

Time to Change

Stefano Marchese,
Chief Executive Officer



Good principles of management state that it is very important to understand when the environment is changing. Such change may concern new technologies, business model paradigms, human capital available, access to financial resources, profitability of segments of business, decisions related to make or buy, and so on. Sometimes, new opportunities appear which make less interesting to continue to do things as in the past. In other cases, going on in the old way could be very dangerous. The world is changing, individuals change over time and, in many cases, according to

the circumstance, the incentives and the stimulus they receive. Evolution – as Darwin taught us – is one of the rules of nature, in biology as well as in economy. One of the major mistakes that business makes, is not to change when facts and circumstances impose to change. Business as usual is a valid way of thinking only in the short time; the real principle to inspire leadership has to be "the status quo is not an option". Sometimes, change means to build up over the existing structures; many times, however, it requires to invoke Schumpeter's idea of creative destruction, i.e. the process of industrial mutation that incessantly revolutionizes the economic structure from within, incessantly destroying the old one, incessantly creating a new one. The strongest in nature is the force of inertia, which induce individuals to suffer any change and to consider them as evil. However, even the prophetic say of Luis XV – After me the deluge – was the driver of a radical change, a revolution indeed, which brought us democracy.

Being Chief Operational Officer in Diesse

Grazia Dal Maso,
Chief Operating Officer



Monday morning of an hot august, still at home because of the sick leave, reading a book, waiting for the conference call with my colleagues; the topic is hot too as the monday morning gap analysis on MDSAP.

The telephone is ringing....my skype conference call has to be postponed , there is the CEO on the phone. He probably likes to know how my sick leave is going on, when I can came back to my office . This was what I thought and I was partially right. After a brief conversation on my healthy status he reads to me my horoscope for the future, that was what he said.

I have been requested to cover the role of Chief Operational Officer .

I was not really sure about what I was going to do, but apparently I couldn't say no (furthermore, nothing even similar to that already existed in Diesse) Therefore I started studying. Well, I did the easiest thing you could do when you do not know something: I googled it and I realized that it was kind of a big deal. Starting from the confusion surrounding this position "there is no single agreed-upon description of what the job entails or even what it's called " !, I was more and more convinced that the role requires many energies and efforts. Where should I start from? I understood that the need is to continue the process started in 2013 in the Finished Products Production Area and then applied in the Quality Area in 2016. The objective was the correlation among processes, through a deep investment in training and flexibility of human resources . The output was reduction of costs, of waste and defects, improving productivity and products quality. As COO, the introduction of the Purchasing and Logistics Area in this strategy will complete the whole life cycles of the products.

The starting point for the new job will be the strong link between the human resources , processes and procedures that I have experienced in 30 years of Diesse and and the belief that with my colleagues' cooperation we will continue in bulding our future to always enhance the customer satisfaction.

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DIESSE's check-up

Catia Perazzolo,
Finance Director

Every three months, DIESSE makes a check-up in order to see if it is financially and economically healthy. Here are the results of its last check-up, referred to the period Jan. 1 – Jun. 30, 2018 compared to Jan. 1 – Jun. 30, 2017:

Consolidated figures (€ k.)	2Q2018	2Q2017	2Q18/2Q17
Value of production	€ 12.556	€ 12.042	104%
EBITDA	€ 3.401	€ 2.334	146%
EBIT	€ 2.418	€ 1.407	172%
Profit from ordinary activity before tax	€ 1.950	€ 1.102	177%
Net financial position at the end of the period	€ 11.809	€ 14.872	79%

New Fashion Player in medium to small laboratories in Africa: MINI-CUBE

Kemal Bozkurt,
Export Area Manager



When we started to introduce our new model ESR instrument, MINI-CUBE, in Africa, we noticed that daily test capacities are very low. Because of difficulties of manual ESR test and a lot of external factors effecting results in this manual test, it seems headache for doctors and laboratory technicians. Most of the doctors and lab technicians whom we have visited and discussed, expressed that it is really difficult to trust the accuracy and reliability of results of manual ESR test as there are more external factors which are out of their control. Let's summarize what are these difficulties and factors:

- Non suitable transportation and storage conditions of Tube
- Non adequate mixing of sample – non accurate ratio of Blood/Anticoagulant
- Non vertical position of tube – vibration on testing ground
- Exposition to heat / direct sunlight – High room temperature of laboratory
- Non exact timing of reading – No standardisation in reading (by eyes)
- No Quality Control
- No evidence / printout for recording (no data management)
- Biological contamination risk – non safety for lab technician

Mini-Cube, which is eliminating all above difficulties and bad factors effecting results of manual ESR method, become very popular in these areas with its easy use, continuous loading, user and environment friendly features and design. Possibility of using EDTA/CBC samples and universal controls of ESR with reduced testing and turn around time are bringing extra advantages to Mini Cube as well as usage of pediatric samples. Also correlated results directly to reference Westergren Method and data management (printout, data storage, LIS connection, QC Monitoring, etc.) are indispensable features.

