

COMMUNICATIONS AND PUBLICATIONS DIVISION

Meeting of the CPD Executive Committee
Berlin, Germany, 13 May 2011: 09:00 – 17:00 h and 14 May 2011: 09:00 – 12:00 h

APPROVED MINUTES

Members:	Position	Term	Time in Office
Ellis Jacobs - EJ (US)	Chair	2 nd	2010 01 – 2012 12
Khosrow Adeli – KA (CA)	Vice-Chair / PR Coordinator	2 nd	2010 01 – 2012 12
Peter Vervaart – PV (AU)	Secretary / Publications- Distance Learning Coordinator	1 st	2011 01 – 2013 12
Grazyna Sypniewska - GS (PL)	Editor, eJIFCC	2 nd	2010 01 – 2011 12
Edgard Delvin - ED (CA)	Editor IFCC News	2 nd	2010 01 – 2012 12
Bruce Jordan – BJ (DE)	Corp Rep.	1 st	2011 01 – 2013 12

Guests: Andrew Lyon (AL) (IFCC Web Editor), Montserrat Blanes (MB) (Working Group - Spanish (Ibero-american) Nomenclature and Translations), Silvia Cattaneo (SC) (IFCC Office)

Apologies: None

10.0 Agenda and Minutes

- a) EJ called the meeting to order at 9:00. EJ welcomed all attendees and thanked everyone for their work since Milan.
- b) There were no changes to the agenda.
- c) The minutes for the January meeting in Milan were reviewed and there were no corrections.
- d) Review Action Items – completed/pending: SC to put together a directory of contacts and send to group (key directory)

Action: SC to complete the Key Directory and send to members of the Committee.

10.1 Activity and Reports

10.1.1. Report of the Chair (EJ)

- a) EJ reported that the Executive Board had decided that it was important that the Silver Book continued as a joint activity between IFCC and IUPAC with approval and funding approved by IUPAC therefore IFCC will also continue. Funding will be split between the SD and CPD.
- b) Continuing discussion with C-NPU re maintaining English database: The ½ time person in IFCC office (Silvia Colli-Lanzi) to take on this role. SC will continue as contact for CPD.
- c) EJ continues to monitor activities on the IFCC website using Google Analytics and development of new website.
- d) EJ reported that there has been a request from the EB re developing countries having “co-opted” membership within divisions. EJ did not feel this was an issue for CPD due to developing country reps on WG-PR, eJIFCC and Newsletter. PV stated a rep on WG-IDL from Africa e.g. South Africa would be useful.

- e) EJ reported he would be meeting with EB tomorrow afternoon to discuss website and future membership of CPD and recommendation of next editor of eJIFCC.
- f) EJ forwards copies of EB & Divisional minutes to committee and reiterated that they are confidential. He also reported there was a nice slate of candidates for the IFCC elections.
- g) All WG are meeting this week and there is a joint CPD-EMD symposium on Monday.

10.1.2. Report of the Vice-chair (KA)

- a) See also report of Committee on Public Relations.
- b) KA supports EJ in his role.
- c) Happy to see that committee is in full membership with good candidates and interest in joining committee.
- d) Also looking forward to the new website.
- e) Thanked SC for her support.
- f) Is presenting PR workshop at the EB workshops on Sunday.

10.1.3 Report of the Secretary (PV)

- a) See also report of WG-IDL and items 10.6 and 10.7
- b) Will be meeting with Leslie Lai, EMD liaison for the new website and with Janice Gill, Co-chair of the IFCC Committee on Analytical Quality in Berlin.
- c) Intends sending a memo to Chairs and Secretaries of Committees and Working Groups asking that they include him on any discussions related to Publications, Distance Learning and the Website.

Action: SC to send Division contacts to PV.

