



ABBOTT HEALTHCARE EXCELLENCE FORUM  
SPECIAL SUPPLEMENT

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# Foreword



**Emilie Neukom**

*Director of Marketing for  
EMEA, Abbott Diagnostics*

The global healthcare sector has been undergoing constant upheaval for over a decade. Aging populations, budget restrictions and a lack of skilled staff are making it harder than ever before to deliver high quality healthcare, and laboratory diagnostic services have suffered disproportionately in this environment. Budget cuts, recruitment freezes and shrinking reimbursements have made it increasingly difficult to maintain the quality of services and meet ambitious turnaround time targets across the disciplines. **Despite the significant advances that have been made in both diagnostic and prognostic testing, senior healthcare professionals, including the laboratory management, still see the laboratory as a vending machine – a sample goes in and a result comes out.** We need to change this attitude and demonstrate how closer integration of pathology with other services can drive up standards of care and improve population health, while offering significant operational savings. By moving from a reactive and adaptive approach to offering proactive and predictive services, we can show the true benefits of pathology in promoting wellness instead of simply treating illness. ■

“ SHARED GLOBAL  
CHALLENGES AND VISION  
FOR THE FUTURE ”

## About the Healthcare Excellence Forum

Abbott's Healthcare Excellence Forum brings together leading players from across the laboratory diagnostics sector to discuss the current challenges faced by clinical pathology services. Combining a diverse program of presentations with Q&A sessions, a panel discussion and plenty of networking opportunities, the forum provides the opportunity to explore how medical advances, diagnostic innovations and disruptive technologies can be harnessed to reinvent the laboratory's role in health.