

**Approved Minutes**

**Members:**

| <b>Members:</b>                 | <b>Position</b>   | <b>Term</b>     | <b>Time in Office</b> |
|---------------------------------|---|-----------------|-----------------------|
| <i>Khosrow Adeli – KA (CA)</i>  | Chair   | 1 <sup>st</sup> | 2013 01 – 2015 12     |
| <i>Edgard Delvin - ED (CA)</i>  | Vice-Chair / PR Coordinator                               | 1 <sup>st</sup> | 2013 01 – 2015 12     |
| <i>Peter Vervaart – PV (AU)</i> | Secretary/ Publications-<br>Distance Learning Coordinator | 2 <sup>nd</sup> | 2014 01 – 2016 12     |
| <i>Gabor Kovacs - GK (HU)</i>   | Editor, eJIFCC  | 2 <sup>nd</sup> | 2015 01 – 2017 12     |
| <i>Tahir Pillay – TP (ZA)</i>   | Editor, IFCC News   | 1 <sup>st</sup> | 2013 01 – 2015 12     |
| <i>Bruce Jordan – BJ (CH)</i>   | Corporate Representative                                  | 2 <sup>nd</sup> | 2014 01 – 2016 12     |

**10.25. Agenda/Minutes (KA)**

**10.25.1 Roll Call and Welcome**

KA, ED, PV, GK, TP, BJ,

**10.25.1.1 Guests**

EJ, MCP, SCL, AN, JG, Bhattoa Harjit Pal (Deputy Editor eJ)

**10.25.2 Finalization of Agenda**

No other items added.

**10.25.3 Approval of Minutes, Committee Meeting, Adelaide, October 2015**

Approved and finalized.

**10.25.3.1 Review Action Items – completed/pending**

**CPD-EC:**

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**Action:** Provide feedback on presentation

**Status:** **Completed**

**Khosrow:**

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**Action:** KA to discuss Historian project with new EB

**Status:** **Completed**

**Action:** KA to circulate details of AACC CPD unofficial meeting that will be regular event.  
**Status:** **Completed & ongoing**

Breakfast meeting in Atlanta on Wednesday morning.

**Action:** KA/SCL to clarify with AACC

**Action:** Agreement to be signed with Insoft is for eAcademy to be released in Paris, cost supported by Siemens and shared with EMD  
**Status:** **Completed**

**Action:** KA to discuss with EB on TF ICO findings, further to the eJIFCC themed issue but feels could include developing studies of clinical utility of e.g. biomarkers.  
**Status:** **Completed**

TF report published and now disbanded.

**Action:** KA to check with MCP re RIA webpages that have not been updated since January 2013.  
**Status:** **Completed and in progress.**

**Action:** KA to discuss with EB re Ibero-American Radio  
**Status:** **Completed, still some concerns re funding.**

**Action:** KA to request update from EB on Silver Book.  
**Status:** **Completed and in progress.**

**Action:** KA to request data on downloads of eNews and eJIFCC from Insoft and include in agreement.  
**Status:** **Have contacted Insoft and requested this information which can be found in the web editor's report.**

**Action:** Liaise with presenters and speakers on symposium at EML  
**Status:** **Completed**

**Action:** KA to ask Sergio the status of the Register of Experts DB  
**Status:** **Sergio indicated that the Register has been finalized and is now available on line.**

**Action:** Raise at the EB meeting the PT DB request (by C-AQ and TF-PT)  
**Status:** **Did not get a chance to raise this issue in Rome; will ask at the EB meeting in Paris.**

Insoft and Chair TF-PT dealing directly with each other.

**Edgard:**

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**Action:** Slide kit updates with new EB objectives, other information.  
**Status:** **Completed**

**Action:** The IFCC brochure + local versions updates completed for print and website posting.  
**Status:** **Completed for English, Arabic, Chinese, French, Greek, Italian, Polish, Russian, Spanish, Turkish, and Portuguese**

BJ happy to help out with other translations. Missing languages include Japanese (but advice was they are happy with English). Similarly Hindi. Any country that wishes a translation can request to C-PR.