10.2. Report from Committees

10.2.1 Committee on Public Relations (KA)

10.2.1.1 Membership

Name	Position	Term	Time in Office
Khosrow Adeli – KA (CA)	Chair	2 nd	2010 01 – 2012 12
Loralie Langman – LL (US)	Member	2 nd	2011 01 – 2013 12
Susan Matthews – SM (AU)	Member	2 nd	2011 01 – 2013 12
Ramon Deulofeu -(RD) (ESP)	Member	1 st	2011 01 – 2013 12
Tahir Pillay – TP (SA)	Member	1 st	2011.01 – 2013.12
Abdolamair Allameh – AA (IR)	Consultant	1 st	2009 01 – 2011 12
Oscan Erel – OE (TK)	Consultant	2 nd	2011 01 – 2013 12
David Holt – DH (UK)	Consultant	2 nd t	2011 01 – 2013 12
Chris Lam- CL (HK)	Consultant	1 st	2009 01 – 2011 12
Endang Hoyaranda – EH (APFCB)	Advisor	1 st	2009 01 – 2011 12
Fouad Harb – FH (Arabic Fed)	Advisor	1 st	2009 01 – 2011 12
Ana Leticia de Maselli (COLABIOCLI)	Advisor	1 st	2009 01 – 2011 12
Ian Watson (EFCC)	Advisor	1 st	2009 01 – 2011 12
Camelia GRIGORE (CG) (Romania)	Corresponding member		
Katherina PSARRA (KP) (Greece)	Corresponding member		
Magdalena Krintus (MK) (Poland)	Corresponding member		
Monica Spalvieri (MS) (Argentina)	Corresponding member		

- a) KA wrote to MS and MK to thank them for serving on the C-PR committee and both have accepted the decision of the CPD and have expressed interest in helping C-PR as corresponding members in the future.
- b) A formal request for nomination of new C-PR committee members was circulated in November 2010. A total of 7 nominations were received and discussed at the Milan meeting of the CPD and subsequently by email among the CPD members. Dr. Ramon Deulofeu (Spain) and Dr. Tahir Pillay (South Africa) were recommended to the EB for new committee membership. EB has approved these appointments and both have been invited to attend the upcoming C-PR meeting in Berlin.
- c) The updating and translation of the PR brochure has now been completed in several languages and will be available for distribution at the WorldLab congress in Berlin.
- d) KA presented drafts of a new slide kit on “Understanding Laboratory Medicine” and sought comments from the committee members. A draft of the new Public PR brochure was also presented and discussed.
- e) The next meeting of the C-PR will be on Monday, May 16th during the WorldLab Congress.

10.2.1.2 Activity Report (Also see section 10.8)

10.2.1.2.1 – Labs are Vital Campaign

- a) The PR committee has been interacting with new managers of the Labs are Vital campaign, Brenda Luna and Doreen Tho.
- b) Two of the committee members (KA and SM) were invited by the LAV to join the recently established KOL board.
- c) Eight conference calls and one face-to-face meeting (at the AACC in Anaheim) have been held so far.
- d) The C-PR chair also met with the LAV director, Brenda Luna, in Toronto and discussed future joint initiatives.
- e) The C-PR committee member (SM) has also been assisting the Abbott LAV program in its local and regional activities in Australia and Asia-Pacific. SM also presented an IFCC PR poster at a recent conference in Australia to publicize the critical role of IFCC in the field of laboratory medicine.
- f) A joint meeting of the C-PR and LAV program is being planned in Berlin
- g) Labs are Vital is planning to change its name to “Analysis in Action” and will be holding a workshop in Berlin to announce this change, and outline their new strategic plans. KA expressed concerns during the conference calls but Abbott has decided to go ahead with the program change. GB has concerns as well. Will be discussed at EB meeting, may lead to withdrawal of support. AL queried emphasis of new program. CPD stated their position that they are opposed to the change. Change in mission will negate IFCC agreement. KA not sure of SM view of the change. KA presented Abbott presentation. Some concerns expressed about how survey was worded and new focus of the ‘mission’. EJ suggested KA should attend EB when this is discussed. EJ reiterated that the program has to be industry neutral. AL asked how the new mission was developed as it was the driver of the name change. KA concerned about focus on name rather than actions. There appeared to be a new focus on ‘testing’ vs. the profession.

