

Executive War College and DxMA Global Summit Co-Locate in 2017

Bringing together vital information on regulation, reimbursement, technology, and marketing for the clinical laboratory industry

Spicewood, TX and Jersey City, NJ—September 7, 2016: The Dark Intelligence Group (DIG) and Diagnostic Marketing Association (DxMA) announce the co-location of their annual conferences for 2017 to benefit members of the clinical laboratory industry. Held in New Orleans, the DxMA Global Marketing Summit begins Sunday night, April 30, with the Dx Creative Communications Awards ceremony, and continues May 1 with the Global Marketing Summit featuring technology and marketing sessions. DIG, publisher of *The Dark Report*, kicks off its Executive War College conference on Monday night with its welcome receptions and continues Tuesday-Wednesday, May 2-3, featuring sessions on regulation, reimbursement, and management. All activities are conducted at the Sheraton New Orleans Hotel on Canal Street.

The Executive War College is the world's largest conference devoted to the management and operation of clinical laboratories and pathology groups. The DxMA Global Marketing Summit gathers leaders from more than 50 diagnostics companies.

Since 1978, the DxMA, formerly known as the Biomedical Marketing Association, has held an annual conference where in vitro diagnostics marketing professionals gain access to key opinion leaders and information on the topics of regulation, reimbursement, new technology, and innovative marketing programs. According to Larry Worden, DxMA President, "Our new partnership with the Executive War College will allow us to focus on the content we do best – new diagnostic technology and innovative marketing programs. Our members who so choose can extend their stay and attend the War College's excellent sessions on regulation and reimbursement."

"This collaboration between DxMA and the Executive War College is an important development for both clinical lab professionals and the IVD manufacturers that serve them," stated Robert L. Michel, Editor-in-Chief of *The Dark Report* and Founder of the Executive War College. "It brings together lab leaders with their marketing and business development counterparts from the IVD industry. This increases the power of the networking and deal-making that is a recognized aspect of the Executive War College."

Specific sessions and speakers for 2017 will be announced in October of 2016. Discounted rates to attend both conferences will be announced at that time. Registration opens December 1, 2016.

About the Dark Intelligence Group

The Dark Intelligence Group (DIG) publishes *The Dark Report*, the leading source of exclusive business intelligence for laboratory CEOs, COOs, CFOs, pathologists, and senior industry executives. It is widely read by leaders in laboratory medicine and diagnostics. DIG produces the famous Executive War College on laboratory and pathology management every spring, which showcases innovations by the leading laboratory organizations worldwide. *Dark Daily* is an Internet-based e-briefing intelligence service, read worldwide by thought leaders in laboratory and pathology management. Other well-known conferences conducted by DIG are Lab Quality Confab (on the use of Lean and Six Sigma methods in labs and hospitals) and Molecular Summit (on the integration of in vivo and in vitro diagnostics). DIG co-produces *Frontiers in Laboratory Medicine* annually in the United Kingdom; *Executive Edge* bi-annually in Canada; and *The Business of Pathology* bi-annually in Australia. For more information on *The Dark Report* and the Executive War College, visit <http://www.executivewarcollege.com/>

About DxMA (Diagnostics Marketing Association):

DxMA is the only organization that is devoted to the diagnostic marketing professional. As a self-funded organization driven by members' input, the DxMA provides a forum for the exchange of ideas, helps you stay abreast of industry trends and more effectively navigate the rapidly changing legal, regulatory, and technology landscape in which you work. Members connect with peers and discover opportunities to learn

and grow. The growing list of member benefits includes the Global Marketing Summit, the annual Dx Creative Communications Awards honoring the finest communications efforts in diagnostics marketing, DxMA's webcast series, annual DxMA Seminars held in conjunction with the ASM, AACC and AMP annual meetings showcasing leaders in the diagnostics industry, local Dx Connect events, and customized e-mail updates and alerts. For more information on the DxMA, visit www.dxma.org.

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