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Rapid, award winning diagnostic tests to be presented at MEDICA

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A Bloxham-based company focused on improving the usability, safety and accuracy of rapid diagnostic tests will present its fully integrated AtomoRapid™ product range at MEDICA 2015, the world's largest medical trade fair.



Atomo Diagnostics will showcase its award-winning AtomoRapid HIV and AtomoRapid Malaria rapid diagnostic tests in Hall 1 Stand E06.

The company's AtomoRapid platform replaces costly and time-consuming blood testing procedures by incorporating functionality into one easy-to-use device. The all-in-one platform removes the need for multiple test components and, by simplifying user steps, helps to address errors common with standard rapid diagnostic tests.

AtomoRapid HIV has established itself as the 'best in class' solution for professional use HIV screening and won both the In Vitro Diagnostic and 'Best in Show' categories at the Medical Design Excellence Awards 2014.

AtomoRapid Malaria makes testing for one of the world's most deadly infectious diseases simple and effective. It detects all four common strains of malaria, distinguishing between Pf and non-Pf strains.

AtomoRapid has already been hugely successful in frontline HIV diagnostic screening in Africa, where it is reducing the high rate of potentially deadly false negative HIV test results produced by more complex in-field rapid blood tests.

At MEDICA the company is looking to actively recruit specialist distribution partners in Europe and South East Asia, and to engage with diagnostic firms that want to enhance their product offerings by focusing on ease-of-use and customer satisfaction.

John Kelly, Atomo Diagnostics Group CEO said: "Our products and custom device design services focus on usability and human factors. For us, the experience of the end user is critical to the success of point of care diagnostics. By enabling users to perform rapid tests more simply, our device technologies help to mitigate errors, improve safety, enhance test performance and generally support acceptance of rapid diagnostic testing.

“We are looking forward to meeting new distribution and commercialization partners at MEDICA.”

MEDICA, the world’s largest healthcare exhibition, will take place from 16 to 19 November at Messe Düsseldorf, Germany. Last year the exhibition attracted more than 130,000 visitors from 120 countries.

Source:

[Atomo Diagnostics](#)
