



IFCC Communications & Publications Division (CPD)

Khosrow Adeli PhD, FCACB, DABCC
CPD Chair

IFCC Council, Istanbul, Turkey

June 22, 2014



CPD Membership 2014

- **Khosrow Adeli (CA), Chair**
- **Edgard Delvin (CA), Vice Chair/PR Coordinator**
- **Peter Vervaart (AU), Secretary/Publications-Distance Learning Coordinator**
- **Gabor Kovacs (HU) Editor eJIFCC**
- **Tahir Pillay (ZA), News Editor**
- **Bruce Jordan (DE), Corporate Representative**
- ***Silvia Colli-Lanzi (IT), IFCC Office***

CPD Strategic Plan

- Improve Internal Communications Within IFCC and its Member Societies
- Enhance IFCC Organization's Public Relations/Visibility
- Enhance IFCC Media including Website, eNews, and eJournal
- Enhance Distance Learning Opportunities for Member Societies & Their Membership

CPD Committee

- **Committee on Public Relations**
 - Chair, Edgard Delvin (CA)
- **Committee on Internet and eLearning**
 - Chair, Peter Vervaart (AU)

CPD Working Groups

- **WG - IFCC news**
 - Tahir Pillay (SA)
- **WG - eJIFCC**
 - Gabor Kovacs (HU)
- **WG – IANT (Iberio-American Nomenclature & Translations)**
 - Montserrat Blanes-Gonzales (PY)
 - (New Chair: Maria del Carmen Pasquel)

CPD Publications/Media

- **IFCC eNewsletter**
 - Editor, Tahir Pillay (SA)
- **IFCC eJournal**
 - Editor, Gabor Kovacs (HU)
- **IFCC Website**
 - Web-Editor: Janine Grant (AU)

IFCC eJournal | eJIFCC

Editorial Board

Gabor Kovacs (HU) – Editor

Khosrow Adeli (CA)

Borut Bozic (SL)

Rajiv Erasmus (SA)

Nilda Fink (AR)

Evelyn Koay (SY)

Daniel Sayed (US)

Rosa Sierra-Amor (MX)

Sanja Stankovic (SR)

Grayzna Sypniewska (PL)

Oliver Racz (SK)

Istvan Vermes (NL)



Leading the fields of Clinical Chemistry and Laboratory Medicine worldwide

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and Council

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Management

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and Publications

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Conferences

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Communications and Publications

Public Relations Committee

Internet and e-Learning
Committee

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IFCC Publications/Documents

**eJIFCC - electronic Journal of
the IFCC**

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CPD Minutes

eJIFCC - The Journal of the International Federation of Clinical Chemistry and Laboratory Medicine

The Journal Of The International Federation Of Clinical Chemistry
And Laboratory Medicine



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EDITORIAL

Dear Reader,

As you may know from the latest issue, the second term of Professor Grazyna Sypniewska has expired as the editor-in-chief of the Electronic Journal of IFCC. I would like to thank Grazyna for her high quality editorial activity and also that she accepted to stay on the Editorial Board. With the 1st of January 2012 I took it over from Grazyna. Our main goal is to improve the journal and make it an established scientific forum with proper indexing and impact factor. However, it might take a longer period and a lot of our common effort to achieve these goals.

The first issue of 2012 we will publish in a style, frame, and format as earlier. From the second issue on, we would like to give a scientific and professional focus for each individual issue (e.g. dealing with recent developments of molecular diagnostics, diabetes, etc.). For a great part of these thematic issues I would like to invite guest editors who are renowned representatives of the field.

We would also like to improve the quality of the papers. The peer-review process is the key for it. However, the future issues are not meant for research papers only. We would like to open a column on educational matters, including e-learning possibilities in

IFCC eJournal

The New eJIFCC: Enhanced Content & Design/Graphics



Flip-Version



PDF Version

IFCC eNewsletter

- WG membership from Brazil, Canada, Cyprus, France, Malaysia, Mexico, Nigeria, Paraguay, Poland, Slovenia, South Africa, Spain, Tunisia, Uruguay
- Published bi-monthly electronically and in LabMedica International (LMI)
- Editor has been very successful in seeking news items from NRs and Regional Federations in obtaining articles

IFCC eNewsletter



The cover features a white envelope icon with an '@' symbol in the top left. The title 'e-Newsletter' is in a large, bold, blue font, followed by the IFCC logo and full name. Below this, contact information for the Communications and Publications Division (CPD) is provided. A horizontal bar with the IFCC name is followed by a decorative blue and white pattern. The main graphic is a stylized world map with a blue and white dot-matrix effect. Social media icons for Twitter, LinkedIn, and Facebook are in the bottom left. The issue date 'May - June 2014' is in the bottom right.

