Future Communication Strategies for IFCC

Khosrow Adeli PhD FCACB DABCC

Chair, IFCC Communications & Publications Division (CPD)

Head, Clinical Biochemistry, The Hospital for Sick Children,
Professor, Laboratory Medicine, University of Toronto
Senior Scientist, Research Institute
Toronto, CANADA







Communications & Publications Division of IFCC



It is the CPD Mission to:

- Communicate the work of the IFCC to clinical laboratory scientists, physicians and health care policy makers worldwide
- Promote the image of the IFCC to its individual members, to the biomedical industry and to the world-wide health care community at large
- Facilitate IFCC educational programs in both printed and electronic forms.







Future Communication Strategies for IFCC



Current IFCC Communication Strategies

How effective are the current communication strategies??

Results of IFCC CPD Surveys

Is IFCC Communicating Optimally with??

National Society Members?

Corporate Members?

Regional Federations?

Key Stakeholders in medical/healthcare fields?

Patients and the Public?

Potential New Communication Strategies

Closing the Communication Gaps within the IFCC Community & Beyond





Advancing excellence in laboratory medicine for better healthcare worldwide



How is IFCC Communicating with its membership?



Developed and Implemented by the Communications & Publications Division of IFCC (CPD)

Development and/or Enhancement of IFCC Media

- Upgraded Website
- Expanded eNewsletter (Now Published Monthly)
- eNews Flash
- eJournal (PubMed Indexed, Scopus Pending)
- DiV (RIA Spanish Magazine)
- New IFCC Mobile App
- Public Relations Tools/Activities
- eAcademy Program for Distance Education







IFCC CPD Media & Publications



- IFCC eNewsletter Editor, Tahir Pillay (ZA)
- IFCC eJournal Editor, János Kappelmayer (HU)
- IFCC Website Web-Editor, Janine Grant (AU)
- **IFCC App** Coordinator, Janine Grant (AU)
- IFCC eAcademy Co-Chairs, Eduardo Freggiario (AR) & Loralie Langman (US)
- IFCC Public Relations Chair, Edgard Delvin (CA)
- IFCC eNews Flash Editor, Tahir Pillay (ZA)
- RIA/IANT DiV Magazine Editor, Maria del Carmen Pasquel (EC)
- IFCC Social Media Coordinator, Roject Shrestha (NP)











Advancing excellence in laboratory medicine for better healthcare worldwide



CPD Exécutive 2018













IFCC Website Usage Total page views / week

Consistently between 10-20,000



Janine Grant (C-IDL)

Top 10 Downloaded files

Feb – Nov 2018

Resource	Freq
IFCC Curriculum http://www.ifcc.org/media/477173/2017-ifcc-curriculum.pdf	791
Programme for 1st IFCC Conference "Laboratory Medicine: Meeting the needs of Mediterranean Nations". http://ifccorg.hosting.insoft.dk/media/477249/preliminary_programme220318.pdf	440
Programme for 1st IFCC Conference "Laboratory Medicine: Meeting the needs of Mediterranean Nations". http://ifccorg.hosting.insoft.dk/media/477199/preliminary-programme- 28 02 2018.pdf	424
High Sensitivity Cardiac Troponin I and T Assay Analytical Characteristics Designated by Manufacturer (TF-CB) v060617 http://www.ifcc.org/media/463453/HighSensitivityCardiacTroponinI T AssayAnalyticalCharacteristics v060617.pdf	376
Programme for 1st IFCC Conference "Laboratory Medicine: Meeting the needs of Mediterranean Nations". http://www.ifcc.org/media/477313/preliminary-programme- 25 05 18.pdf	361
IFCC Working Group on Laboratory Errors and Patient Safety – Model of Quality Indicators. WG-LEPS: MQI-KP- Revision 1 – January 2017 http://www.ifcc.org/media/455725/Quality_Indicators_key_Processes.pdf	350
CASE 2: Short-Term and Long-Term Biases in the Internal QC Results http://www.ifcc.org/media/477252/case-2.docx	330
IFCC Publications Database. 31 Dec 2016. http://www.ifcc.org/media/446275/201612 IFCC Publications Db Web.xlsx	301
Implementing High Sensitivity Cardiac Troponin Assays in Practice. TF-CB. http://www.ifcc.org/media/259732/201405_TF_CB_IFCC_Implementing%20hs_pocket%20format.pdf	245
IFCC Handbook 2018-2020. http://www.ifcc.org/media/477343/ifcc-handbook-2018-2020.pdf	236

Janine Grant (C-IDL)





IFCC eNews





- Flip & PDF Versions
- 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
- · 15.000 professional readers all over the word
- Now Published Monthly!







After monthly frequency of eNews will continue for breaking news



POC GENERAL GOVERNORS

Advancing excellence in laboratory medicine for better healthcare worldwide



IFCC eJournal





Highlights:

- New Editor in Chief: Dr. Janos Kappelmayer
- PubMed Indexed as of 2016
- All Issues Indexed from 2002-2018
- Major improvement in journal content and format
- SCOPUS indexing pending







IFCC Diagnóstico in Vitro DiV







Successful re-launch of the Publication

- · PDF and flipping version
- · constant frequency in publication 4 issues/year
- · Featuring News and scientific articles + interviews and news from the Ibero-American Countries
- promoted via IFCC channels and via the Web Radio El Microscopio



PCC GENGRAL CONFERENCE

Advancing excellence in laboratory medicine for better healthcare worldwide



Distance Learning in Lab Medicine

eAcademy Platform Developed by CPD
Curriculum Developed by EMD

A Key Mandate of IFCC is to be the global provider of distance education programs in the field of laboratory medicine worldwide









An open educational resource freely available to laboratory professionals and trainees around the world. eAcademy webinars have been developed by international subject matter experts for the continuous professional development of members of IFCC member societies and federations.