With its all above advantages and features, MINI-CUBE become best-seller instrument in Africa Market for smaller to medium size laboratories for ESR testing. The price is reasonable and all system is cost-effective when considered all benefits and advantages of instrument as well as quality. Our distributors also apply some flexible sales strategies depending on size and capacities of customers. We made installations in around 22 different countries in Sub-Saharan Africa. There are some others under negotiations.

In DIESSE, as having more than 30 years experiences in ESR testing and having one of the first patented sedi-rate system in the world, we are proud of helping improvements of quality level of healthcare system in Africa. We will continue going these areas and giving information, sales and marketing trainings to our distributors and also end users and customers.

Diesse never stop but are always on the move

Emanuele Rossi,
Export Area Manager

Diesse in the last two years has produced a lot of new instruments and reagents. These new products concern all our ESR, Chorus and Serology lines, and have been very successful with our distributors all over the world, showing the commitment that DIESSE has always had in satisfying the needs of the Market.

ESR LINE

We launched two completely new analyzers that mark the beginning of the renewal on CUBE (EDTA standard hematology tube) instruments.



MINI-CUBE

A real success. More than 1.500 units sold in less than two years. It is the smallest ESR instrument of Cube line, specifically studied for POCTs. It can process 4 samples in 20 minutes, it has a very friendly interface and its pre-installed DAS28 application can be activated by software.



CUBE 30 TOUCH

Compared with the previous version, CUBE 30 TOUCH has innovative features fundamental to the execution of the test:

- Complete 180 ° rotation of tubes holder,
- Integrated bar code reader,
- STAT function,
- Completely redesigned graphics with large color user-friendly touch-screen that allows the operator to follow all the phases.

The "NEXT" series will not stop here...



AUTO-DAT Serum agglutination line

Latex agglutination is observed when a sample containing the specific antigen is mixed with an antibody which is coated of latex particles.

Agglutination tests are very simple to execute and they have been used in clinical laboratories for the detection of infectious disease such as Enteric/Typhoid Fevers (bacterial agglutination), Syphilis (RPR and TPHA), Rheumatology (ASO, RF, CRP latex tests), Mononucleosis etc.

Auto-Dat is an instrument for the automation of the incubation phase of sero-agglutination tests. It allows a semi-quantitative interpretation of the results through image analysis software.

It combines the short incubation time and the single test well in slide, with the semi-quantitative result of traditional tube or microplate method.

Through the camera mounted on top of the instrument and the dedicated image analysis, software, double dilutions, overnight incubations and visual result interpretation are no longer required. The quantitative results is provided reading one single well.

The kits already available in dedicated format for Auto-Dat are:

- **WW-DAT (Ref. 26010) for serological diagnosis of bacterial infections (Widal-Wright)**
- **WF-DAT (Ref. 26020) for serological diagnosis of Rickettsial infection**
- **RPR-DAT (Ref. 26030) non-Treponemal agglutination test for syphilis screening**

All the new products mentioned so far are the result of long years of research in our laboratories, aiming at putting our know-how to the service of patient's requirements.

Other very innovative products are ready to be launched next year.

As you can see Diesse are always on the move, stay tuned to go on with us!

Events & News



12-15 NOVEMBER 2018
Düsseldorf - Germany

See you in DÜSSELDORF!

We will be glad to welcome you
at stand HALL 3A B16

GENIALITY IS IN OUR DNA

DIESSE AT CLINICAL LAB EXPO,
CHICAGO,
AUGUST 2-4 2018

This catchphrase, along with the new graphics specially designed on the occasion of the AACC, resumes **DIESSE attitude**.

A constructive and proactive look ahead, with a positive look behind to what has been created in the past.

Consciousness of our enduring history is our strenght.



25-28 SEPTEMBER 2018, CBPC IN FLORIANÓPOLIS - BRASILE

Hosted in our ESR Exclusive Distributor **VYTTRA DIAGNÓSTICOS IMP. EXP. LTDA**'s luminous and spacious stand, and carefully followed by Vyttra active staff, our **MINI-CUBE** was successfully presented to the large number of pathologists attending Florianópolis 52nd edition of the **Congresso Brasileiro de Patologia Clínica/Medicina Laboratorial** (Brazilian Congress of Clinical Pathology).

The user-friendliness, attractive look and modern features of the small firstborn device of the ESR NEXT generation captivated so much interest conveying **DIESSE message GENIALITY IS IN OUR DNA.**



SEE YOU NEXT YEAR IN RIO DE JANEIRO!



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