e-Newsletter 
International Federation
of Clinical Chemistry
and Laboratory Medicine

Communications and Publications Division (CPD) of the IFCC
Editor: Tahir Pillay, MB ChB, PhD, FRCPath (Lon), FCPATH (SA)
Department of Chemical Pathology - University of Pretoria - Pretoria - South Africa
e-mail: ifccnewsletter@ifcc.org

International Federation of Clinical Chemistry and Laboratory Medicine

May - June
2014



The cover features a white envelope icon with an '@' symbol in the top left. The title 'e-Newsletter' is in a large, bold, blue font, followed by the IFCC logo and full name. Below this, a large, circular world map is centered. The text below the map describes the newsletter's purpose and provides a URL for registration.

e-Newsletter 
International Federation
of Clinical Chemistry
and Laboratory Medicine

IFCC eNewsletter is the Federation electronic Newsletter and has the purpose to inform its members of the IFCC activities.

The Newsletter is published every two months of the year, and it is sent via e-mail to subscribers who register on the IFCC website at:

[http://www.ifcc.org/ifcc-communications-publications-division-\(cpd\)/ifcc-publications/enewsletter/](http://www.ifcc.org/ifcc-communications-publications-division-(cpd)/ifcc-publications/enewsletter/)

CPD Committee

C – PR (Committee on Public Relations)

- **Committee Members**

- Dr. Edgard Delvin (ED) (CA) – Chair 1st Term Jan 1st 2013- Dec 31st 2015
- Dr. Ramon Deulofeu (RD) (Spain) – 2nd Term Jan 1st 2014-Dec 31st 2016
- Dr. Anelise Zemlin (ZA) 1st Term Jan 1st 2013- Dec 31st 2015
- Dr. Katherina PSARRA (KP) (Greece) 1st Term Jan 1st 2014-Dec 31st 2016
- Dr. Monica Spalvieri (MS) (Argentina) 1st Term Jan 1st 2014-Dec 31st 2016

- **Corresponding members**

- Dr. Emmanuel Agbedana (EA) (Nigeria)
- Dr. Camelia GRIGORE (CG) (Romania)
- Dr. Magdalena Krintus (MK) (Poland)
- Dr. Curtis Oleschuk (CO) (Canada)

- **Advisors**

- Dr. Fouad Harb (FH) – representing the Arab Federation
- Dr. Endang Hoyaranda (EH) – representing APFCB
- Dr. Ana Leticiade Maselli (LM) – representing COLABIOCLI
- Dr. Graig Webster (CW) –EFLM Chair of the Communications Committee

C-PR Public Relations - Activities

- PR brochure (2012-14)
- PR Slide Kit (Updated)
- Links with the NEW Labs are Vital Program
- Task Force on Impact Of Lab Med on Clinical Management and Outcomes
- Created Slide Kit on Role of Lab Medicine and Its Role in Healthcare Delivery
- Developing a PR brochure for general public, governments and industry



PR Publications

- **PR Brochure**

- Produced in Arabic, Chinese, English, Farsi, French, German, Italian, Japanese, Spanish, Polish, Portuguese, Turkish, Russian

- **PR Slide Kits**

- IFCC PR slide kit
- Lab Medicine slide kit



PR Brochure for General Public

UNDERSTANDING LABORATORY MEDICINE

Laboratory Medicine, Critical to Healthcare Delivery and Patient Care

Laboratory medicine is an integral component of healthcare delivery systems worldwide. Up to 80% of routine patient care is dependent on a wide range of test results from the laboratory. Highly trained laboratory staff test patient samples to ensure the results are accurate, yet timely for medical decisions. Clinical staff use the test results to assist in medical diagnosis, prognosis and treatment monitoring.



Slide Kit on IFCC Organization

(Available for Download on the IFCC Website)

The International Federation of Clinical Chemistry and Laboratory Medicine (IFCC)

**Summary Prepared by the
Committee on Public Relations**

Understanding laboratory medicine



International Federation of Clinical Chemistry & Laboratory Medicine
Committee on Public Relations

IFCC Taskforce on the Impact of Laboratory Medicine on Clinical Management and Outcomes (TF-ICO)

Developed through the IFCC - CPD
(IFCC Communications and Publications Division)

Chair: Mike Hallworth

C.R. Fantz	Member	US
T. Higgins	Member	CA
E. Kilpatrick	Member	UK
S. Rana	Member	IN
F. Vanstapel	Member	BE
S. Faye	Corp. Rep.	UK
C. Ebert	Corp. Rep.	DE



IFCC Taskforce - (TF-ICO)

Terms of Reference

1. **Evaluate the available evidence** supporting the impact of laboratory medicine in healthcare (a critical review of published literature) with a focus on data published since 2007.
2. **Develop the study design** for new retrospective and prospective studies to generate evidence-based data to support IFCC promotional activities to the healthcare community and the public

The taskforce will also work on refining the old and non-specific '70% claim' by defining some of the key decisions in the clinical process and looking at the role of lab medicine in each of these, either in specific care pathways (e.g using published guidelines for specific conditions) or in specific settings, e.g. ER - decision to admit, acute medical ward - decision to treat etc.



