



IFCC Communications & Publications Division (CPD)

Khosrow Adeli PhD, FCACB, DABCC

IFCC General Conference

Madrid, March 18, 2016

CPD Executive 2016

• K. Adeli	Chair	CA	1st	2016 01 - 2018 12
• E. Delvin	Vice Chair	CA	1st	2016 01 - 2018 12
• T. Pillay	Member	ZA	1st	2016 01 - 2018 12
• G. L. Kovács	Member	HU	2nd	2015 01 - 2017 12
• P. Vervaart	Member	AU	2nd	2014 01 - 2016 12
• B. Jordan	Corp. Rep.	CH	2nd	2014 01 - 2016 12

- Janine Grant (AU) Website Editor
- Ellis Jacobs (US) LRV IFCC Representative
- Anthony Newman (NL) Publications Consultant



CPD Committees & Working Groups

- **Committee on Public Relations**
 - **Chair, Edgard Delvin (CA)**
- **Committee on Internet and eLearning**
 - **Chair, Peter Vervaart (AU)**
- **WG - eJIFCC**
 - **Gabor Kovacs (HU)**
- **WG - IFCC eNews**
 - **Tahir Pillay (SA)**
- **WG – IANT (Ibero-American Nomenclature & Translations)**
 - **Maria del Carmen Pasquel (EC)**

CPD Strategic Plan

- Communicate the work of the IFCC to clinical laboratory scientists, physicians and health care policy makers worldwide *CPD, C-IeL, C-PR*
- Continue to Enhance IFCC Media: *Website, eNews, eJournal*
- Promote Distance Learning Opportunities for Member Societies & their Membership *eAcademy, C-IeL*
- Enhance IFCC Organization's Public Relations/Visibility *C-PR*
- Promote the image of the IFCC to its individual members, to the biomedical industry and to the world-wide health care community at large *C-PR*
- Improve Internal Communications Within IFCC and its Member Societies

CPD Publications & Media

- **IFCC eNewsletter** Editor, Tahir Pillay (ZA)
- **IFCC eJournal** Editor, Gabor Kovacs (HU)
- **IFCC Website** Web-Editor, Janine Grant (AU)
- **IFCC eAcademy** Coordinator, Peter Vervaart (AU)



IFCC Social Media



LinkedIn



FaceBook



Twitter

IFCC Website

The screenshot shows the IFCC website homepage. At the top left is the IFCC logo: "International Federation of Clinical Chemistry and Laboratory Medicine". To its right is a navigation menu: "Home | About us | News | IFCC eNews | eJIFCC | Index by Subject | Sitemap | Contact us". Below the logo is the tagline: "Leading the fields of Clinical Chemistry and Laboratory Medicine worldwide". A search bar is located to the right of the tagline. A blue navigation bar contains the following categories: "Executive Board and Council", "Scientific Division", "Education and Management", "Communications and Publications", "Congresses and Conferences", and "Resources & Downloads".

The main content area is divided into three columns:

- Event Highlights:** Lists upcoming events such as "IFCC-EFLM EuroMedLab 2016" (Jun 21 - 25, 2015), "Turning Science into Caring - 8th Annual Asia Pacific & Japan Scientific Symposium" (Sep 02 - 03, 2015), and "COLABIOCLI 2016 - XXII Congreso Latinoamericano de Bioquímica Clínica" (Sep 24 - 28, 2015). A "Go to the IFCC Calendar" link is at the bottom.
- Latest news:** Features articles like "IFCC eNews May - June 2015 Issue" (Thursday, June 4, 2015) and "New Events Calendar" (Thursday, May 21, 2015). It also includes a news item: "Paris Congress website has been updated" (Friday, May 15, 2015).
- IFCC Media:** A vertical sidebar containing logos for "eJIFCC", "eNews", "RIA", "el microscopio", "Brochures and Slides", "SUBSCRIBE", "Key Partners" (including "IFCC Regional Federations", "JCFML", "Lib Texts Online", "LABS in VITAL", and "CLINICA CHIMICA ACTA"), and "Follow us" with social media icons.

At the bottom of the page is a footer with the same navigation menu as the top, copyright information: "Copyright © 2000 - 2015 IFCC. All rights reserved.", and logos for sponsors: "Dako", "M", "Binding Site", and "ThermoFisher Scientific".

