

Pfizer, Johnson & Johnson and GSK come together to discuss cutting edge in Phenotype Screening

The 8th annual gathering on Advances in Cell Based Assays, takes place on 10th and 11th November 2015 in Central London.

LONDON, ENGLAND, UNITED KINGDOM, July 30, 2015 /EINPresswire.com/ -- [Cell based assays](#) are the most accurate method of cell testing, due to the fact that live cells are utilized for experiments.

Thus, efforts have been dedicated to developing cell-based high throughput screening (HTS) platforms that can provide more relevant in vivo biological information than biochemical assays and thus reduce the number of animal tests and accelerate the drug discovery process.

SMi's 8th annual Advances in Cell Based Assays conference will look to provide the latest updates in High

Content and High Throughput Screening with key presentations from Pfizer, Johnson & Johnson and GSK

With a focus on pain and neurosensory disorders, Pfizer Senior Scientist, Clare Garden will be providing an update on the development of "Electrical Field Stimulation" assays as a medium throughput plate screening solution, and will also look at the power of combining high-content image analysis with functional live cell assays.

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There are some exciting developments that could be expected in the imaging technologies...

Kings College London

Following on from Pfizer's Day 2 opening keynote address, Johnson & Johnsons principle scientist, Yolanda Chong, will present the latest cutting edge advancements in computational and high throughput imaging platforms in a

presentation entitled: Phenotypic Targeting in Drug Discovery exploring High-Throughput Imaging Analyses and Computational Quantification to Identify Underlying Mechanisms and Phenotype Changes.

To end the session on "Advances in Phenotype Screening", GSK's Senior Scientist, Joanna Taylor will give a compelling address on enabling phenotypic screening for matrix modulators with key insight into their latest developments to identify novel modulators of the extracellular matrix.

As well as the 3 big pharma keynotes, an academic perspective will also be given discussing new research and case studies by the University of Dundee and the University of Edinburgh.



Further details are available online at www.cellbasedassay.co.uk

Featured event content including interviews with key speakers are available to read in the event [download centre](#).

Advances in Cell Based Assays
10-11 November 2015
Holiday Inn Kensington Forum, London UK
www.cellbasedassay.co.uk

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About SMi Group:

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