

**GE Healthcare Senior Development Scientist Suzanne Hancock to Speak at Live Online Event  
Tuesday October 5th**

***Case Study Presentation on improve Workflow Processes in Intracellular Protein Studies to be  
discussed Live via Video at 1:00 PM EDT October 5<sup>th</sup> at [www.BioConferenceLive.com](http://www.BioConferenceLive.com)***

Boston, MA ([PRWEB](#)) September 27, 2010 -- [BioConference](#) Live, a virtual event platform that produces online events for the Life Science and Clinical Diagnostics markets, today announced that [Suzanne Hancock](#), a Senior Development Scientist at GE Healthcare will be presenting live online at [www.BioConferenceLive.com](http://www.BioConferenceLive.com) on Tuesday October 5<sup>th</sup> at 1:00 PM EDT. Ms. Hancock's [session topic](#) is "*From investigative microscopy to automated high content analysis: enabling approaches to improve the workflow when characterizing and validating a multiplexed approach to studying the distribution and trafficking of intracellular proteins.*"

"With high throughput, automated microscopy many diverse cellular and small organism assays are facilitated for the scientist," said Ms. Hancock. "This in turn allows scientists to not only ask more questions, but to answer questions previously not possible using traditional methods. My presentation, which includes a case study, will discuss how the greater throughput these tools provide allow us as researchers to measure multiple parameters simultaneously and how to organize workflow processes optimally to take advantage of this to further research findings."

Suzanne is a senior development scientist currently focused on user driven biological application support for the IN Cell Analyzer platform. Suzanne has extensive expertise in the fields of cell biology and molecular biology. She has been with GE Healthcare for over ten years during which time she has become an advanced user of automated imaging platforms and analysis software.

GE Healthcare is leveraging BioConference Live, the premier online event destination for the clinical diagnostics and life sciences community. BioConference Live makes live streaming video presentations including real-time Q&A happen easily and effortlessly online -- over the web, so that attendees can conveniently participate from any computer in their office, home or teaching institution. The next BioConference Live event will be focusing on Clinical Diagnostics, and meets [Wednesday October 20<sup>th</sup>](#) and [Thursday October 21<sup>st</sup>](#). To register to attend for free, visit [BioConferenceLive.com](http://BioConferenceLive.com).

**About the event producer PlatformQ**

[PlatformQ](#) is a digital media company that produces virtual events in the education, energy and healthcare markets. PlatformQ connects people, organizations and associations worldwide, enabling them to meet, interact and learn from leading experts and thought leaders at online events. Virtual events produced by PlatformQ offer great access to content, real-time networking, interactivity, global reach, and efficient use of time and resources for attendees. PlatformQ events provide marketers with a measurable, targeted, and contextual environment for promoting products and services.

**About the event producer LabRoots**

[LabRoots](#) is a social utility designed to network the professional scientific community based on individual scientific experience, discipline, and aptitude. LabRoots fosters world-wide scientific communication and incorporates the newest social networking technologies. LabRoots allows scientists to connect with each other as they describe their research interests on a myriad of unique features and tools, discovering meaningful collaborations across geographic boundaries and fields of expertise.

More information can be found at [www.LabRoots.com](http://www.LabRoots.com).

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