

***IFCC PR Activities:  
"Facing the Digital Future of IFCC  
Communications"***

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***Chair - IFCC Committee for Public relations***

***Vice-Chair - Communications & Publications Division***

***IFCC General Conference  
Madrid 2016***

## *Communication & Publication Division*

- *To provide worldwide communications on the role of the IFCC to clinical scientists, physicians and health policy makers.*
- *To provide the continuing education material and services generated by the different IFCC Functional units.*

*Examples of what is available at the  
present time*

# *Web-based resources*

## *Developed by IFCC functional units*

<i>Functional Unit</i>	<i>Example Documents</i>
<i>TF-E</i>	<i>Publication Ethics and Ethics in Science</i>
<i>TF-CB</i>	<i>Development of educational materials about high-sensitive troponin assay use</i>
<i>TF-PoCT</i>	<i>Preparation of educational support material for those using or considering the use of POCT</i>
<i>C-NPU</i>	<i>NPU for reporting clinical laboratory data</i>
<i>C-AQ/C-CLM</i>	<i>Quality of Management &amp; Quality of Analysis. A Handbook for developing Countries.</i>
<i>TF-YS</i>	<i>Cardiac Marker Round table</i>
<i>C-STFT</i>	<i>Progress in standardization of thyroid function tests</i>

# Top 5 downloaded web-based resources

Resource	Frequency
<i>Preanalytical Variables and their influence on the Quality of Laboratory Results. Narayyanan Sand Guder. eJIFCC vol 13 no 1.</i>	423
<i>Troponin I and T - November 2014 (pdf). WG-TNI</i>	369
<i>Standardisation in Clinical Enzymology. Infusino I and Panteghini M. eJIFCC vol 20 no 3.</i>	333
<i>eJIFCC March 2015, vol 26 no 2.</i>	273
<i>Uncertainty in Measurement - Introduction and examples from laboratory medicine. Kallner A. eJIFCC vol 13 no 1.</i>	224

\* 21 April - 31 Dec 2015

*A large number of useful and free  
documents are available*

*Are Members of Member Societies aware?*

# Web 2.0 communication Tools Opportunities & Challenges



*Social Networking*



*Professional Networking*



*Microblogging*



*Encyclopedia*



*Bookmarking*



*Video sharing*



*Online Pinboard*

## *New IFCC CPD Annual Survey 2016 - Why?*

- *To try to understand what Members of Member Societies need from IFCC*
- *How effective are the communication tools?*
  
