

Biotin interference educational website, 3/18

March 2018—Roche Diagnostics has introduced the biotinfacts.roche.com website to provide laboratorians with up-to-date data on and best practices for biotin interference. The website offers laboratorians information and answers needed to mitigate risk and help ensure patient safety. It includes published data about biotin pharmacokinetics, resources for educating clinicians, data about biotin sales and consumer profiles, information about the use of biotin in immunoassay design, support for conversations with patients before a blood draw about the importance of reporting all medications, and educational opportunities about mitigating interference risks. Information on biotinfacts.roche.com will be updated regularly.

[Roche Diagnostics](#), 800-428-5076