Continues to be

- A major communication tool
- Repository of resources
- Window for IFCC members and Functional Units
- Hosting platform for IFCC initiatives and projects

Several Major and Minor Updates in 2015-2016

IFCC e-News

Enhanced Content & Design/Graphics



- Flip & PDF Versions
- Expanded readership with inclusion of IFCC congresses participants available email contacts (> 15.000)
- Continues to expand its focus to offer visibility to IFCC members and their activities
- Identified as prototype for version in Spanish
- Regular contributions from Divisions
- Collaboration with LMI, both English and Spanish editions

New IFCC e-News FLASH

(Bi-monthly starting in May)

IFCC eJournal

Enhanced Content & Design/Graphics



- Flip & PDF Versions
- Continues to alternate themed issues to non themed ones
- Harjit Pal Bhattoa, University of Debrecen, Debrecen, Hungary –
NEW Editorial Board Member as Assistant Editor

1/2016: Harmonization of clinical laboratory test results
Guest Editor: Jillian R. Tate, Gary L. Myers

4/2015: Laboratory medicine in Latin America
(FIRST ISSUE PUBLISHED IN SPANISH and ENGLISH)
Guest Editor: Rosa I. Sierra-Amor and Maria del Carmen Pasquel Carrera

3/2015: Focusing on Guidelines for Laboratory Medicine and Biomarkers
Guest Editors: Andrea R. Horvath

IFCC eJournal PUBMED Indexed as of 2016

IFCC *eAcademy*

- The **eAcademy** launched in Paris at EuroLabMed
- New content being added
- Insoft Digital has created the concept, description and functional mockups
- 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



IFCC eAcademy



Executive Board and Council Scientific Activities Education and Management Communications and Publications Congresses and Conferences Index by Subject

Home → eAcademy

eAcademy

Search

Topics

Authors

Events

Content types

38 Webinars & 45 External Links Seeking Subject Experts to Provide eLearning Modules

Search the entire eAcademy....

keyword

... or browse by topics

Quality Management and Accreditation A short and brief description of this content topic ... Topic 6 items	Methodology A short and brief description of this content topic ... Topic 6 items	Core / Stat Laboratory A short and brief description of this content topic ... Topic 6 items
Endocrinology and Metabolism A short and brief description of this content topic ... Topic 6 items	Drug Monitoring A short and brief description of this content topic ... Topic 6 items	Neoplasia A short and brief description of this content topic ... Topic 6 items
Genetic Testing A short and brief description of this content topic ...	Other Areas of Laboratory Medicine A short and brief description of this content topic ...	



IFCC Public Relations Tools

- **PR brochures 2015-2017:**
Completed for English, Arabic, Chinese, French, Greek, Italian, Polish, Russian, Spanish, Turkish, Portuguese, German and Farsi.
- PR Brochure for Corporate Members
- **Slide Kit** on IFCC organization
- **Task Force** on Impact Of Lab Med on Clinical Management and Outcomes
- **Slide Kit** on Role of Lab Medicine and its Role in Healthcare Delivery
- **PR brochure** for general public, governments and industry, both in English and in Spanish – new languages to come.



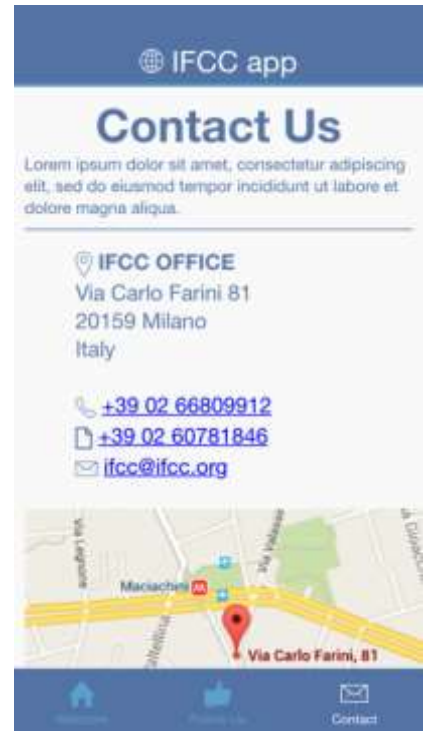
UNDERSTANDING LABORATORY MEDICINE



COMPRENDIENDO EL LABORATORIO DE MEDICINA



New IFCC app development



IFCC CPD *New Annual Survey*

- **First annual survey in February 2016**
- **636 Responses**
- **Survey results will be presented at the GC**
- **Survey results to be published in IFCC eNews**

Key Findings:

*To be presented by
Edgard Delvin, C-PR*



Thank you!