LABS VITAL

- **Transitioning from an Abbott initiative to one driven and managed by a consortium of global professional bodies.**
 - *International Federation of Clinical Chemistry and Laboratory Medicine (IFCC)*
 - *World Association of Societies of Pathology & Laboratory Medicine (WASPaLM)*
 - *American Society for Clinical Pathology (ASCP)*
 - *International Federation of Biomedical Laboratory Scientists (IFBLS)*

CPD Committee

C-IeL (Internet and eLearning)

Name	Family name	Position	Term	Time in Office	Country
Peter	Vervaart	Chair	2nd	2014 1-2016 12	Australia
Eduardo	Freggiaro	Social Media Coordinator	1 st	2012 1-2014 12	Argentina
Petr	Kocna	Member	1 st	2012 1-2014 12	Czech Republic
Janine	Grant	Web Editor	1 st	2014 1-2016 12	Australia
Hideo	Sakamoto	Member	1 st	2012 1-2014 12	Japan
Montserrat	Blanes Gonzales	Corresponding Member			Paraguay
Christine	Collier	Corresponding Member			Canada
Rhena	Delpont	Corresponding Member			South Africa
Endang	Hoyaranda	Corresponding Member			Indonesia
Gustav	Kováč	Corresponding Member			Slovak Republic
Ana	Merino	Corresponding Member			Spain
Barna	Vásárhelyi	Corresponding Member			Hungary
Loralie	Langman	Corresponding Member			USA
Sanjeevi	Rao	Corresponding Member			India

C – IeL Recent Activities

- Electronic/Preferential Voting
- Development of Private/Closed Website areas
- Distance Learning Programming Access
- Developing Policy and Procedure for IFCC functional unit access/editing of individual web pages

Event Highlights

IFCC General Conference Kuala Lumpur 2012

Nov 17 - 20, 2012



IFCC-EFLM EuroMedLab 2013

May 19 - 23, 2013



APFCB 2013

Oct 27 - 30, 2013



[Go to the IFCC Calendar](#)

Latest news

Abstracts for EuroMedLab Milano 2013: last call!

Wednesday, November 07, 2012



Last call for submitting an abstract at EuroMedLab Milano 2013! Deadline 15 November 2012, 18:30 CET.
[Read more](#)

El Microscopio - Radio 4 Internet

Friday, November 02, 2012



The Microscope, the Ibero American Radio of Clinical Biochemistry, began broadcasting on June 8th 2012 at 1pm - Argentina time (GMT -03). Content is also now available in English for the IFCC English speaking community.

[Read more](#)

IUPAC - Public review of the VIN

Tuesday, October 30, 2012



Scientists of disciplines in clinical laboratory sciences have long recognized the need for a common language for efficient and safe requesting of investigations, reporting of results, and communication of experience and scientific achievements. The "International vocabulary of metrology — Basic and general concepts and associated terms" (VIM) is designed for metrology, the science of measurement.

[Read more](#)

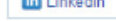
Key Partners



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WEBSITE IMPROVEMENTS

- Develop policy for dealing with various requests for “hosting” websites, and importing and maintaining databases.
- eLibrary and Archives
- Bookstore/PayPal
- Enhance the website’s attractiveness, effectiveness and popularity – **ON GOING**

