

# Future Communication Strategies for IFCC

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Communications & Publications Division of IFCC

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## 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.



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## Future Communication Strategies for IFCC

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### 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*



## How is IFCC Communicating with its membership?

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*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

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- **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, Rojeet Shrestha (NP)



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## CPD Exécutive 2018

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• Mannheim – June 2018



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# IFCC Website

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Continues to be

- A major communication tool for IFCC
- A repository of resources
- A window for IFCC members and Functional Units
- The hosting platform for IFCC initiatives and projects

*Real time Updates*

*&*

*Recent upgrade of back-end platform to newest and more powerful version*



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## IFCC Website Usage

### Total page views / week

Consistently between 10-20,000



Page Views 0 ↓


0.25% ↑  
733,060 vs  
731,235

Janine Grant (C-IDL)

## Top 10 Downloaded files Feb – Nov 2018


Resource	Freq
IFCC Curriculum <a href="http://www.ifcc.org/media/477173/2017-ifcc-curriculum.pdf">http://www.ifcc.org/media/477173/2017-ifcc-curriculum.pdf</a>	791
Programme for 1 <sup>st</sup> IFCC Conference “Laboratory Medicine: Meeting the needs of Mediterranean Nations”. <a href="http://ifccorg.hosting.insoft.dk/media/477249/preliminary_programme_22_03_18.pdf">http://ifccorg.hosting.insoft.dk/media/477249/preliminary_programme_22_03_18.pdf</a>	440
Programme for 1 <sup>st</sup> IFCC Conference “Laboratory Medicine: Meeting the needs of Mediterranean Nations”. <a href="http://ifccorg.hosting.insoft.dk/media/477199/preliminary-programme-28_02_2018.pdf">http://ifccorg.hosting.insoft.dk/media/477199/preliminary-programme-28_02_2018.pdf</a>	424
High Sensitivity Cardiac Troponin I and T Assay Analytical Characteristics Designated by Manufacturer (TF-CB) v060617 <a href="http://www.ifcc.org/media/463453/HighSensitivityCardiacTroponinI_T_AssayAnalyticalCharacteristics_v060617.pdf">http://www.ifcc.org/media/463453/HighSensitivityCardiacTroponinI_T_AssayAnalyticalCharacteristics_v060617.pdf</a>	376
Programme for 1 <sup>st</sup> IFCC Conference “Laboratory Medicine: Meeting the needs of Mediterranean Nations”. <a href="http://www.ifcc.org/media/477313/preliminary-programme-25_05_18.pdf">http://www.ifcc.org/media/477313/preliminary-programme-25_05_18.pdf</a>	361
IFCC Working Group on Laboratory Errors and Patient Safety – Model of Quality Indicators. WG-LEPS: MQI-KP- Revision 1 – January 2017 <a href="http://www.ifcc.org/media/455725/Quality_Indicators_Key_Processes.pdf">http://www.ifcc.org/media/455725/Quality_Indicators_Key_Processes.pdf</a>	350
CASE 2: Short-Term and Long-Term Biases in the Internal QC Results <a href="http://www.ifcc.org/media/477252/case-2.docx">http://www.ifcc.org/media/477252/case-2.docx</a>	330
IFCC Publications Database. 31 Dec 2016. <a href="http://www.ifcc.org/media/446275/201612_IFCC_Publications_Db_Web.xlsx">http://www.ifcc.org/media/446275/201612_IFCC_Publications_Db_Web.xlsx</a>	301
Implementing High Sensitivity Cardiac Troponin Assays in Practice. TF-CB. <a href="http://www.ifcc.org/media/259732/201405_TF_CB_IFCC_Implementing%20hs_pocket%20format.pdf">http://www.ifcc.org/media/259732/201405_TF_CB_IFCC_Implementing%20hs_pocket%20format.pdf</a>	245
IFCC Handbook 2018-2020. <a href="http://www.ifcc.org/media/477343/ifcc-handbook-2018-2020.pdf">http://www.ifcc.org/media/477343/ifcc-handbook-2018-2020.pdf</a>	236


Janine Grant (C-IDL)




# IFCC App

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- Offers direct communication of IFCC news and projects
- Plans to release an improved and more interactive version in 2019/2020



IFCC GENERAL CONFERENCE  
8-11 NOVEMBER 2019

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International Federation  
of Clinical Chemistry  
and Laboratory Medicine



## IFCC eNews

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- 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 world
- **Now Published Monthly!**

eNewsflash



- Designed for quick updates on IFCC activities to keep open the communication channel
- After monthly frequency of eNews will continue for breaking news



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## IFCC eJournal

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### 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



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## IFCC Diagnóstico in Vitro DiV

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### 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



## IFCC eAcademy

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### 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.

