



HepQuant Names Bobbi Coffin to Business Advisory Board

Biodesix Exec and Former Exact Sciences Commercial Leader Adds Marketing Depth to Board

DENVER (May 5th, 2022) -- HepQuant, LLC, a Denver, Colorado-based company with a unique, patented and patent-pending technology for evaluating the liver in patients with chronic liver disease, today announced that Bobbi Coffin, has joined the company's Business Advisory Board.

Ms. Coffin brings more than 25 years of success in clinical diagnostics, including commercialization strategies through strategic marketing, sales and business development. Ms. Coffin currently serves as Chief Growth Officer of Bolder, Colorado-based Biodesix, a medical diagnostics company where she has held multiple marketing management roles since July 2015, including Chief Marketing Officer.



Bobbi Coffin

“As we progress on the regulatory front, we are also positioning HepQuant for a successful commercial pathway,” said Dr. Gregory T. Everson, CEO and Chief Medical Officer at HepQuant. “With that in mind, we are excited to have Ms. Coffin and her impressive diagnostics product launch background supporting our approach to marketing strategy.”

“HepQuant is in the right place at the right time, especially as we look at the unfortunate proliferation of chronic liver disease throughout the world,” said Ms. Coffin. “I am honored to offer my expertise to HepQuant’s management team as they bring a liver diagnostic solution to market, a solution that finally answers the question, ‘how well is my liver working?’”

Prior to joining Biodesix, Ms. Coffin served as Senior Vice President of Commercial Marketing and Strategy at Exact Sciences, a molecular diagnostics company with a focus on the early detection and prevention of colorectal cancer. From 2007 to 2013, Ms. Coffin was Vice President of Marketing at Precision Therapeutics, and from 1999 to 2006, she held the position of Senior Director of Marketing at Cytoc Corporation (now Hologic).



Additionally, Ms. Coffin served as an executive board member for multiple national advocacy and society groups, including the National Comprehensive Cancer Network Corporate Counsel (NCCN), the Society of GYN Oncology (SGO) Industry Board, and the Colon Cancer Foundation. She currently serves on the executive committee and Board of Directors for the [Colorado Bioscience Association](#). Ms. Coffin holds a B.S. from the College of Business and Economics and the Perley Isaac Reed School of Journalism, both completed at West Virginia University.

About HepQuant

Headquartered in Denver, Colorado, HepQuant, LLC, is a privately held diagnostics company. HepQuant's products are investigational combination drug and in-vitro diagnostic devices and have not yet been evaluated or reviewed by the US Food and Drug Administration (FDA) for commercial sale. They are currently available for investigational use via the FDA guidelines for investigational device exemptions (IDEs). For additional information, visit www.hepquant.com.

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