



## **bioMérieux Launches *My Role Matters* Initiative to Support the fight against Antimicrobial Resistance**

*New Campaign echoes U.S Administration's National Strategy for Combating Antibiotic-Resistant Bacteria*

**Durham, NC (May 30, 2015)** – bioMérieux, a world leader in the field of *in vitro* diagnostics, launches *My Role Matters* (#MyRoleMatters). This is a new campaign which calls upon all United States healthcare, animal, pharmaceutical and product safety professionals, government officials and the community at large to understand the impact their role can play in halting the increase and spread of antimicrobial resistant pathogens and promoting appropriate antimicrobial use.

Growing concerns over antibiotic resistance prompted President Obama to announce the Administration's five-year plan to combat this growing public health threat earlier this year. Over-use and misuse of antibiotics, in both humans and animals, has led to the rise of antibiotic resistance which makes common infections increasingly difficult to prevent and treat. [bioMérieux](#), the world leader in microbiology, has been historically committed to the fight against antimicrobial resistance through its pioneering diagnostic solutions. With speed and precision, bioMérieux's tests identify the pathogens responsible for the full range of infections. They help make it possible to provide targeted, adjusted and specific therapies -only when necessary- avoiding the administration of broad-spectrum or unnecessary antibiotics.

According to the [recent report by the Centers for Disease Control and Prevention](#), at least 2 million people in the U.S. acquire serious infections with multiple drug resistant (MDR) pathogens annually and 23,000 of these individuals die each year as a direct result of these MDR infections. *My Role Matters* recognizes the significant roles healthcare and industry professionals as well as the general public play in reducing antimicrobial resistance.

"As a pioneer in microbiology, bioMérieux is at the front line in the fight against bacterial resistance which has become a major public health challenge," said Mark Miller, Chief Medical Officer of bioMérieux. "No single role within the public health continuum can address the worrying emergence of resistant bacterial strains. We must all work in concert to curb the overuse and misuse of antibiotics and to bring down the rates of resistance."

Jean Patel, PhD, D(ABMM), Deputy Director, Office of Antimicrobial Resistance, National Center for Emerging Zoonotic and Infectious Diseases, (CDC), has been outspoken on [the need for faster diagnostic testing and a coordinated effort to reduce resistance](#): "We need to keep pace with rapidly mutating bacteria. Bringing better diagnostic tests to doctors and nurses will be critical to ensure that resistant infections are quickly recognized and treated, but we also need our health professionals robustly and collaboratively engaged in reducing antibiotic resistance."

*My Role Matters* will be launched at the American Society for Microbiology (ASM) 2015 General Meeting in New Orleans, which begins May 30, 2015. Following [asm2015](#), bioMérieux will host a series of educational events across the U.S. to share the unique ways specific healthcare professionals and the general public can help curb antibiotic resistance.

Join the *My Role Matters* initiative by taking the pledge [here](#) and share your pledge using the #MyRoleMatters on social media.

PRESS RELEASE

### **Other bioMérieux's initiatives in antimicrobial resistance:**

bioMérieux also makes major contributions to raise awareness and to initiate and support educational activities in the field of antimicrobial resistance. The "BE S.M.A.R.T. WITH RESISTANCE™" global initiative was launched by bioMérieux in 2010 to raise awareness through a diversity of communication resources including [newsletters](#), a [website](#), educational booklets, videos and posters targeting clinicians, microbiologists, patients, and the general public. Since 2007, bioMérieux has organized every two years the "World HAI/Resistance Forum", bringing together around 70 world-leading experts in human and animal health, to discuss the emergence and spread of antibiotic resistant bacteria and to propose concrete actions for decision-makers. One of those actions has been bioMérieux's unrestricted support of a Global Point Prevalence Study (PPS), undertaken in April of this year in collaboration with the University of Antwerp, which measured the extent of antibiotic-resistant infections and antibiotic use. The 5th HAI/resistance Forum will take place June 14-16, 2015 on the theme: "Antimicrobial resistance: One World – One Fight!" Interim results of the PPS project will be presented and discussed at this meeting, as well as methods for reinforcing education about controlling and preventing worldwide antibiotic resistance.

### **About bioMérieux:**

#### ***Pioneering Diagnostics***

A world leader in the field of *in vitro* diagnostics for 50 years, bioMérieux is present in more than 150 countries through 42 subsidiaries and a large network of distributors. In 2014, revenues reached €1.698 billion with 88% of sales outside of France.

bioMérieux provides diagnostic solutions (reagents, instruments, software) which determine the source of disease and contamination to improve patient health and ensure consumer safety. Its products are used for diagnosing infectious diseases and providing high medical value results for cancer screening and monitoring and cardiovascular emergencies. They are also used for detecting microorganisms in agri-food, pharmaceutical and cosmetic products.

bioMérieux is listed on the NYSE Euronext Paris market (Symbol: BIM – ISIN: FR0010096479). Other information can be found at [www.biomerieux-usa.com](http://www.biomerieux-usa.com)

### **Contacts:**

#### ***Media Relations***

#### **bioMérieux Inc.**

Suzanne Jones

Tel: +1 919-479-3637

[suzanne.jones@bioMérieux.com](mailto:suzanne.jones@bioMérieux.com)

#### **Baker & Yorke**

Tim Baker

Tel: + 1 216-338-8086

[tbaker@baker-yorke.com](mailto:tbaker@baker-yorke.com)