

**Einweihung
Diagnostics Operations Complex (DOC)
Roche Diagnostics GmbH, Penzberg**

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(es gilt das gesprochene Wort)

Liebe Gäste, liebe Kolleginnen und Kollegen, es ist mir eine große Freude, an diesem wichtigen Tag hier in Penzberg zu sein und ein paar Worte an Sie zu richten.

Unfortunately, this is how far my German goes for now, so these words will be in English. But if we continue to grow our Germany business and operations at this place, I will certainly get more practice soon!

Today, my colleagues have spoken extensively about the challenging pricing and regulatory environment for the healthcare industry here in Germany, but also elsewhere in the world. The economic situation puts pressure on governments everywhere to become more cost effective. It is no surprise that healthcare is one of the areas of focus.

In this challenging environment, Diagnostics will play an increasingly important role in helping to improve medical treatments and at the same time managing healthcare cost. The scientific and technological breakthroughs in the areas of molecular biology and genomics have changed the face of diagnostics. The translation of scientific results into test applications for physicians and patients has seen tremendous progress over the past decade.

Today, doctors use diagnostics every day to make important decisions in the treatment of severe infections, cancer, heart failure and many other diseases. Diagnostics are a great enabler of Personalised Healthcare: Thanks to modern technology and novel biological markers, diagnostics help identify the most effective medicine for a particular patient, monitor the progress of therapies and guide choices away from medicines that may cause severe side effects. This certainly has a very positive impact on the patients undergoing these sometimes stressful treatments, but it also makes healthcare more cost-effective, by preventing ineffective or even wrong treatment choices and thus avoiding the suffering and costs related to side effects.

Diagnostics also play a key role in the prevention of diseases. As an example I would like to mention the more and more sophisticated technologies that help diabetes patients monitor and control their glucose levels, thus reducing the risk for serious long-term health damage that can result from poor glucose control.

The early identification of diseases is another area where Diagnostics add tremendous value. An example is our PCR test for HPV, the human papillomavirus. Infection with certain subtypes of this virus is an important indicator of cervical cancer. Recently, a large clinical study demonstrated that a Roche HPV test identified cervical pre-cancer in one of ten women although their PAP smear, the test used routinely today, was normal. This means that the cancer can be detected and treated earlier, a key success factor in the treatment of cancer, as you know.

These are the reasons why I - and many healthcare experts with me - believe that Diagnostics have the potential to further improve patient care, even in times of pressure on healthcare budgets.

And this is why I also have great confidence in the future of our site here in Penzberg and in the future of our new Diagnostics Operations Complex. The need for more targeted treatments is still high in many areas. I am very hopeful that new biomarkers leading to more effective treatment decisions will be developed in this building and soon be at the disposal of patients who need them.

In closing, I would like to thank again the project team, local management, authorities and employees for their commitment, support and hard work that have made the Diagnostics Operations Complex a reality!

Vielen Dank.