Action: EJ and KA to present concerns of CPD to EB

10.2.1.2.2 – C-PR Plans for Year

- a) Completion of the new PR brochure targeted to the general public, governments, industry, etc. A new draft of the IFCC-Public brochure was discussed at the two recent meetings of the CPD. Further revisions are being made
- b) Completion of the new Lab Medicine slide kit.

- c) Establishment of a communication process among PR committee members and regional federation representative so the joint team can most effectively update and work on agreed upon activities and initiatives.
- d) Collaboration with the Scientific Division to promote IFCC as the global coordinator of Laboratory Practice Guidelines
- e) Initiation of Joint IFCC/Labs are Vital activities in 2011-2012:
 - i. Work more closely with the LAV in preparing PR tools such as slide kits; webcasts; news releases
 - ii. Special booths at major clinical/medical/lab management conferences
 - iii. Collaboration with regional federations/national societies
 - iv. Identify PR-LAV ambassadors in each region that help sustain LAV activities/promotional campaigns
 - v. Initiate studies aimed at providing factual data to support the role of the lab in saving healthcare dollars and reducing costs associated with unnecessary and expensive follow-up procedures. CPD members suggested to use the EBLM-WG and to involve the EMD and SD in designing the study. Further KA suggested a taskforce could be formed with corporate funding. The CPD chair, Dr. Ellis Jacobs will determine if this is feasible

10.3 Reports from Working Groups

10.3.1 Working Group – eJIFCC (GS).

GS tabled her report

10.3.1.1 Membership

	Position	Term	Time in Office
Grazyna Sypniewska – GS (PL)	Chair	2 nd	2010 01 – 2011 12
Borut Bozic –BB (SL)	Member		
Rajiv Erasmus – RE (SA)	Member		
Nilda Fink – NF (AR)	Member		
Evelyn Koay – EK (SY)	Member		
Danyal Sayed – DS (USA)	Member		
Sanja Stankovic – SS (SRB)	Member		

Sanja Stankovic has been approved as a new member of the Editorial Board

10.3.1.2 Activity Report

- a) One issue published in March another to follow in June
- b) There is potential to invite IFCC symposia to submit papers and or IFCC award winners to submit papers (GS will try in Berlin)
- c) Problems with the content and consistency of PSEP reports. As the period of PSEP was reduced to a maximum of three months it is quite possible that insufficient scientific achievement will result from the exchange visit to justify a paper in eJIFCC. There was correspondence between GB, ED, GS on this issue. ED suggested a short critical review from PSEP on their subject for the JIFCC.
- d) We should include instructions on 'how to cite eJIFCC' on the website (in process)
- e) We may need more information on how to apply for indexing in Scopus, index medicus (in process)
- f) Will invite Howard Morris and E Cavelier to provide papers on Vitamin D.
- g) SC has completed new template for the Journal. IFCC logo to be added. AL stated could also sit on the website. CPD congratulations to SC.

h) EJ showed how eJIFCC email-shots have an effect on hits on the IFCC website.

Action: GS to contact potential authors (Morris, Cavelier, PSEP) for articles

Action: SC to add IFCC logo to template

10.3.2 Working Group IFCC News (ED)

ED tabled his report.

10.3.2.1 Membership

	Position	Term	Time in Office
Edgard Delvin – ED (CA)	Chair	2 nd	2010 01 – 2012 12
Hedili Adderrazek - HA (TU)			
Monserrat Blanes - MB (PY)			
Mabel Charles-Davis - MCD (NI)			
Spiroula Christou – SC (GR)			
Sylvan Fahel da Fonseca - SF (BR)			
Xavier Fuentes Arderiu –XFA (SP)			
Damien Gruson – DG (BE)			
Joseph Lopez – JL (MY)			
Brguljan Meska Pika – BP (SI)			
Stella Raymondo –SR (UY)			
Rosa Sierra Amor – RSA (MX)			
Grazyna Sypniewska – GS (PL)			

