthcare system.

In 1993, Bush founded Orchard Software Corporation, itself a member of IICC. In his role as President of Orchard Software, Bush oversees the overall direction of the company, concentrating on product enhancements and new product development. With years of experience in information systems, he is involved in many of the organizations and events that focus on laboratory informatics and information exchange.

Commenting on his appointment, Bush said, “IICC is defining an interface that exceeds my expectations. This will usher in the next level of information exchange that will simultaneously encourage IVD vendors and LIS vendors to offer more functionality. It is more than an effort to create efficiency; it is also an effort to open possibilities.”

Eric Olson, President of the IICC and Vice President, Automation & IT, Siemens Healthcare Diagnostics, welcomes Bush’s addition to the board. “Rob has a strong and progressive vision for the future of laboratory connectivity and has made many contributions to our industry. We are honored to welcome him to the IICC Board of Directors,” noted Olson.

About IICC

IICC is a world-wide, non-profit organization dedicated to creating and encouraging adoption of a unified connectivity standard to reduce the cost and variability of data exchange between IVD devices and healthcare informatics. This will improve healthcare efficiency and patient care. Member organizations include Abbott Diagnostics, Beckman Coulter, Becton Dickinson, bioMérieux, Data Innovations, Orchard Software, Ortho Clinical Diagnostics, Roche Diagnostics, Siemens Healthcare Diagnostics, and Systemlab Technologies, S.A. www.IVDconnectivity.org

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