<http://eacademy.ifcc.org>

*eAcademy Phase 2: January 2019 Release Date*



**2018 updates:**

- **Brochures** in Arabic, Chinese, French, Italian, Polish, Russian, Spanish, Turkish, Portuguese, German and Farsi.
- **PR Brochure** for Corporate Members
- **Slide Kit** on IFCC organization
- **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.







## How effective are the current communication strategies?

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### 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?*

#### Results of IFCC CPD Surveys: 2016-2018



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## Annual Survey Findings... Good & Bad News

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- **>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 useful.
- **<35%** claim to receive eJournal and **<44%** know it is indexed in PUBMED
- **>50%** have not visited eAcademy



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## THANK YOU to STANDOUT SUPPORTERS...

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**56%**  
of Survey Replies  
came from  
5 Valued  
National Societies

- 20%  Italian Society of Clinical Chemistry and Clinical Molecular Biology (SIBioC)
- 12%  Czech Society of Clinical Biochemistry (CSKB)
- 12%  Deutsche Gesellschaft für Klinische and Laboratoriumsmedizin e.V. (DGKL)
- 6%  Turkish Biochemical Society (TBS)
- 6%  Société française de biologie clinique (SFBC)

**81%**  
from 10 Represented  
Countries



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## Help Us HEAR the “VOICES” of your Area...

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### 22 Societies with n=“1”

 ALGERIA (DZ)	 HUNGARY (HU)
 URUGUAY (U)	 ICELAND (IS)
 SRI LANKA (L)	 ISRAEL (IL)
 UKRAINE (UA)	 KOREA (KR)
 INDIA (IN)	 NEPAL (NP)
 AUSTRIA (AT)	 POLAND (PL)
 ZAMBIA (ZM)	 SINGAPORE (SG)
 BULGARIA (B)	 SLOVENIA (SI)
 KENYA (KE)	 BRAZIL (BR)
 COLOMBIA (C)	 TUNISIA (TN)
 EGYPT (EG)	

**29 Societies  
with “0”  
Replies**

**29% had NO ACTIVATION or  
Participation in Annual IFCC Survey**

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### The Critical Need for New Innovative Communication Strategies

*Closing the Communication Gaps within the IFCC Community & Beyond*



### Potential New Communication Strategies

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



## Future Communication Strategies *Electronic Chat Rooms*

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### Development of an Electronic Chat Room for Lab Medicine

# E-chat

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.



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## Virtual eConferences (Fully Online)

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### Virtual Conference



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## Virtual eConferences (Fully Online)

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

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## Virtual eConferences (Fully Online)

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- 689 participants (90% Argentine)  
14 original works  
243 messages in discussion forums



**First Virtual Congress on Laboratory Medicine: Opportunities, Achievements and Difficulties** **B-361**  
E.L. Ponzio, G. Nighi, A.E. Garcia  
Fundación Bioquímica Argentina, Buenos Aires, Argentina

**BACKGROUND**  
The virtual congress was held from October 1st to 3rd, 2015, through the VirtualLAB platform. It was the first virtual congress in clinical biochemistry, organized by the Fundación Bioquímica Argentina (FBA) and supported by the IFCC.

**METHODS**  
The congress was held through the VirtualLAB platform, which allowed for the presentation of original works, the discussion of messages in forums, and the participation of 689 participants (90% Argentine) and 14 original works.

**RESULTS**  
The congress was a success, with 243 messages in discussion forums and 14 original works presented. The participation of 689 participants (90% Argentine) was a significant achievement.

**CONCLUSION**  
The virtual congress was a success, demonstrating the potential of virtual conferences in laboratory medicine. It was the first virtual congress in clinical biochemistry, organized by the Fundación Bioquímica Argentina (FBA) and supported by the IFCC.

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**Annual Surveys by all IFCC Divisions and Units**

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



## Future Communication Strategies

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

**eCommunication should be the focus of future communication strategies**