10.3.2.2 Activity Report

- a) Since the Milan meeting, 2 eNewsletters have been published and all information was transferred to the LabMedica International.
- b) The guidelines for articles to be published in the eNewsletter that were accepted during the CPD_EC meeting in Milan, have been sent to all eNewsletter WG members and National representatives.
- c) The IFCC Head Office, thanks to Ms Silvia Cattaneo, has sent a letter to all Presidents and National Representatives as well as to Regional Federations asking the assignment one of their members as the liaison to the eNewsletter Editor. There were 6 positive responses. They are now included in the regular reminder letters sent to send news. They are the following (so far):
 - Ann Gronowski for AACC
 - Dai Duy Ban for the Vietnamese Association of Clinical Biochemists
 - Spyroula Christou for the Cyprus National Society
 - Ribo Felip Antoja for the Spanish Society of Clinical Chemists
 - Snezana Jovicic for the Society of Medical Biochemists of Serbia
 - Andrew Wooton for the EFCC

All have been invited to a meeting of the WG in Berlin, Sunday 3:00 to 5:00 PM.

- d) The beginning of June is the deadline for the next issue. GS has been asked to send items from conference and MB for Newsletter after. EJ suggested that we need a submission deadline for each issue. ED would like statistics on how members access e-news. AL explained can find it through Google Analytics.
- e) SC is also working on a new template for eNews.

Action: ED to publish deadlines for each edition of the News

Action: SC to prepare a template for the eNews

10.3.3. Working Group – Internet & Distance Learning (PV)

PV tabled his report (See also 10.7)

10.3.3.1 Membership

	Position	Term	Time in Office
Peter Vervaart – PV (AU)	Chair	1 st	2011 01 – 2013 12
Andrew Lyon –AL (CA)	Member		
Petr Kocna – PK (CZ)	Member		
Andrew Wooton – AW (UK)	Member		
Endang Hoyaranda – EH (IND)	Member		
Montserat Blanes Gonzales – MB (PY)	Member		
Gustav Kovac – GK (HU)	Member		
Ana Merino – AM (ES)	Member		
Kari Pulkki – KP (FI)	Member		
Lynn Allen – LA (CA)	Member		

10.3.3.2 Office Email/IT systems

No update.

10.3.3.6 Open & Closed Forums

The Facebook and LinkedIn groups have been set up and Silvia produced an advertisement for Berlin. We should also aim to advertise them through IFCC e-mail shots and on the website. The AACC sites are well developed and utilized for blogs and on-line discussions.

10.3.3.7 Distance Learning Programs

- a) PV has had initial discussions with Siemens Asia Pacific about utilizing the webinars they have developed for the APFCB.
- b) PV will also be meeting this week with Leslie Lai to discuss putting the Visiting Lecture Program presentations on the website.
- c) AL has also been in contact with Elsevier whom have a comprehensive set of webinars available as well.
- d) PV also believes we should be talking to our member societies about expanding access to the webinars some of them have available on their websites (e.g. AACC).
- e) KA asked about marketing of DL programs. There was discussion about working with e.g. AACC in this area vs. producing our own material.

10.3.4 Working Group - Spanish (Ibero-american) Nomenclature and Translations (MB)

MB gave her report.

10.3.4.1 Membership

	Position	Term	Time in Office
Montserrat Blanes – MB (PY)	Chair	1 st	2008 04–2010 12
Carlos Roldan – CR (AR)	Member		
Gabriel Lima-Oliveira - GL (BR)	Member		
Carmen Cecilia Almonacid - CA (CO)	Member		
Enrique Abraham – EA (CU)	Member		
Fernando Ruiz Cerda – FR (CH)	Member		
Maria del Carmen Pasquel – MP (EC)	Member		
Angel Rodríguez Prieto – AP (GU)	Member		
Rosa Isabel Sierra Amor – RS (MX)	Member		
Graciela Velázquez – GV (PY)	Member		
Antonio Antunez de Mayolo – AA (PE)	Member		
Patrocinio Chuecas – CCH (SP)	Member		
Hernan Fares Taie – HF (AR)	Corresponding member		
Stella Raymondo – ER (UY)	Corresponding member		
Xavie Fuentes Arderiu – XF (SP)	Corresponding member		

10.3.4.2 Activity Report

- a) Meeting next Wednesday
- b) MB reported that there had been problems with AACC translations.
- c) MB also reported that the group would be meeting later this year in Dominican Republic and confirmed that there would be four CPD speakers at that meeting (23 to 25/11).