- *Number of Societies that responded: 61 (102)*
- *Number of responses: 636*



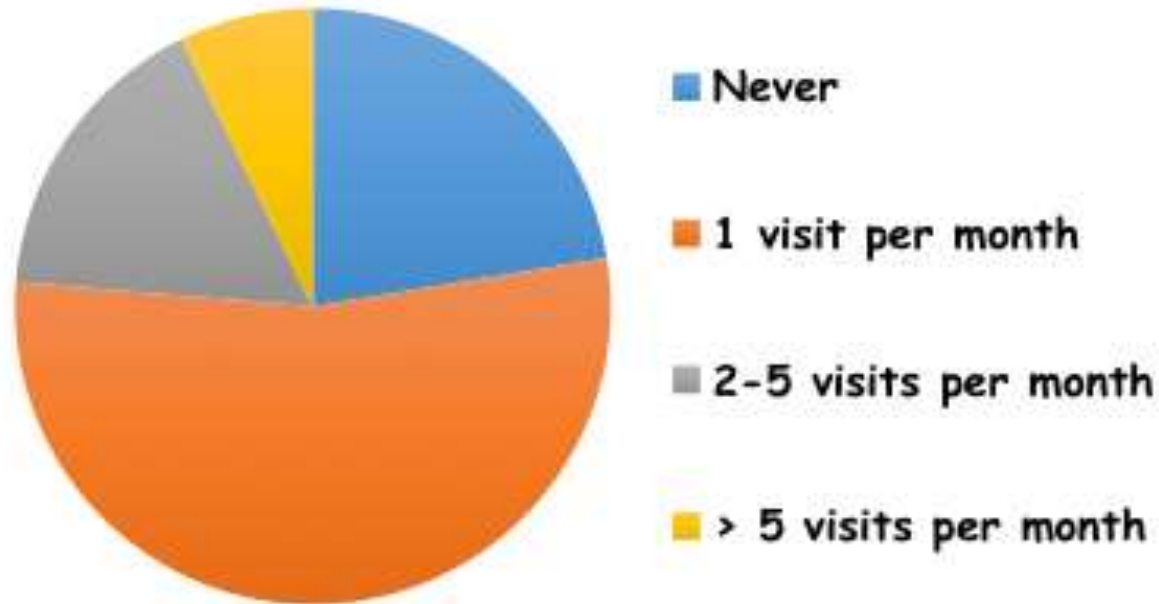
## *New IFCC CPD Annual Survey 2016*

*Most Societies today have a website*

*Less than half have electronic educational resources*

*A fewer still are willing to share them*

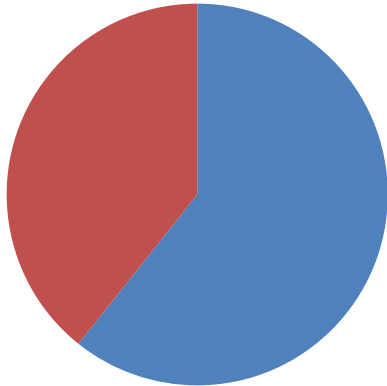
## *IFCC Website accession 2016*



**620 respondents**  
**Three out of four responders visit the website**

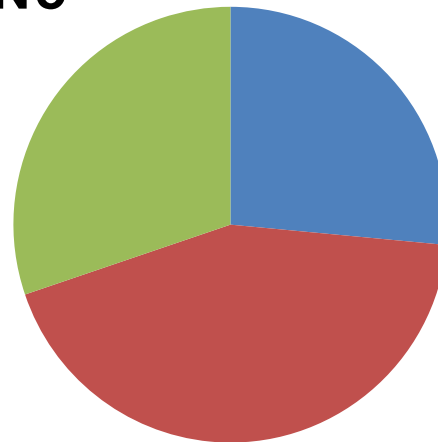
# IFCC eNews visibility 2016

Do you receive the IFCC eNews?



■ Yes  
■ No

How often do you read it?



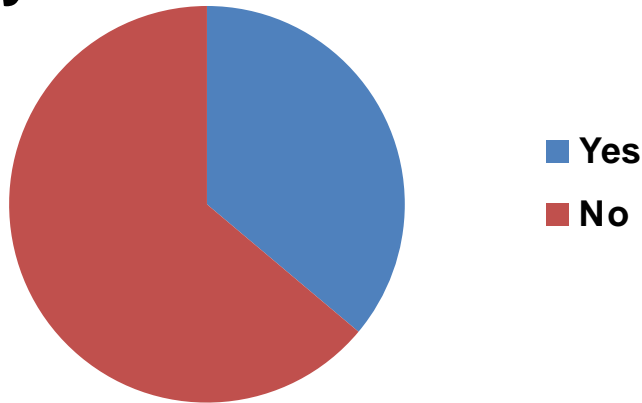
■ Regularly (read each issue)  
■ Occasionally (read occasional issues)  
■ Never (I do not read/not familiar with IFCC eNews)

