

#	Action	Script
		A growing, aging population. Increased testing volumes. Labor shortages. Payers demanding more data. All of it's driving the need for greater automation.
		To survive, our customers need to grow business, deliver value, and do more with fewer resources--all while maintaining quality <i>and</i> a happy workforce.
		The Molecular Work Area delivers it all.
		The Molecular Work area combines...
		automation
		consolidation
		integration
		and standardization across any size lab.
		This fully integrated approach automates and consolidates more than 90% of a lab's non-urgent, routine testing
		to increase simplicity, flexibility, and efficiency.
		At the heart of the Molecular Work Area...
		are the cobas 6800 and 8800 Systems, proven performance that delivers
		more results faster, requires less processing time, less hands-on time, and fewer touch points than the competition.
		Today's labs also need to consolidate a broad range of tests, with the same level of automation across all of them.
		The Molecular Work Area delivers the right menu of assays, all on a single platform
		and we are continually adding more to meet new testing needs.
		There's even two-in-one efficiency...
		With the cobas omni Utility Channel, customers can incorporate LDT into their routine workflows
		right alongside IVD, all consolidated on a single platform.
		Customers also want to extend automation to the pre-analytic steps.

		With proven experience in pre-analytics, Roche delivers.
		The new cobas prime Pre-Analytical system offers automatic sample scanning, aliquoting, and sample preparation...no need for sequential or parallel processing of different sample types and tests.  That <i>reduces the risk</i> of error or cross-contamination throughout the process.
		The Molecular Work Area. Bringing together the industry's leading instruments into a single, integrated system...
		that transforms any size lab into a lab for the future, to solve the customer's challenges.
		It even offers standardization across a customer's smaller. With the new cobas Sting for lower-volume testing, we will introduce a family of Molecular Work Area instruments that have the same UI, common reagents and assays, and a common IT interface.
	<ul style="list-style-type: none"> <li>&gt; 600 cobas 6800/8800 Systems</li> <li>&gt; Processing more than 3 million tests per month</li> <li>&gt; More than 30% of IVD revenue</li> <li>&gt; 30 sites automating pre-analytics</li> </ul>	<p>The Molecular Work Area is not just a promise of the future. It's a reality today.</p> <p>More than 600 systems are processing 3 million tests each month...and growing</p> <p>That's more more than 30 percent of our IVD revenue.</p> <p>And more than 30 sites today are automating pre-analytics.</p>
		[ Other proof points coming soon ]
		Transitioning away from the status quo to the Molecular Work Area is critical to your business.
		You'll grow market share...
		And eliminate profit risk by switching to the Molecular Work Area platform.
		And you'll deepen and enhance the bond with an ever-expanding Molecular Work Area--growing assays, pre-analytics, and connectivity that expands and protects revenue opportunities, and creates ever-growing value for the customer.

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Zimmer Madich -- Roche Molecular Work Area Video Script

		Automation.
		Consolidation.
		Integration.
		Standardization.
		The cobas Molecular Work Area.
		Unlocking the potential of the lab to achieve more, today <i>and</i> tomorrow.