10.3.4.3 RIA Web page

MB reported that Google searches open the old website. SC will check. MB will send link to PV and AL.

Action: SC to check Google link to website

Action: MB to send current link to AL and PV

10.6 Report on Publications (PV)

10.6.1 Documents from Committees & Working Groups-Report of Publications Coordinator

- a) PV reported he has started work on an Excel spreadsheet of IFCC publications with the help of EJ and the IFCC office. This was attached as an Appendix.
- b) Main ongoing issue is maintaining and updating the database and he will work with office and Committees & Working Group chairs and secretaries to ensure this occurs.
- c) Document types are: Recommendations, Guidelines, Technical Reports, Position Papers/Reviews, Editorials and Other.

Action: PV to convert PDF file sent by SC to Excel.

10.6.2 Monographs

There have been no monographs produced in the reporting period.

10.6.3 Books (EMD publications, Silver Book)

- a) There have been no books produced in the reporting period.
- b) EJ gave an update on the Silver Book process as discussed at the last meeting in his report.

10.6.4 Conference Proceedings

- a) Presentations from the 2nd IFCC-OCD Conference on Pregnancy Related Disorders are now available on the IFCC website. PV not sure if these will be published in hard copy.
- b) Berlin meeting proceedings will be in October issue of CCLM (Supplement).
- c) Bergemayer proceedings will be published in the Scandinavian Journal.

10.6.5 Annual Report

Annual Report for 2010 has been released and available on website.

10.6.6 Handbook

There was no update to the handbook in the reporting period.

10.6.8. Views and Reviews

Not discussed

10.6.10. Electronic

Not discussed other than under website

10.6.20. Other publications

10.6.20.1 Milestones Brochure

No update

10.6.7.3 Key Directory

SC reported will be ready before next EB meeting (end of June).

Action: SC to complete and distribute Key Directory

10.7. Web Site

10.7.1. Organisational matters

10.7.1.1 Professional Web/IT Support

The current website continues to reside at the IFCC office in Milan. The new website is being developed by Insoft and will be hosted off-site.

10.7.1.2 Status of Website/Website Statistical Report

- a) The new website is in the final stages of development. The process has been a slow and tedious one due to the complexity and lack of structure and organization of the current website. The web editor, Andrew Lyon, is to be congratulated on the large amount of work he has had to put in to trying to pull the new website together. Andrew will provide a report on usage of the current website.
- b) Current Website Activity:
 - i. Silvia and Danilo have continued to update news on the initial page of the website and congress links.
 - ii. AL attached three files from Google Analytics about website activity Oct 2011 – April 2011 for information. Access to the website remains relatively constant. The file Analytics1 shows the dashboard indicators of website traffic. Analytics2 shows a list of the top 50 web pages download from the IFCC website. The initial webpage and the main division web pages are at the top of the list, followed by Congress Calendar information, the IFCC handbook and eJIFCC articles. 58% of traffic to the website comes from search engines such as Google. In the file Analytics3 I listed the top 50 terms or keywords used in search engines that were directed to the IFCC website.
- c) New Website Development.
 - i. Insoft has been actively creating website pages with the new format. These pages have been posted in the file-sharing system called Dropbox. These new html files do not contain links and formatting at this time and they have been reviewed for content. After initial delays in January, Insoft has proceeded very quickly.
 - ii. At this time AL considered communication by email exchange with Insoft to be quite limited. He could not devote time to this project for several weeks in late March, early April. He has replied to Insoft emails (attached) and will seek to discuss progress by phone and figure out the next steps.
 - iii. The IFCC website has arranged a contract with Inforce (an Internet Service provider) to host the Umbraco content management system. AL understands the IFCC office has paid their invoice. AL waiting to hear that Insoft has started to migrate web pages on to the new website location.
 - iv. AL understands the second installment of the Insoft contract was paid in April. This invoice included migration of content to the new server. It is very important that we discuss access to this server, review of website content and links and training of staff for the content management system.
 - v. There has been very little discussion about the second phase of website construction that would include a pdf library and an area for forums/discussions.
 - vi. AL looks forward to a frank discussion of the next steps needed to get the website operational and IFCC office staff trained.

