



For Immediate Release

IDx Taps Former LabCorp Executive to Lead Sales and Customer Success

Seth Rainford tasked with expanding market opportunities for the company behind the first FDA-cleared autonomous AI diagnostic system in any field of medicine

(Coralville, Iowa) October 22, 2019 – IDx Technologies, a leading AI diagnostics company, today announced that it has appointed former LabCorp executive Seth Rainford as President of Global Markets. In his newly created role, Rainford will be charged with expanding market opportunities and driving operational excellence at IDx.

“Seth has a proven track record of increasing market share and profitability for health systems and publicly traded companies,” said Michael Abramoff, MD, PhD, the founder and CEO of IDx. “His breadth of experience will be a valuable asset as we work to accelerate our growing portfolio of customers. It is exciting to have him on board.”

Rainford joins the company during a rapid stage of growth, shortly after the company received a breakthrough FDA clearance for the first autonomous AI diagnostic system in any field of medicine. The AI system, called IDx-DR, is designed to detect diabetic retinopathy, a leading cause of blindness, in primary care without requiring an eye care specialist to interpret the results.

Rainford most recently served as Regional Vice President & General Manager of LabCorp in the Greater Chicago Area, leading a strategic transformation of the Midwest business unit. Previously, he served as Vice President at Northwestern Medicine, where he drove the commercialization and scaling of their outreach diagnostics business.

About IDx

IDx is a leading AI diagnostics company on a mission to transform the quality, accessibility, and affordability of healthcare. Founded in 2010 by a team of world-renowned clinician scientists, the company is focused on developing clinically-aligned autonomous algorithms that detect disease in medical images. By enabling diagnostic assessment in primary care settings, IDx aims to increase patient access to high-quality, affordable disease detection.

The company’s first product, IDx-DR, is an FDA-cleared AI-based diagnostic system designed for use at the front lines of care to detect diabetic retinopathy. IDx is developing additional AI-based diagnostic systems for the detection of macular degeneration, glaucoma, Alzheimer’s disease, cardiovascular disease, and stroke risk.

IDx

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