

# Cancer Diagnostics Conference & Expo

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## How to develop a cancer diagnostic device for the POC setting

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Cancer management is fast changing and there is an expectation that the diagnosis and monitoring of cancer disease states will move closer to the patients' point of care in the coming years. However, the disruption of how cancer is managed is not straightforward. Although core diagnostics technologies, which have been tested established in a lab based environment, can be translated to the POC, facilitating this change is challenging and unless thoroughly planned its success is not guaranteed. The POC device market is fundamentally different from the traditional large diagnostics instrument market – the types of stakeholders differ; the attitude and behavioral blueprint of intended users is dissimilar and so are the workflows around the use of devices. Diagnostics device developers need to appreciate how different these environments are, explore solutions to overcome development and commercialization barriers, and focus their resources on the right development elements to minimize risks in their development programs and successfully translate core technologies from the bench to the market. In order for a technology and device developers to come up with a commercially successful device and minimize development and commercialization risks, they should be aware of the challenges of transferring a core technology from the lab to a POC setting, the challenges of developing a core technology specifically for POC, and how to make a device usable for the POC setting.

### Biography

Juan Roman is a Commercial Manager at the Cambridge Consultants Medical Technology Division and acts as a Project Reviewer on product development programs for clients in the medical diagnostics and biotechnology industries. Before joining Cambridge Consultants, he was a Senior Team Member at Bayer Diagnostics and Siemens Medical Solutions working on the development and manufacture of three Point of Care instruments. He holds a BSc in Physics, MSc in Optics, PhD in Optical Metrology and MBA. He is the named Inventor in three patents and is a Chartered Physicist at the Institute of Physics.

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