

EXCLUSIVE INTERVIEW: Novo Nordisk answer key questions in Cell Based Assays

7th annual Advances in Cell Based Assays conference takes place in London, on the 11th - 12th November 2014.

LONDON, ENGLAND, UNITED KINGDOM, September 22, 2014 /EINPresswire.com/ -- Advances in [Cell Based Assays](#) 2014 returns to London this autumn to explore an array of key topics from regulation, drug development, phenotypic screening and label free technologies on Day 1, to stem cells, 3D cultures and the next generation of cell based assays on Day 2.

In the run up to the SMI's 6th annual show, keynote speaker, Anker Jon Hansen from Novo Nordisk, was asked a few questions about the conference taking place on 11th and 12th November and about the Cell Based Assays industry.

Anker Jon Hansen works as a scientific director to develop in vitro assays – mostly functional assays to be used for screening and/or to characterise lead compounds. He will be reviewing the value of electrical impedance sensing for label-free detection of cellular pharmacology. The talk will analyse how this method works for measuring cell adhesion and growth, how to monitor cell activation and discuss endothelial/epithelial barrier function.

When asked what attendees will take away from his talk he said:

"The main message is that electrical impedance measurements provide an on-line and label-free determination of a multitude of cellular parameters that can be used in screening and in the characterisation of compounds. As with other assays you just need to know how it works i.e., the background physics and put this into a cellular perspective."

"The trend in the development of functional in vitro assays is to make them more like the in vivo situation, e.g., 3D cell culture. They become more complicated to make and probably also to employ."



When asked which session he was looking forward to, he highlighted the Angiocrine Bioscience presentation as a key event highlight for 2014.

“The session on stem cells and in particular the one on endothelial cells (VeraVec endothelial cells recreate...., by Dr. Nolan). This cell type is not only a filter between plasma and tissue for the individual organs but also releases substances that maintain function and orchestrate regeneration. And stem cells can be derived from the endothelial cells.

Further details and a brochure is available to download at <http://www.smi-online.co.uk/goto/2014cellbasedassay47.asp>

A snapshot of previous attendees include:

3D Biomatrix, Actelion Pharmaceuticals, Advancell, Alliance Healthcare, Apitope Technology, Apredica, Asterand, AstraZeneca, Bayer, BD Biosciences, Biomolecular Interactions, Biostatus, Boehringer Ingelheim Pharma, BTG, Cancer Research Technology, Caroucell, Celentyx, CellAura, Collectis Bioresearch, Corning Life Sciences, Cytellect, Cytoo S.A, Domain Therapeutics, Eisai, Genentech, Genzyme Corporation, GlaxoSmithKline, Hypha Discovery, Imperial College London, Institute of Cancer Research, Kings College University, Lonza Cologne, Medicyte, Medimmune, Merck Serono International, Merz Pharma GmbH & Co, MRC Technology, Novartis Horsham, Research Centre, Novo Nordisk A / S, NPL Management, Nsgene, Orion Pharma, PerkinElmer, Pfizer, Roche Diagnostics, Sanofi Aventis, Sigma-Aldrich International, Stem Cell Sciences, Stematters, SymCel Sverige, Syngene International, Syntaxin, Takeda Cambridge, TAP Biosystems, Thermo Fisher Scientific, UCB Pharma, Vernalis, Viscofan Bioengineering

A full list is available online in the [download centre](#).

With current bookings beating last year's record, those who are interested in attending are advised to register now to avoid disappointment. £100 early bird savings can be made for bookings made this month.

Advances in Cell Based Assays 2014
11th - 12th November 2014
Marriott Regents Park Hotel, London, UK

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