**Action:** ED or EJ to write to National Representatives asking that they promote LAV locally.  
**Status:** **Completed**

**Action:** ED and EJ to attend LAV Telephone Board Meeting (scheduled for November 14)  
**Status:** **Completed.**

2 more this year.

**Action:** Contact with C/WG Chairs to ask documents produced by their respective Functional Units that could serve as material for PR purposes

**Status:** **Completed**

**Peter:**

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**Action:** Insoft to provide quarterly report on hours used  
**Status:** **Completed**

**Action:** e-mail to KA to propose to EB 2<sup>nd</sup> terms for Eduardo, Petr and Hideo.  
**Status:** **Completed.**

**Action:** e-Academy project coordination and launch  
**Status:** **Completed.**

**Action:** PV to approach Jill Tate and Gary Myers for a eJIFCC issue.  
**Status:** **Completed.**

**Action:** PV will seek an update from Robert Flatman on Silver Book.  
**Status:** **Completed.**

**Action:** Provide a summary to KA on the PT DB request by C-AQ and TF-PT  
**Status:** **Insoft are dealing directly with the Chair of the TF-PT. No update at this stage.**

**Gabor:**

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**Action:** 50 eJIFCC articles conversion from PDF to XML.  
**Status:** **Completed and submitted to PubMed Central.**

Still under evaluation. AN suggested 9 months at least for this process but process seems to be going well.

**Action:** GK to let Silvia know which Journals are accepted to be on the Editors list: Practical Laboratory Medicine (Mike Hallworth) accepted.  
**Status:** **Completed.**

**Action:** KA and GK to speak to Bogdan about publishing schedules.  
**Status:** **Completed.**

**Tahir:**

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**Action:** Publications Guidelines document for Paris Editors meeting discussion.

**Status:** **Completed.**

**Action:** Bruce Jordan will be invited to join the next meeting of the WG eNews.

**Status:** **Completed but he is an apology.**

**Janine:**

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**Action:** New calendar page to be released

**Status:** **Completed.**

**Action:** EC decided that eNewsletter name and logo should change to IFCC eNews and also change the banner by removing the yellow colour and making it less 'busy'.

**Status:** **Completed.**

**Action:** SCL to change e-mail address to [eNews@ifcc.org](mailto:eNews@ifcc.org) (and also keep original e-mail address). Similarly for eJournal ([ejifcc@ifcc.org](mailto:ejifcc@ifcc.org)).

**Bruce:**

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**Action:** Follow up with Sergio the publication of proceedings on eJIFCC of Roche Rome Alzheimer disease conference

**Status:** **Sergio is publishing the Siemens sponsored meeting (Toronto).**

**Action:** **BJ to meet with Sergio and discuss publishing the Rome meeting.**

**Silvia:**

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**Action:** Sending out Action Items as a separate document.

**Status:** **Completed.**

## **10.26. Activity and Annual Reports**

### **10.26.1. Report of the Chair (KA)**

CPD on right path with excellent website and publications with many positive comments from others. KA presented overview to EB. Have a paediatric symposium in Quito in September (arrive 23<sup>rd</sup> September, CPD meeting on Saturday 26<sup>th</sup>). GK asked if could have a guest issue of eJIFCC based on the Quito meeting (GK and MCP to be editors). MCP has e-mailed GK, she will resend. 3 members of EC are finishing 1<sup>st</sup> term this year (KA, ED and TP). There is potential for succession planning as members terms expire.