**613 respondents**  
**> 60 % receive it**

**609 respondents**  
**>70% read it**

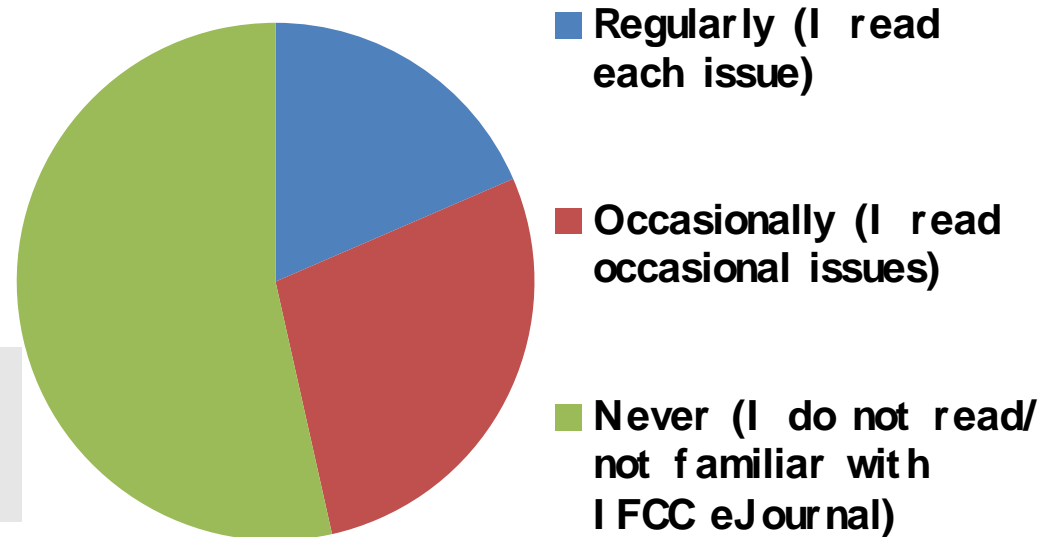
## IFCC eJIFCC visibility 2016

Do you receive the eJIFCC?



**605 respondents**  
**> 60 % do not receive it**

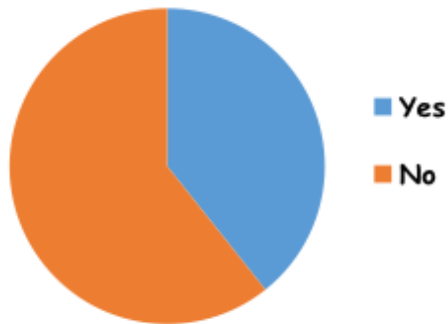
How often do you read it?



**605 respondents**  
**> 60 % do not read it**

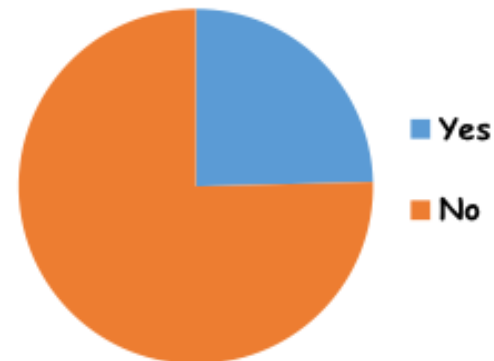
## *IFCC eAcademy visibility 2016*

*Are you aware of the IFCC  
eAcademy*



*602 respondents  
> 60 % are not aware !*

*Have you accessed /used eLearning  
program on IFCC website?*



*236 respondents  
75 % Never do !*

## *Awareness of IFCC activities 2016 Survey*

- *% of respondents aware of:*
  - *EB activities/TF: 37.3%*
  - *CPD activities: 31.7%*
  - *EMD activities: 32.0%*
  - *SD activities: 35.9%*

*At least 2/3 of membership is unaware of IFCC activities*

## *Challenges & Opportunities*

- ***Challenges***
  - ***Communication with Member Society Members***
  - ***Knowledge of what National Society Members want***
  - ***Keeping information up to date***
  
- ***Opportunities***
  - ***Excellent availability of information for members***
  - ***Improve access to the IFCC resources***

# Coming soon the eNewsletter, eJIFCC on the new app





## How to face challenges

- **Challenge: How does the IFCC effectively communicate with your Society members?**
  - **IFCC could ask members to register at the IFCC home page (registration banner)**
  - **Societies could include a link to the IFCC "subscribe page" to receive IFCC info from your Society website**
  - **Societies could provide member contact information: Data security aspects will be respected.**

**Encourage your members to subscribe to receive free direct IFCC eNews, eJIFCC, eAcademy & eLearning information**

*The CPD, is there to help all IFCC Committees, Working Groups, & Task Forces in promoting their continuing education material and services, and in improving communications with health professionals worldwide.*

*Do not hesitate to contact us!*

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