

Ortho Clinical Diagnostics

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ORTHO CLINICAL DIAGNOSTICS LAUNCHES NEW VIRTUAL ENGAGEMENT PLATFORM FOR THE BLOOD BANKING COMMUNITY

Ortho ON DEMAND provides opportunity to increase knowledge around safety, automation and efficiency improvement in transfusion medicine

RARITAN, N.J. (July 25, 2012) — Ortho-Clinical Diagnostics, Inc. (OCD) today announced the launch of Ortho ON DEMAND (www.OrthoONDEMAND.com), an innovative virtual engagement platform that enables blood bank professionals to learn from and connect with global transfusion medicine experts on topics central to achieving science-driven safety and efficiency in the blood bank. The platform incorporates numerous resources for those seeking to increase their knowledge and make new connections related to blood banking.

Many of today's blood bankers struggle to do more with less, working longer hours with fewer financial resources. At the same time, instrumentation is more complex and the number of transfusions are increasing. In today's environment of reduced resources, many laboratories have cut costs such as travel to learning events that could better prepare blood bankers to address the growing demands for transfusion medicine expertise. Ortho ON DEMAND addresses this unmet need by providing transfusion medicine professionals with the ability to access educational content according to their own schedules, at no charge.

"Ortho ON DEMAND is the only channel of this kind where blood bank professionals can join educational sessions and interact on important transfusion medicine issues," said Susan Denman, Vice President, Customer Innovation, Ortho Clinical Diagnostics. "Our hope is that by offering this virtual platform, attendees will apply the insights they've gained to transform their laboratories and deliver quality outcomes for patients."

Visitors to Ortho ON DEMAND will view virtual presentations delivered at global blood banking conferences and participate in live question-and-answer sessions with the expert presenters. Additional features include the ability to network with other visitors, view webcasts on demand, and access scientific and product information via the following areas:

- **Presentation & Engagement Center:** Live and on-demand webcast programming
- **Information & Resources:** Scientific and educational resources
- **Products & Solutions:** Technical and general information about OCD offerings

Ortho ON DEMAND live webcasts will take place from July-October 2012 and cover four key transfusion medicine themes including:

- **Embracing Automation in the Transfusion Laboratory:** July 2012
- **Integrated Lean Thinking for Continuous Improvement:** August 2012
- **Ensuring Safe and Efficient Blood:** September 2012
- **Transfusion Medicine: What's New and What's Next?** October 2012

A full listing of webcast events, including information on the different speakers and their presentation content/dates/times, can be found by visiting the **Ortho ON DEMAND** virtual platform at www.OrthoONDEMAND.com. Content for each webcast will be archived for on-demand access following the event.

About Ortho-Clinical Diagnostics, Inc.

Ortho-Clinical Diagnostics, Inc. delivers the high-quality *in vitro* diagnostic products that give healthcare professionals around the world the knowledge they need to make better treatment decisions sooner. The company serves the global transfusion medicine community with donor screening and blood typing products to help ensure every patient receives blood that is safe, the right type and the right unit. Ortho-Clinical Diagnostics also brings sophisticated information management, testing technologies and automation and interpretation tools to clinical laboratories worldwide to help them run more efficiently and improve patient care. For more information, visit www.orthoclinical.com.

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