IFCC Website Usage

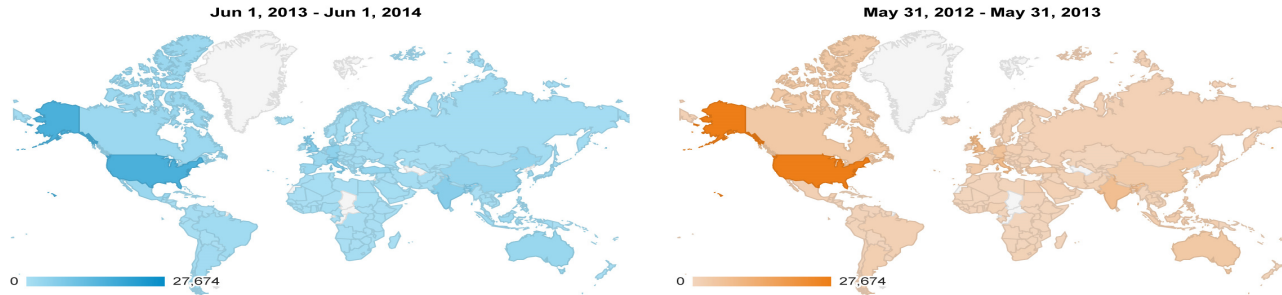
Location

Jun 1, 2013 - Jun 1, 2014
Compare to: May 31, 2012 - May 31, 2013

All Sessions +0.00%
 + Add Segment

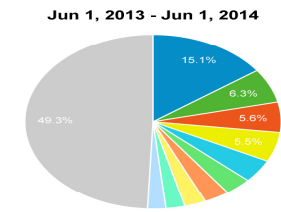
Map Overlay

Summary

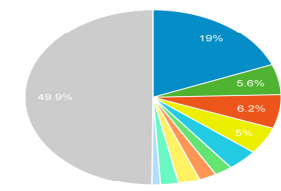


Country / Territory	Sessions		Sessions	
		27.38% 105,928 vs 145,876		27.38% 105,928 vs 145,876
1. United States				
Jun 1, 2013 - Jun 1, 2014		15,959		15.07%
May 31, 2012 - May 31, 2013		27,674		18.97%
2. Italy				
Jun 1, 2013 - Jun 1, 2014		6,697		6.32%
May 31, 2012 - May 31, 2013		8,101		5.55%
3. United Kingdom				
Jun 1, 2013 - Jun 1, 2014		5,902		5.57%
May 31, 2012 - May 31, 2013		9,008		6.18%
4. India				
Jun 1, 2013 - Jun 1, 2014		5,784		5.46%
May 31, 2012 - May 31, 2013		7,278		4.99%
5. Germany				
Jun 1, 2013 - Jun 1, 2014		4,550		4.30%
May 31, 2012 - May 31, 2013		5,703		3.91%
6. China				
Jun 1, 2013 - Jun 1, 2014		3,575		3.37%
May 31, 2012 - May 31, 2013		3,286		2.25%

Contribution to total: Sessions



May 31, 2012 - May 31, 2013



TOP 10 PAGES

Homepage	19.31%
Congresses & Conferences	4.08%
SD Homepage	2.30%
CPD Homepage	2.14%
EMD Homepage	1.92%
EB & Council Page	1.67%
eJournal Page	1.30%
eJournal Index	1.26%
Publications/Documents Page	1.19%
Index	1.08%

Visitor Flow:

40% Home Page

24% Journal

7% Index

Congresses

Search

SD // CPD // EMD

Website Activities

- C-EBM Database
- C-NPU Database
- C-ECD Database
- C-MD CLGGS
(Clinical Laboratory Genomics & Genetics Standards)
- ESAB (European Scientific Advisory Board) Linkage
- RIA (Rincon Iberoamericano) Web pages

http://www.if... IFCC - Welcome IFCC Ria Verizon | MyVerizon ...

Whitelist



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[AACC Recursos en español](#)

Rincón Iberoamericano

[Diagnóstico in vitro](#)

Revista Electrónica de la Federación Internacional de Química Clínica para los Países Iberoamericanos

Página dirigida por: MONTSERRAT BLANES

Correo electrónico: mblanes@ips.gov.py

El Microscopio: radio x internet

Un espacio para informar, debatir problemas y encontrar soluciones

Hemos lanzado la radio iberoamericana de bioquímica clínica "El Microscopio" auspiciada por la IFCC, organizada por el Grupo de Trabajo Iberoamericano WG IANT Ibero-American Nomenclature and Translations y el comité de Medicina de laboratorio Basada en la Evidencia (C-EBLM).

El Microscopio es un programa de radio de una hora de duración, que se emite semanalmente a través de Internet. Se transmite los miércoles a partir de las 13:00 hs., hora de Argentina (GMT -3), aunque todos los programas podrán ser escuchados en cualquier momento a través del portal www.infobioquimica.com

La idea surgió a partir de la necesidad de mejorar la comunicación entre todos los laboratorios clínicos de Iberoamérica y con la IFCC, difundiendo temas de interés científico, estratégico y de actualidad.

Se tratan temas tales como el uso y la interpretación de las pruebas de laboratorio, desempeño de tecnologías y métodos, gestión del laboratorio, así como problemáticas sociales, legales, políticas y gremiales. Además, se generará un espacio para la promoción del compromiso social y ambiental de los laboratorios con sus comunidades, aspirando a mejorar la comunicación entre el equipo de salud y los pacientes.