- vii. Focus of Insoft should be website structure and leave filling the structure with files to the IFCC. Need some direction from AL, by telephone. Insoft have given direction on server and installed CMS. End of 1st phase. 2nd phase involves PDF library and forum area. Need to decide if private or open as well as the issue of moderation.

10.7.1.3 New Website Review:

The test site of the new website (<http://ifcc.org.instant.cohaesio.net/>) was reviewed and the following Comments & Suggestions compiled by AL:

Missing: Bookstore and services.

Blue bar on 1st page change from <Projects and Programs to: Services and Programs

Within Services and Programs: Include IFCC Store

Top Blue links (upper right) add link to IFCC Store

Banner Ad: Siemens is not a banner ad Company.

Lab tests online: shrink flags,

Our partners change to Key Partners,

List small icons for Labs are Vital, NKDEP, CLSI, JCTLM, JCGM, and RIA.

Spelling: About

Events column on homepage: Use icons for meetings, not text.

About Us page / IFCC office page/ check email listings to be used for office staff and IFCC officers e.g. President at ifcc.org

International collaboration: Latin am...put acronym at end

IFCC news – link at top of home page, put subscribe to information link here.

eJIFCC link at top of home page, put subscribe to info link here.

SD division pages on publications, revise.

Congress Calendar page, list forms on left hand vertical menu (only), the congress page should list upcoming meetings directly.

Education man div page, left vertical menu, add Visiting Lect. Program link directly (not under special projects)

Education management Div page, left menu, sort menu items into following order:

Committees, WGs, then direct links to PSEP, SB, EDU database,

WG IDL suggestions:

Future: Homepage top right links: now: eNews, eJIFCC, future: Publications.

Homepage, Blue Banner Menu Titles:

Scientific Activities, Education & Management, Communications & Publications

For Executive page, add listing for left vertical menu for Divisions.

CPD page>: Left vertical menu titles, do not need to reiterate acronyms (CPD minutes becomes just minutes).

Do the IFCC-CLSI joint articles belong as part of CPD division pages or elsewhere?

EB suggestions:

Lab tests on line smaller

Banner at the bottom, smaller icons one for each corporate member

Arab Federation missing from the International Cooperation Page (within About Us).

Action: AL to make contact with InSoft with list of suggestions.

10.7.2. Bookstore

The bookstore is still in a state of limbo awaiting the new website. KA queried whether we need a bookstore for printed materials i.e. only keep for online material.

10.7.3. Advertisements / Banners

The status of advertisements and banners are being reviewed as part of the development of the new website.

10.7.4. Databases

There is no update to the databases.

10.8 Related Journals

10.8.1 Meeting of Editors

10.8.1.1 Next Meeting of Society Journal Editors and Publishers

Meeting will be held Tuesday afternoon.

10.8.2 Journals

10.8.2.1 Clinical Chemistry & Laboratory Medicine (CCLM)

- a) CCLM is the current official journal of IFCC Current contract is 3 years with automatic renewal for two years unless one party wants to pull out with a relevant notification period. This is due for renewal and therefore a new Request needs to go out.
- b) EJ asked if ED and GS could work on a draft request to be discussed at the next meeting for distribution at end of year with decision by July 2012.
- c) ED asked for copy of the current agreement: EJ to forward to ED and GS.
- d) AL asked if there could be more than one journal. EJ explained that 'official' journal means IFCC retains copyright and committee members receive free journals and members of societies receive reduce rates.
- e) ED concerned about relationship between 'official' journal and eJIFCC. ED suggested next publisher could take on both the paper and electronic versions. This led to discussion of request for tender for official journal and incorporation of eJIFCC in tender. This could be worked into the draft. Articles could be shared between the two.
- f) ED asked if focus is on citation and impact factors. Need to focus and drive the eJIFCC as the 'official' publication of IFCC.

