Omnyx Strategic Intent

Become the enterprise **platform** transforming pathology in clinical labs worldwide
Company Background

Independent company established & funded in March 2008

50/50 GE and UPMC joint venture

- Engineering expertise of GE combined with clinical expertise of UPMC

Developing scanner & pathology software

Two locations: Pittsburgh, PA and Piscataway, NJ.

- 50+ employees. Will grow to ~70 by end of 2009.

UPMC Pathologists on staff

Other collaboration sites
Main Objectives for Digital Pathology in US

- Increase workload capability: 63% Complete Users, 46% Partial Users, 53% Non-users
- Improve test result quality and accuracy: 63% Complete Users, 44% Partial Users, 65% Non-users
- Improve workflow and efficiency: 58% Complete Users, 57% Partial Users, 58% Non-users
- Rapid retrieval of cases and diagnoses: 70% Complete Users, 53% Partial Users, 70% Non-users
- Rapid access to second opinions (off-site specialists): 55% Complete Users, 57% Partial Users, 55% Non-users
- Improve security and patient safety by electronic data management: 42% Complete Users, 45% Partial Users, 46% Non-users
- Support EMR initiative within the hospital: 39% Complete Users, 40% Partial Users, 42% Non-users
- Other (Please specify below.): 2% Complete Users, 8% Partial Users, 20% Non-users

n=227, Complete Users=18, Partial Users =17, Non Users=81
Frost & Sullivan 2009 primary research
Pathology Workflow – A Global Opportunity

United States

Educational
For conference / future educational reference

Currently Reviewing

Signed out but waiting for follow up stains

Incomplete
Waiting for all slides and paperwork to come in.

Need to review again with trainee or other pathologist

Complete but not filed away

Digital pathology can optimize this

United Kingdom

France
Obstacles to Clinical Adoption

What are the obstacles to wide-scale clinical adoption of digital pathology?

– **Broad FDA approval.** IHC will not offer sufficient workflow value.
– **Scanner performance and usability**
– **Histotechnician digital workflow and case-quality management**
– **Imaging performance, scalability and management**
– **Pathologist specific digital case workflow**
– **Integration to electronic medical information**
Obstacles to Clinical Adoption

What are the obstacles to wide-scale clinical adoption of digital pathology?

– Broad FDA approval. IHC will not offer sufficient workflow value.
– Scanner performance and usability
– Histotechnician digital workflow and case-quality management
– Imaging performance, scalability and management
– Pathologist case-centric workflow
– Integration to electronic medical information
What does a pathologist want “integrated”?

Paper Documents (in digital format)
Gross Specimens & Reports
Slide Processing Status
Digital Whole Slide Images
Patient Clinical Background
Resident and Peer Collaboration
Prior Cases, Images and Results
Radiology Images & Other ‘omics’
Reporting

Deliver this in an all-digital environment and optimize for a pathologist’s specific procedural workflow.
Our Approach

1. Perform exhaustive ethnographic research of pathologist and histotechnician. *Start with the user’s needs…not the data model!*

2. Design and usability test the optimal all-digital workflow

3. Determine host sources of data

4. Work with existing vendors to establish integration solutions so customers don’t have to be the mediator
   1. Use standards where possible
   2. Extend from standards when necessary

5. Reciprocate with vendors and provide access to digital pathology data

Unlock the data to foster innovation for pathologist. Allow customer to **choose** which is the best workflow for them.
Thank You