A través de El Microscopio se podrán promover actividades y estrategias que adicione valor al laboratorio clínico en el proceso de atención de la salud, difundir cursos y congresos, promover actividades culturales y sociales dentro del ámbito de los laboratorios clínicos como el turismo o el arte.

También, se invitará a participar en los distintos foros temáticos a través de www.infobioquimica.com de modo de facilitar la comunicación entre los académicos, residentes y estudiantes de Iberoamérica relacionados con la bioquímica clínica.

Miércoles 6 de Junio

**Primer Programa 13:00 hs
(GMT -3)**

Internet & Distance Learning

- **Website Strategy**
 - To communicate with IFCC members by providing a facility to disseminate and exchange ideas and information
 - To provide a platform for e-teaching and e-learning by stressing IT literacy for all
 - To disseminate useful and accurate knowledge and information
- **General Actions**
 - Improve usability of website
 - Diversify content of website
 - Informing lab personnel IT knowledge and internet skills
 - Introduce IFCC members to variety of learning technologies



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**[Webinars and Distance
Learning Modules](#)**

Webinars and Distance Learning Programmes

[Natriuretic Peptides and ISO 15189 - Distance Learning Programme \(Sponsored by Siemens\)](#)

[Point-of-Care Testing - Distance Learning Programme \(Developed by the Association for Clinical Biochemistry\)](#)

[Cardiac Markers Round Table \(Developed by the Task Force Young Scientists TF-YS\)](#)

[Transfusion Medicine eLearning Portal \(Developed by BloodSafe eLearning Australia: Note this material is directed to Australians therefore users should also check local regulations\)](#)

[Clinical Chemistry Trainee Council \(Developed by *Clinical Chemistry* and Sponsored by the Beckman Coulter Foundation and Department of Laboratory Medicine, Children's Hospital, Boston\)](#)

['El Microscopio' programs in English \(Developed by Hernan Fares Taie with funding provided by the IFCC\).](#)

IFCC eAcademy

- The eAcademy is in its design phase
- Insoft Digital is creating the concept, description and functional mockups
- Given its size, the project is likely to be staged
- Initial release will include the most common features
- Second release will include more advanced features
- Third release will include membership options, for tracking and crediting

The screenshot displays the IFCC eAcademy website interface. At the top, the IFCC logo is on the left, and navigation links (Home, About us, IFCC Newsletter, eIFCC, Resources, Sitemap, Contact us) are on the right. Below the logo is the tagline 'Leading the fields of Clinical Chemistry and Laboratory Medicine worldwide' and a search bar. A horizontal menu contains links for Executive Board and Council, Scientific Activities, Education and Management, Communications and Publications, Congresses and Conferences, and Index by Subject. The main content area shows the breadcrumb 'You are here: Frontpage > eAcademy'. On the left is a sidebar with 'IFCC eAcademy' and a list of categories: Topics, Events, Content types, Authors, and Document Library. The main area features a search section with the heading 'IFCC eAcademy' and 'Search the entire eAcademy...'. It includes a 'Search by keyword:' field with a 'Submit' button and a 'Hide advanced search' link. Below this are several filters: 'All topics' (dropdown), 'Content type: All content types' (dropdown), 'Date interval: from - to' (text input), 'Event: All events' (dropdown), and 'Author: All authors' (dropdown). At the bottom, there is a section titled '... Or browse by topics' containing a 3x4 grid of topic boxes. Each box is labeled 'Topic X' and 'XX items', where X ranges from 1 to 12.

Topic 1 XX items	Topic 2 XX items	Topic 3 XX items	Topic 4 XX items
Topic 5 XX items	Topic 6 XX items	Topic 7 XX items	Topic 8 XX items
Topic 9 XX items	Topic 10 XX items	Topic 11 XX items	Topic 12 XX items

IFCC is on
Facebook and LinkedIn
(31) (502)

**Don't wait... Join us and exchange
your ideas with the IFCC colleagues!**



Other CPD Activities

- National Societies Journal Editors & Publishers
- Symposia at IFCC Regional Congresses
- Granting Translation & Reprinting Approval
 - Acta Bioquímica Clínica Latinoamericana

CPD **Symposia** in 2013/14

- Public Relations and the Value of Laboratory Medicine – EuromedLab, Milan, Italy, May 2013
- Internet and Distance Learning – APCCB, Bali, Indonesia, Nov 2013
- Peer Review in the Electronic Age – Istanbul, Turkey, June 2014