Action: EJ to forward copy of the current agreement to GS and ED

Action: GS and ED to work on document prior to Toronto for distribution in early 2012 for decision in middle 2012 and notification (if required).

10.8.2.2 Clinica Chimica Acta (CCA)

Not discussed

10.8.2.3 Labmedica International (Lml)

No issues

10.8.2.4 Acta Bioquimica Clinical Latinoamericana (ABCL)

No requests for translations.

10.8.2.5 Annals of Clinical Biochemistry (ACB)

Not discussed.

10.9. Public Relations

10.9.1. Brochure

- a) All planned translations of the IFCC brochures have now been completed. This includes English, French, Italian, German, Arabic, Chinese, Russian, Spanish and Portuguese.
- b) Most of the brochures have also been updated and printed brochures in all of the above languages are now available in the IFCC office and have been distributed at different meetings.
- c) In collaboration with two national societies, the brochure has also been translated into other languages (Polish, Persian) and the PDF has been made available to the national societies for distribution. KA asked SC re Persian translation: SC replied that there were problems with the Font, she will complete for Toronto.
- d) Plans are being made to translate the brochure to Turkish with the help of the Turkish society. The Turkish translation will be completed by end of year.

- e) The PR committee welcomes interest from other national societies and regional federation and can assist translation into other languages. However, IFCC will only be able to assist in production of a suitably formatted brochure in PDF. Printing and distribution will be the responsibility of the national society. PV also asked about Asian language translations. KA stated they were not interested as proficient in English. Agreed this may have changed so offer again to APFCB?
- f) Plans are being made to update the brochures by the end of 2011 following the new EB elections being held in Berlin
- g) AL asked about using text and wording on Wikipedia. EJ suggested going ahead with this now with links to website. KA to e-mail text to PV and AL and they will load. ED suggested wait until website ready.
- h) A draft public brochure was developed by LL and KA and presented to the CPD chair and division at the Seoul (October 2010) and Milan (January 2011) meetings. Based on the suggestions received a new finalized version was presented to the CPD at the Berlin meeting.

Action: SC to complete Persian translation.

Action: KA to e-mail PR text to AL and PV for loading on to Wikipedia and social media sites

10.9.2. IFCC Booth

SC showed new posters for Booth. All agreed that they looked good.

10.9.3. Posters

See above

10.9.4. Publicity and Meetings

An informal meeting of the C-PR has been arranged for the upcoming AACC conference in Atlanta in July. Those members who are already planning to attend the AACC conference are invited to participate as well as any members of the CPD who may also be in Atlanta:

10.9.5. Miscellaneous PR Projects

10.6.7.4 IFCC PR PowerPoint Presentation

- a) The PR slide presentation has been recently updated, and been made available to all PR committee members and all IFCC member countries for future presentations at local, regional, and international conferences, to promote the IFCC organization.
- b) EJ asked that the IFCC PR slide kit presentation be resent.
- c) MB offered to translate to Spanish for LA meeting.

Action: KA to resend PR Slide Kit once suggested modifications added.

10.6.7.5 Lab Medicine PR PowerPoint Presentation

- a) A draft slide kit was developed by SM and KA and presented to the CPD chair and division at the Seoul (October 2010) and Milan (January 2011) meetings. Based on the suggestions received, further revisions were made to the slide kit and a new version was presented for discussion at the CPD meeting in Berlin.
- b) SC suggested using new background. A paper on Impact of Lab Med was presented and a copy given to CPD members. BJ will obtain copies of references and forward. MB offered to translate to Spanish. Discussion around definitions: difficult as they vary by Country, also complicated by the new 'Specialist' designation in Europe. BJ offered HD images for the presentation. PV asked to include Facebook and LinkedIn links. EJ asked about IFCC images on website? AL was not sure if they still exist.
- c) KA proposed new task force on cost benefits of Lab Medicine. EJ to present to EB: Evidence based review of benefit of lab medicine.

Action: KA to resend Lab Medicine Slide Kit once suggested modifications added.