121 modules Academy http://eacademy.ifcc.org eAcademy Phase 2: Janaury

Advancing excellence in laboratory medicine for better healthcare worldwide

2019 Release Date







How effective are the current communication strategies?



IFCC Annual Survey

Developed to seek feedback from Member Societies and individual scientists Assessing effectiveness of IFCC communication tools and potential barriers

Is IFCC Communicating Optimally with?

National Society Members? Corporate Members? Regional Federations? Key Stakeholders in medical/healthcare fields? Patients and the Public?





Advancing excellence in laboratory medicine for better healthcare worldwide



Annual Survey Findings... Good & Bad News





- >1000 survey responses across two surveys in 2018
- 75% of respondents USE the WEBSITE with >90% considering it easy to navigate & >99% find it not un-useful
- 94% find the eJournal informative with >14% considering the content EXCELLENT
- >81% interested in WEB LEARNING

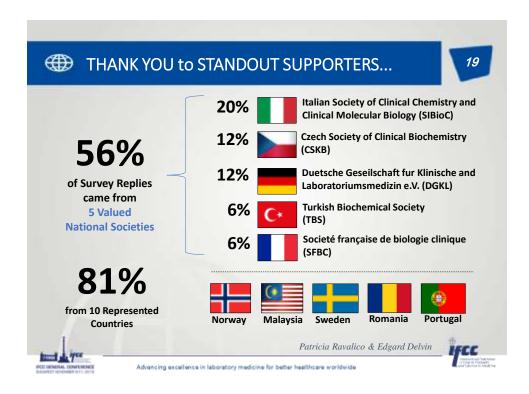


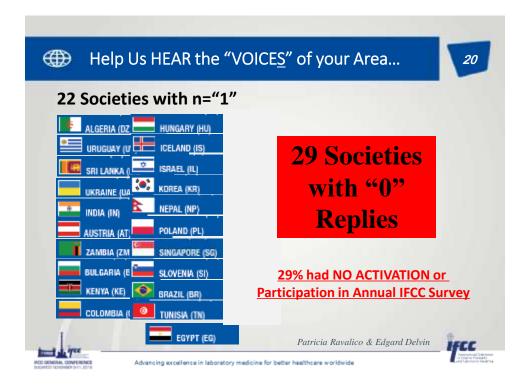
- ~44,000 in IFCC network not responding... Poor Penetration
- >50% claim to NOT receive eNews when 92% of those that read it find it
- <35% claim to receive eJournal and
 - <44% know it is indexed in PUBMED
- >50% have not visited eAcademy



Patricia Ravalico & Edgard Delvin









Future Communication Strategies for IFCC



The Critical Need for New Innovative Communication Strategies

Closing the Communication Gaps within the IFCC Community & Beyond





Advancing excellence in laboratory medicine for better healthcare worldwide



The Critical Need for New Innovative Communication Strategies



Potential New Communication Strategies

- Electronic Chat Rooms E- & hat
- Expanded Social Media Presence: e.g. IFCC • Would Channel
- Virtual Fully Online eConferences
- Monthly WebCasts/Webinars Worldwide
- Member Surveys by all IFCC EB and all Divisions







Future Communication Strategies Electronic Chat Rooms

23

Development of an Electronic Chat Room for Lab Medicine



Real-time synchronous or asynchronous conferencing, ranging from real-time online chat and online interaction within IFCC community as well as with industry, trainees, and others outside the IFCC organization (an online forum) to fully immersive social environments.







Advancing excellence in laboratory medicine for better healthcare worldwide



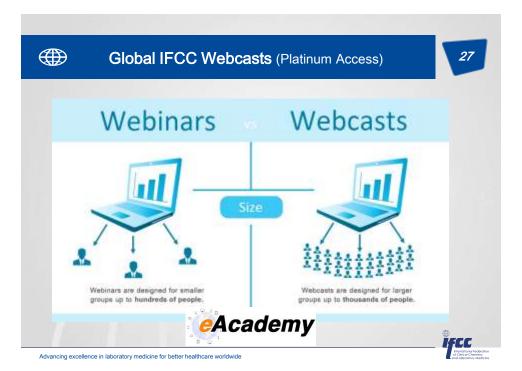


 La Fundación Bioquímica Argentina desarrolló en 2015 el primer congreso virtual en bioquímica clínica con el auspicio de la IFCC

Advancing excellence in laboratory medicine for better healthcare worldwide









Expanded IFCC Annual Surveys



Annual Surveys by all IFCC Divisions and Units

Executive Board
Scientific Division
Education & Management Division
Communication and Publication Division
Emerging Technologies Divison
Conferences and Congresses Committee
Other IFCC Units







Future Communication Strategies



Effective Communication is Key to Future Success of IFCC and the Lab Medicine Community

eCommunication should be the focus of future communication strategies









Advancing excellence in laboratory medicine for better healthcare worldwide

