



IFCC Communications & Publications Division (CPD)

Khosrow Adeli PhD, FCACB, DABCC
CPD Chair

IFCC Council, Durban, South Africa

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CPD Mandate



The Communications and Publications Division (CPD) has *responsibility for all publication and public relations activities of the IFCC*

Including: the Electronic Journal (eJIFCC), the IFCC eNews, IFCC website, IFCC eApp, IFCC eAcademy, Social Media and the development of Promotional Material

CPD Mission/Strategic Plan



- Improve Internal Communications within IFCC and with its Members
- Enhance IFCC Organization's Public Relations and increase visibility
- Enhance IFCC Media including Website, eNews, eJournal, eNewsFlash, IFCC App and Social Media
- Enhance Distance Learning Opportunities for Member Societies & their membership
- Focus on eAcademy and deliver a complete and valuable eLearning platform

CPD Publications/Media



- **IFCC eNewsletter and IFCC eNews Flash**
Editor, Tahir Pillay (SA)
- **IFCC eJournal**
Editor, Gabor Kovacs (HU)
- **IFCC Website**
Web-Editor: Janine Grant (AU)
- **Diagnóstico in Vitro**
Editor: Maria del Carmen Pasquel

eJIFCC - eJournal of IFCC



Chief Editor **Gabor Kovacs (HU)**

Assistant Editor: **Harjit Pal Bhattoa (HU)** Case Editor: **Reinhard B. Raggam (DE)**

Editorial Board:

Khosrow Adeli, The Hospital for Sick Children, University of Toronto, Canada	Borut Božič, University Medical Center, Ljubljana, Slovenia	Edgard Delvin, CHU Sainte-Justine Research Center, Montréal, Québec, Canada	Nilda E. Fink, Universidad Nacional de La Plata, Argentina
Ronda Greaves, School of Health and Biomedical Sciences, RMIT University, Victoria, Australia	Mike Hallworth, Shrewsbury, United Kingdom	Andrea R. Horvath, Prince of Wales Hospital and School of Medical Sciences, University of New South Wales, Sydney, Australia	Ellis Jacobs, Alere Inc., New York, USA
Allan S. Jaffe, Mayo Clinic, Rochester, USA	Bruce Jordan, Roche Diagnostics, Rotkreuz, Switzerland	János Kappelmayer, Faculty of Medicine, University of Debrecen, Hungary	Evelyn Koay, National University, Singapore
Gary L. Myers, Joint Committee for Traceability in Laboratory Medicine, USA	Tomris Ozben, Akdeniz University, Antalya, Turkey	Maria D. Pasic, Laboratory Medicine and Pathobiology, University of Toronto, Canada	Maria del C. Pasquel Carrera, College of Chemists, Biochemists and Pharmacists, Pichincha, Ecuador
Oliver Racz, University of Kosice, Slovakia	Rosa Sierra Amor, Laboratorio Laquims, Veracruz, Mexico	Sanja Stankovic, Institute of Medical Biochemistry, Clinical Center of Serbia, Belgrade, Serbia	Danyal Syed, Ryancenter, New York, USA
Grazyna Sypniewska, Collegium Medicum, NC University, Bydgoszcz, Poland	Jillian R. Tate, Queensland Royal Brisbane and Women's Hospital, Herston, Australia	Peter Vervaart, LabMed Consulting, Australia	Stacy E. Walz, Arkansas State University, USA

eJIFCC - eJournal of IFCC



- Enhanced Content & Design
- Sent freely via mass mailing to subscribers as PDF
- Single articles available for download
- Indexed by Pub Med Central
- Continuing the alternation between themed issues with Guest Editors and general articles issues