Action: BJ to send copies of references to Committee

Action: EJ to present task force proposal to EB

10.10 Corporate Member Activities - Report of Corporate Member

- a) Feedback from Distance Learning request to companies is that current infrastructure will not allow this. BJ will raise at the corporate representatives meeting on Monday afternoon.
- b) Moodle is software recommendation from the Roche education team. PV will wait for Ronda Greave's recommendation to AACB.
- c) BJ will meet Pharmacogenomics task force representative (Ron) to discuss involvement of industry.

10.19 Meetings & Symposia

10.19.1 CPD Symposia

10.19.1.1 eLearning and Distance Education in Clin Chem and Lab Med, ICCB, Berlin 16 May 11 (Joint symposia with EMD)

Webinars, streaming media, blogs, and other e-communications – AL
LabTests On-Line: Transmitting laboratory medicine in the context of national and international guideline - Prof Klouche
IFCC-Siemens Distance Learning Program - EJ
E-learning experiences of National Societies of Clinical Chemistry and Laboratory Medicine – Prof Kocna

10.19.1.2 Peer Review and Ethics in Publications, COLABIOLCI, Punta Cana, DR 23 Nov 11

Four speakers:
EJ: Title to be finalised
KA: Title to be finalised
ED: Title to be finalised
Anthony Newman (Elsevier): Title to be finalised

10.19.1.3 PR and the Value of Laboratory Medicine, AFCB, Marrakech, Morocco, May 12

EJ to verify with GS the exact dates of the meeting and inform him of the CPD interest in having a symposium at the Arabic Federation conference.

Action: EJ to meet with AFCB to finalise involvement and meeting of CPD in Morocco

10.19.2 Future CPD EC Meetings

10.19.2.1 Toronto, CA, 17-18 Sep 11

KA has booked hotel (Sutton Place) and seminar room in hospital (15 minute walk). BJ a likely apology.

10.19.2.2 Milan, IT, 21-22 Jan 12

No issues so far

10.19.2.3 Marrakech, Morocco, 2-5 May 12

As above, dependant upon the acceptance of a CPD symposium at the Arabic Federation conference

10.19.2.4 Venue to Be Decided, Oct 12

PV offered Melbourne in November with AACB (15th to 19th) other options Banff and New York

10.19.2.5 Future Meetings

2013 19-23 May 2013, EFCC, Milan, Italy
17-20 November 2013, APCCB, Bali, Indonesia

2014 22-27 June 2014, WorldLab, Istanbul, Turkey

10.20 Membership

Members:	Position	Term	Time of Office
Ellis Jacobs – EJ (US)	Chair	2 nd	2010 01 – 2012 12
Khosrow Adeli – AD (CA)	Vice Chair/ PR Coordinator	2 nd	2010 01 – 2012 12
Peter Vervaart – PV (AU)	Secretary/Publications-Distance Learning Coordinator	1 st	2011 01 – 2013 12
Grazyna Sypniewska – GS (PL)	Editor, eJIFCC	2 nd	2010 01 – 2011 12
Edgard Delvin - ED (CA)	Editor IFCC News	2 nd	2010 01 – 2012 12
Bruce Jordan - BJ (DE)	Corp. Rep.	1 st	2011 01 - 2013 12

10.20.1 – Call for nominations for eJIFCC Editor

- a. Received 5 nominations, but one retracted, leaving 4 (Delpport, Kovacs, Racz, Stankovic.)
- b. There was a discussion of the preferred attributes of a successful candidate and then a review of the candidates CV's and personal statements.
- c. It was the unanimous decision of the CPD EC to recommend to the EB that Prof Gabor Kovacs (Hungary) be appointed as a member of the CPD-EC and eJIFCC Editor for the term 2012 01 – 2014 12.
- d. Committee thanked GS for her work with eJIFCC as evidenced by the interest in the editor position. EJ suggested GS make contact with Prof Kovacs to hand over activities.

Action: EJ to inform EB of the recommendation that Prof Kovacs be appointed CPD-EC member and eJIFCC editor

Action: PV to send letter to Delpport offering a position on the WG-IDL.

Action: GS to offer membership of WG-eJIFCC to Racz

10.30. Budget

10.40. Other Business

Meeting closed 12 Noon on Saturday 14th May.