



**Amanda Lowe**

Visiopharm

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### Why do you want to get to know Amanda Lowe?

She's the new Director of Marketing in the Americas for Visiopharm. She's also very active on the DPA Website Committee.

**DPA Staff:** *What path has your career taken that has led you to digital pathology?*

**Lowe:** My first job in the digital pathology industry was at Bacus Laboratories in 2004. As I interviewed for the sales manager position, my interviewer explained the fundamentals of scanning a glass slide, sharing the image via the internet, and how a computer could function as the microscope. I thought to myself, this technology just makes sense! The DPA shares my passion for a future with digital pathology. My involvement with the DPA provides a platform to give back to our community, and educate the research and healthcare markets on the numerous benefits of digital pathology.

**DPA Staff:** *How has digital pathology directly affected your business?*

**Lowe:** I just accepted a new position as the Director of Marketing, in the Americas, with Visiopharm. Visiopharm has been in the stereology and image analysis business for over 11 years; our business has grown significantly with the evolution of digital pathology. Image analysis software can be time consuming and manual, but Visiopharm's software partnered with whole slide images (WSI) creates a whole new standard of quality, automation, and analytics. Valuable data is extracted from the scanned glass slides; this data provides essential information to support diagnostics and research in a timely fashion.

**DPA Staff:** *How do you foresee learning more about digital pathology impacting the healthcare and diagnostics industries?*

**Lowe:** Digital pathology will become the new gold standard; it will promote better patient care, streamline laboratory workflow, improve communication between pathologists and other physicians, and provide tools for the research and biopharma community to uncover new discoveries in medicine. Pathology cannot continue to function the way it has for the last 150 years, we need this digital revolution.

**DPA Staff:** *In your opinion, what benefits does the DPA provide to its members?*

**Lowe:** The DPA is an educational resource for the healthcare and research industries to learn more about digital pathology. It also provides a community of likeminded individuals who believe in and are passionate about digital pathology. The DPA and its members want to make a difference and support worldwide adoption of digital pathology.