Plans for the future

- Finalize indexing on: Scopus, Web of Sciences, Thomson Reuters
- Nominate a new Editor in Chief
- Identify few associated or a deputy editor/s to support the future work of the eJIFCC Editor
- Complete indexing of archived eJIFCC volumes

eNews – IFCC newsletter

Chief Editor **Tahir Pillay (ZA)**



- WG membership from Brazil, Canada, Cyprus, France, Malaysia, Mexico, Nigeria, Paraguay, Poland, Slovenia, South Africa, Spain, Tunisia, Uruguay: 25 representatives with 9 national society liaisons
- Published bi-monthly electronically and in LabMedica International (LMI)
- Sent freely via mass mailing to subscribers as PDF and flipping format
- Editor has been very successful in seeking news items from NRs and Regional Federations in obtaining articles

Plans for the future

- Going towards monthly frequency
- Coordinate with Social Media editor to post most popular articles on IFCC Social accounts
- Invite National Representatives to send email addresses of members to increase readership

eNews – IFCC enewsflash



- Published bi-monthly, alternating with the IFCC eNews
- Sent freely via mass mailing to subscribers via mass-mailing
- Communication tool to cover IFCC breaking News

IFCC CPD *Electronic App (eApp)*

- *First version released in 2016*
- *New update planned for 2018*



IFCC CPD *New Annual Survey*

- Annual surveys in 2016 and 2017
- Hundreds of Responses for each survey but
- 2015 survey results presented at the IFCC General Conference
- 2017 survey results published in IFCC eNews

Survey Findings?

IFCC CPD *2017 Annual Survey*

- A total of **831 responses were received from 63 countries**, representing approximately 68% of IFCC member societies but only about 2% of the total number of society member scientists worldwide.
- Respondents indicated **significant interest in the eNewsletter, eNewsFlash and eJIFCC** and excellent readability
- Interestingly, **40-50% of responders report receiving them**, of which 75% were informed of these publications through their National Representatives.
- IFCC membership **highly value IFCC media content and format**.
- The **eAcademy** webpage content, although visited to a lesser extent, is mostly perceived as very good to excellent.
- The majority of those who visit the webpage commented that they would be interested in obtaining **Continuing Education Credits (CEC)** through the eAcademy program.
- Fortunately, these new features are already planned in **phase 2** and **phase 3** of the eAcademy program development and will be available later this year.

CPD Functional Units



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

C-PR Committee on Public Relations



Chair: **Edgard Delvin (CA)**

Members

Emanuel Agbedana - NG

Magdalena Krintus - PL

Katherina Psarra- GR

Monica Spalvieri- AR

Advisors

F. Harb AFCB

A.B. Okesina AFCC

E. Hoyaranda APFCB

A.L. Maselli COLABIOCLI

MS Graziani EFLM

D. Kinniburgh NAFCC

Corresponding members

C. Grigore RO

A. Karabulut TR

R. Lichtinghagen DE

C. Oleschuk CA

M.E. Shroeder UY

R. Stonys LT

C-PR Activity

- PR brochures (2015-17)
- PR Slide Kit (Updated)
- Links with the NEW Labs are Vital Program
- 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
- Yearly survey on «Understanding IFCC Membership»

Plans for the future

- Develop a PR brochure for general public, governments and industry
- Update IFCC brochures and PR slide kits in cooperation with National Representatives
- Assist IFCC members in improving its visibility in their country of residence, national society, region, as well as internationally
- Create new posters for the promotion of IFCC.
- Revise C-PR terms of reference and prepare a new action plan



Understanding laboratory medicine

a PR project to promote Laboratory Medicine



Understanding laboratory medicine



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

COMPRENDIENDO EL LABORATORIO DE MEDICINA

El Laboratorio de Medicina es fundamental para el cuidado del paciente y la asistencia sanitaria

El Laboratorio de Medicina es un componente integral de la asistencia sanitaria en todo el mundo. Hasta un 80% del control rutinario de los pacientes depende en gran medida de los resultados de los análisis. Los facultativos de los laboratorios están muy preparados para realizar los múltiples análisis de las muestras de los pacientes, asegurar la máxima precisión de los resultados, e informarlos lo más rápidamente posible, para que los médicos puedan utilizarlos para el diagnóstico, pronóstico y control de la eficacia del tratamiento del paciente.



