

von Willebrand factor activity test, 7/17

July 2017—BloodCenter of Wisconsin launched its VWF GPIbM Activity assay, which aims to more accurately measure von Willebrand factor activity. The assay detects qualitative VWF defects, reducing variability and providing more precise, reliable, and sensitive test results.

BloodCenter of Wisconsin is the first organization to make this test, which uses patented technology, available in the United States in a clinical laboratory setting, according to a company statement.

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