

Diagnostics are moving closer to patients — but is blood collection ready? 🩸

As analyzers shrink and point-of-care testing expands into pharmacies and community settings, healthcare innovation is lowering diagnostic barriers and enabling earlier patient access.

In a recent insight, Roche highlighted 5 diagnostic innovations reshaping the patient experience:

- 1 HPV Self-Sampling – Private at-home screening
- 2 Alzheimer's Blood Biomarkers – Less-invasive early assessment
- 3 Portable Multi-Test POCT – Expanding access to pharmacies and clinics
- 4 AI-Predictive CGM – Moving from detecting change to anticipating risk
- 5 Automated Mass Spectrometry – Standardizing advanced testing for routine clinical use

💡 The Key Bottleneck: When diagnostics move closer to patients, sample collection must move with them. While portable analyzers are advancing rapidly, traditional manual finger-sticks still suffer from operator technique variability, squeezing, and inconsistent blood volume.

✨ Standardizing Capillary Blood Collection: To enable scalable decentralized testing, sample collection requires automation and standardization. Winnoz's Haiim Plus provides a standardized and reproducible capillary sampling workflow—reducing operator dependency and preparing blood collection for decentralized settings.

🔗 Reference: Roche Healthcare Transformers: "5 diagnostic innovations driving the future of patient experience" <https://lnkd.in/grEuVJu6>

#DecentralizedDiagnostics #MedTech #HealthcareInnovation #PointOfCare
#BloodCollection #Winnoz #Roche #PatientExperience #POCT #HaiimPlus

Diagnostics Are Moving Closer to Patients

Is Blood Collection Ready?

ROCHE INSIGHT | 5 DIAGNOSTIC INNOVATIONS

Healthcare **Transformers**

Article

5 diagnostic innovations driving the future of patient experience

Five innovations reshaping the patient experience

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- 5 Automated Mass Spectrometry

COMMON DIRECTION

Lower barriers · Earlier access · Diagnostics closer to patients

When diagnostics move closer to patients, sample collection needs to move with them.

Optimizing Capillary Sampling

Standardized

Reproducible

Ready to Decentralize



Diagnostics Are Moving Closer to Patients

Is Blood Collection Ready?

Healthcare innovation is lowering diagnostic barriers and moving testing closer to patients. Roche highlights five innovations reshaping the patient experience — from self-sampling and blood-based biomarkers to portable POCT, predictive monitoring, and automated mass spectrometry.

IN BRIEF

- Diagnostics are becoming less invasive and more accessible.
- POCT is extending testing into pharmacies and community settings.
- Decentralized testing also requires reliable sample collection.

1. ROCHE'S FIVE DIAGNOSTIC INNOVATIONS RESHAPING THE PATIENT EXPERIENCE

A common direction: lower barriers, earlier access, and diagnostics closer to patients.



2. DIAGNOSTICS ARE MOVING CLOSER TO PATIENTS — WHAT ABOUT BLOOD COLLECTION?

As analyzers become smaller and move beyond central laboratories, blood collection can become the limiting step. Capillary sampling lowers the access barrier, but manual finger-sticks can still vary with squeezing, technique, collection time, and blood flow.

The key question becomes:

Can we consistently collect the right volume and quality?

3. STANDARDIZING CAPILLARY SAMPLING WITH HAIIM PLUS

Winnoz sees automation and standardization as the next step in capillary blood collection — reducing dependence on operator technique and supporting a more reproducible sampling workflow.



4. THE DECENTRALIZED DIAGNOSTIC WORKFLOW



When diagnostics move closer to patients, sample collection needs to move with them.
Haiim Plus represents Winnoz’s approach to bringing standardization to capillary blood collection.

REFERENCE Roche Healthcare Transformers. “5 diagnostic innovations driving the future of patient experience.” <https://diagnostics.roche.com/global/en/healthcare-transformers/article/5-diagnostic-innovations.html>