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.



Presentation and Brochure available both in English and Spanish



DURBAN – ZA, 22 OCT 2017 - CPD REPORT

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



Developed through the IFCC - CPD

Chair: **Mike Hallworth**

The TF-ICO has completed the remit in their original Terms of Reference but the topic of outcomes research remains of considerable importance to IFCC, and it will be incorporated into IFCC's ongoing agenda.

The results of the TF-ICO work were presented at WorldLab Istanbul 2014, and at EuromedLab Paris 2015. The presentation is available for download on the IFCC website.

The TF-ICO prepared a special themed issue of the eJIFCC

January 2015	ISSN 1650-3414	Volume 26 Number 1
eJIFCC		
Communications and Publications Division (CPD) of the IFCC Editor-in-chief: Prof. Gábor L. Kovács, MD, PhD, DSc Department of Laboratory Medicine, Faculty of Medicine, University of Pecs, Hungary E-mail: ejifcc@ifcc.org		
The Journal of International Federation of Clinical Chemistry and Laboratory Medicine		
In this issue		
Foreword of the editor Gábor L. Kovács		3
Measuring the impact of laboratory medicine on clinical management and patient outcomes Mike Hallworth		4
Diagnostic errors and laboratory medicine – causes and strategies Mario Plebani		7
Towards better test utilization – strategies to improve physician ordering and their impact on patient outcomes Danielle B. Freedman		15
Collaborating with international clinical organizations Howard A. Morris		31
The impact for patient outcomes of failure to follow up on test results. How can we do better? Joanne Callen, Andrew Georgiou, Julie Li, Johanna I Westbrook		38
The clinical and health economic value of clinical laboratory diagnostics Bruce Jordan, Cheryl Mitchell, Andy Anderson, Norbert Farkas, Richard Batrla		47
Evaluating biomarkers for guiding treatment decisions Patrick M. Bossuyt, Parvin Tajik		63
Book review — A Practical Guide to ISO 15189 in Laboratory Medicine Joseph B. Lopez		71
Book review — Practical Clinical Chemistry: Core Concepts Barna Vasarhelyi		73

C-leL Committee on Internet and eLearning



Chair: Eduardo Freggiaro (AR)

