



Webinar with CEO Max Kunz

Covid has certainly changed the diagnostics industry landscape.

The question is how much and for how long? How many of the changes are unique to Covid and disappear in a post-Covid world? How many are here to stay? We don't have all the answers, but we have collected many of the key issues the industry is thinking about both long and short-term.

Join us on Thursday, May 20 for a webinar on the future of Diagnostics post-COVID with Volpi CEO Max Kunz.

We'll discuss issues including:

- **Miniaturization of PCR testing instruments**
- To move testing closer to the point-of-care, traditional manufacturers are attempting to miniaturize their offerings to close the time to diagnosis and treatment gap.
Is this a winning strategy? Or are instrument manufacturers fighting 'the last war?'
- **A changed diagnostics regulatory landscape**
- Will COVID mean a permanent change in regulatory standards and approvals in terms of speed and quality?
- **Rate of M & A – rising or slowing?**
- It could slow as COVID comes under control, OR
- It could rise with instrument manufacturers who fall behind the instrument-free diagnostics curve.
- **The rise of telehealth with in-home testing options**
- Telehealth is stealing share from every aspect of healthcare – the 'last mile' is diagnostics – and with at-home testing, antigen now, and diagnostics coming, how might that affect traditional instrument players?

And much more.

Register [here](#) for an informative session on Thursday, May 20 at 10:30AM EST/2:30PM GMT.

Volpi client Mobidiag acquired by Hologic

Hologic has acquired Volpi client Mobidiag, the Finnish-French molecular test maker, for \$795 million.

Volpi designed, developed and manufactured the 6-channel optical modules powering the company's growing line of assays for syndromic testing for infectious diseases (expanding Mobidiag's previously available number of optical channels from two to six).

Mobidiag's ability to test for multiple diseases at the same time – quickly and on demand – will beef up Hologic's diagnostics business worldwide, Jan Verstreken, Hologic's international group president, said in a statement.

Find out more about this significant acquisition [here](#)

2021 AACC moved to Atlanta, Georgia on September 26-30

AACC has moved the location of its 2021 annual meeting from Anaheim, California to Atlanta, Georgia. The event is also now scheduled for September 26-30, 2021.

We look forward to seeing you there! We'll have some exciting news to announce!

Get all the information you need [here](#)



Post-COVID Future of Diagnostics Guide

Download our guide [here](#) to learn how key developments during the pandemic should be informing your product development, sales, marketing and maybe even business model plans in both the short and long-term.

A year at Volpi: Sales and Marketing

In this issue of The Volpi Voice we are sharing the first in a series of updates of what we've been up to over the last year, starting with Sales and Marketing.

We make no small plans here at Volpi, so in order to drive the growth we are passionate about, we've transformed our sales and marketing organization to better communicate just how transformative working with us can be.

We've repositioned the company more strategically, better communicating that our ultimate mission as a company is to *improve patient lives by improving the instruments used to diagnose and treat them.*

And we've aligned our cultural values with that mission:



Volpi Values

Our values should guide us in all we do. These are the key tenets that make Volpi who we are as a company, as a team and as a member of our communities and our industry.

- We are Entrepreneurial**
We have a sense of ownership in all we do. We make the extra effort. Challenge the status quo. We empower our people to take action and make smart decisions, quickly. We lead by example and are resilient in the face of adversity.
- We are focused on Excellence**
Because our work affects people's health we are relentlessly focused on quality. We innovate without ever compromising quality. We view challenges as opportunities for greatness and are committed to continuous improvement. We do all this because our mission is to improve the instruments used to diagnose and treat disease.
- We are Empathetic**
We LISTEN and then act – positively, smartly, together. We trust each other. We are accountable to each other, our clients, our industry and the people and patients they serve. We are good teammates, communicating openly and honestly for the greater good.

We are sharing our visionary thinking with thought leadership content on everything from Design Transfer best practices to the future of Diagnostics post-COVID, and more.

We've sharpened our focus on serving a combination of global market leaders and truly innovative start-ups looking for not just incremental improvement, but leaps in measurement accuracy to radically transform life sciences and diagnostics.

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We've greatly expanded our production capabilities in pursuit of our mission and to better meet current and future client needs with multi-million-dollar investments in our US headquarters and moving into new headquarters in Switzerland.

And we've invested in the people, processes, tools and technologies needed to focus our growth efforts – implementing Key Account strategies to ensure that our value is optimally aligned with our current and future clients' growth objectives.

Finally, we are communicating more with our community of like-minded, passionate professionals like you, through our social media channels and this newsletter.

We are doing more to better tell the story of how we work together with our valuable clients to vastly improve the health of people around the world.

And we are just getting started.

COVID Accelerated Consumer-Friendly Testing Trends That Were Already Underway

The COVID-19 pandemic affected diagnostic testing much like it did other parts of the healthcare delivery system — it demanded completely novel approaches at some points, and merely accelerated trends underway at others. In other words, an evolution became a revolution.

Read whitepaper [here](#)