Members

Rojeet Shrestha NP

Petr Kocna CZ

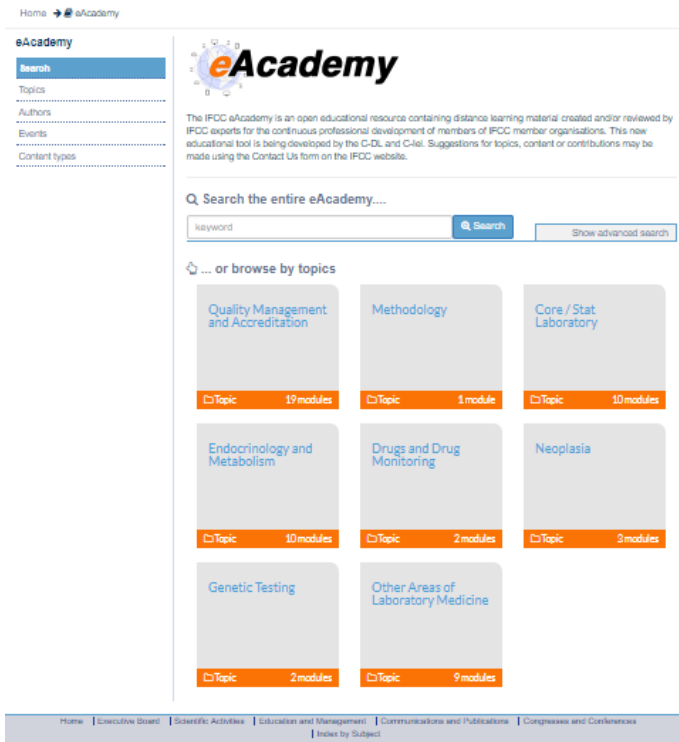
Hideo Sakamoto JP

Janine Grant Web Editor AU

- This committee is responsible for the coordination, maintenance and improvement of the IFCC website and for supporting the EMD through the creation and promotion of web-based e-learning and educational activities.
- The committee developed Policy and Procedure for IFCC functional unit access/editing of individual web pages.
- The Committee is leading transition to a new, more powerful back end platform for the IFCC website



IFCC eAcademy



eAcademy currently offers **118** educational webinars organized by topics according to the curriculum provided by C-DL.

Phase II of eAcademy is developed, it is in test phase and will be deployed **soon**.

New features (forums and ratings system) are included and more will be added.

Spanish webinars are in publication and the AMARA project will allow more facility to make all English webinars available in Spanish.

eAcademy is generously supported by: 

Plans for the future

The eAcademy project is growing, and CPD is considering a paid position to coordinate all these activities.

The IFCC WEBSITE



IFCC
International Federation
of Clinical Chemistry
and Laboratory Medicine

Home | About us | News | IFCC eNews | eJIFCC | Index by Subject | Sitemap | Contact us

Advancing excellence in laboratory medicine for better healthcare worldwide

Executive Board and Council | Scientific Division | Education and Management | Communications and Publications | Congresses and Conferences | Resources & Downloads

Event Highlights

XXIII IFCC WORLDFLAB - DURBAN 2017
Oct 22 - 25, 2017

XXIII IFCC-EFLM EUROMEDLAB BARCELONA 2019
May 19 - 23, 2019

XXIV IFCC WORLDFLAB SEOUL 2020
May 24 - 28, 2020

Latest news

IFCC Regional Representatives 2018-2020 Elected
Tuesday, October 3, 2017

The IFCC Nominations Committee is happy to announce the IFCC Regional Representatives for 2018-2020. We warmly congratulate the newly elected IFCC Regional Federation Representatives to the IFCC Executive Board for the period January 1st, 2018 until December 31st 2020. We wish the new EB the best success to ensure the promotion of clinical chemistry and laboratory medicine world-wide, promoting the 'added value' of laboratory medicine to healthcare, enhancing international clinical collaboration and education and management support to developing countries, and communicating good laboratory medicine practices and patient safety.

WorldLab APP is ONLINE
Monday, October 2, 2017

Download the WorldLab App now! In the App you will find all information to plan your best Congress experience: mark your preferred sessions, know speakers in advance, browse the posters, read the programme and make your own agenda.

Registrations for IFCC WorldLab and Satellite Meetings will close on 9th October!
Thursday, September 28, 2017

Last days to save your money..... After Oct 9th, only ON-SITE Registrations will be available... .. spending up to 100€ more... Why spend 100€ more, if you can avoid it? Don't miss this exciting congress, themed Multi-omics, laboratory medicine & personalized medicine. REGISTER NOW!

IFCC Media

eJIFCC
enews
Academy
el microscopio
DIAGNÓSTICO IN VITRO
Brochures and Slides
SUBSCRIBE

Key Partners

IFCC Regional Federations
FEN
ICGM
ICTLM
CLINICAL AND LABORATORY BANGALOR INSTITUTE
Lab Tests Online
LABS VITAL
CLINICA CHIMICA ACTA

- Main IFCC communication tool
- Showcase of IFCC structure and projects
- Repository of IFCC documents, resources, publications news and media
- It also provides an up-to-date calendar of events and links to member, partner and corporate organisations
- It provides ready access to continuing education material such as webinars programmes produced on behalf of IFCC and to distance learning programmes

The IFCC WEBSITE



Revista Electrónica de Ciencias de Laboratorio Clínico para Latinoamérica, España y Portugal



Diagnóstico in Vitro, is published under the auspices of the IFCC.
Available both as pdf or flipping format.

It aims to be a link between Latin American countries, Portugal and Spain. It contributes to the dissemination of scientific topics facilitating access to publications, discussing topics of common interest to clinical laboratory sciences.

IFCC Social Media



IFCC social presence (FB, LinkedIn, Twitter) is lively and managed in coordination with all IFCC communications. Further to a recent promotion campaign, FB followers jumped (from 6.700) to

16.500!

Plans for the future

Leverage on these figures and distribute knowledge and information to the IFCC Social community.

Invitation for you as NR

Recommend to your members to subscribe and «follow» IFCC
Participate to the contest – *see poster=>*



The poster features the IFCC logo at the top, followed by the title 'IFCC SOCIAL MEDIA CONTEST' and the subtitle 'STAY CONNECTED TO OUR SOCIAL SITE FOR NEWS AND UPDATES'. It lists five steps: 1. Take a selfie in the IFCC booth. 2. Like the official IFCC Facebook page (@IFCClinChem) or follow the Twitter account (@IFCClinChem). 3. Post the picture to the wall of IFCC Facebook page or tweet the picture to your Twitter account mentioning @IFCClinChem. 4. Posts with highest engagements (shares, likes, and comments) will be selected to receive attractive IFCC Polo shirts. 5. Winners will be contacted directly via the social site message and instructed how to receive the prize. The bottom of the poster includes contact information for IFCC and social media icons.

IFCC
International Federation
of Clinical Chemistry
and Laboratory Medicine

IFCC SOCIAL MEDIA CONTEST

STAY CONNECTED TO OUR SOCIAL SITE FOR NEWS AND UPDATES

- 1** Take a selfie
in the IFCC booth.
- 2** Like the official IFCC Facebook page
(@IFCClinChem) or/and follow the Twitter account of IFCC (@IFCClinChem).
- 3** Post the picture
to the wall of IFCC Facebook page or tweet the picture to your Twitter account
mentioning @IFCClinChem. Write a few words about what you feel about IFCC
or WorldLab Durban 2017. Hashtag #IFCCWorldLab2017 and post it.
- 4** Posts with highest engagements (shares, likes, and comments)
will be selected to receive attractive IFCC Polo shirts.
Every day three winners will be selected.
- 5** Winners will be contacted directly
via the social site message and instructed how to receive the prize.

International Federation of Clinical Chemistry
and Laboratory Medicine (IFCC)
Via Carlo Farini, 91 - 20159 Milano - ITALY
Tel: +39 02 66909912 - Fax: +39 02 60781846
e-mail: ifcc@ifcc.org

Advancing excellence in laboratory medicine for better healthcare worldwide

Website:
www.ifcc.org

CPD Symposia



Paris, France; EuroMedLab 2015

- Value and Impact of Laboratory Medicine in Healthcare: What is the Evidence?

Quito, Ecuador; COLABIOCLI 2015

- Pediatric Laboratory Medicine

Madrid, Spain; IFCC General Conference 2016

- “Facing the Digital Future of IFCC Communications”

Athens, Greece EuroMedLab 2017

- Role of Communication in P4 Laboratory Medicine:

Punta Del Est, Uruguay, XXIII COLABLIIOCLI 2017

- C-DL and C-IeL Joint Symposia: "The IFCC eAcademy: Progress and the future"

Future CPD Symposia

Durban, South Africa; WorldLab 2017

Tuesday October 24, 14.00-16.00



Value of Laboratory Medicine in Healthcare Delivery

CPD Journal Editors Forum



- **CPD** has been organizing successful meetings of Journal Editors & Publishers over the past several years
- Editors and publishers regularly attend from Clinical Chemistry, CCLM, CCA, Clinical Biochemistry, ACB and many national societies

Recent meetings:

- Istanbul (2014)
- Paris (2015)
- Athens (2017)



Thank you! QUESTIONS?

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