**Action:** **KA to recommend renewal of expiring members for a 2<sup>nd</sup> term and investigate the structure of the EC to allow renewal.**

#### **10.26.1.1 Publishing Agreements Signed with Insoft for eNews and eJournal:**

IFCC has agreement with Insoft for 280 pages/y = 7.900,00 € This year we have published: eNews 1 2015: 38; eNews 2 2015: 38; eNews 3 2015: 20; eJIFCC 1 2015: 76; eJIFCC 2 2015: 64 for a TOTAL PAGES at 9/06 of 256. Last year we paid the yearly base fee+ =  $7,9 \times (300-280)/280 = 5.642,86$  €.

Published more pages than agreement last year which meant an extra payment (total 14000 Euro) and need to renegotiate agreement and/or limit pages (particularly in eNews which has become too large). ED suggested going to monthly but means much more work. For eJ seek 6-8 articles with a limit of 8 pages. eNews should be limited to 20 pages. This means need to renegotiate agreement with Insoft for this number of pages.  $(4*8*8 + 6*20)=376$  pages/year. Limit adverts for meetings to those which have auspices of the IFCC.

Agreement also signed for website support and maintenance (approx. 4000 Euro/year).

Also discussing eAcademy and storage requirements/costs for website with Insoft. Have agreed with a stepwise increase in storage size (see e-mail from Ion). Agreed by EC.

**Action: KA to let Insoft know to go ahead with stepwise hosting agreement and to renegotiate the pages to 376/year.**

## 10.26.2. Report of the Vice Chair and Chair Public Relations Committee (ED)

### 10.2.1. Committee-Public Relations (C-PR) (ED)

#### 10.2.1.1 Membership

| Given name   | Family name | Position     | Term            | Start | End  | Country    |
|--------------|-------------|--------------|-----------------|-------|------|------------|
| Edgard       | Delvin      | Chair        | 1 <sup>st</sup> | 2013  | 2015 | CA         |
| Ramon        | Deulofeu    | Member       | 2 <sup>nd</sup> | 2014  | 2016 | SP         |
| Katherina    | Sparra      | Member       | 1 <sup>st</sup> | 2014  | 2016 | GR         |
| Monica       | Spalvieri   | Member       | 1 <sup>st</sup> | 2014  | 2016 | AR         |
| Annelise     | Zemlin      | Member       | 1 <sup>st</sup> | 2013  | 2015 | ZA         |
| Emmanuel     | Agdebana    | Corr. Member |                 |       |      | NG         |
| Camelia      | Grigore     | Corr. Member |                 |       |      | RO         |
| Magdalena    | Krintus     | Corr. Member |                 |       |      | PL         |
| Curtis       | Oleschuk    | Corr. Member |                 |       |      | CA         |
| Fouad        | Harb        | Advisor      |                 |       |      | AFCB       |
| Endang       | Hoyaranda   | Advisor      |                 |       |      | APFCB      |
| Ana Leticia  | Maselli     | Advisor      |                 |       |      | COLABIOCLI |
| Maria Stella | Graziani    | Advisor      |                 |       |      | EFLM       |

Dr. Annelise Zemlin has resigned from the C-PR. Her resignation took effect April 1<sup>st</sup> 2015. A call for nomination was sent to all IFCC member societies and Regional Federations through the IFCC Head Office. Five nominations were received. Upon review of the individual proposals, Dr. Magdalena Krintus (Poland) was nominated. She will attend the C-PR Paris Meeting.

There are 2 Regional Federations without Advisors: AFCC and the newly created NAFCC.

**Action: A letter asking to delegate an Advisor Member to the C-PR to be sent.**

Dr. Edgard Delvin will complete his 1<sup>st</sup> term as Chair of the C-PR at the end of the year.

A meeting of the C-PR is planned for Paris. To which most members will attend.

#### 10.2.1.2 Activity Report

## **IFCC Documents and presentations**

The IFCC presentation brochures have been updated for the next 3 years (2015-2017) and translations are underway; some are completed: English, French and Spanish, will be available for the EuroMedLab meeting in Paris. Arabic, Chinese, Polish, Greek, Italian, Russian, Spanish, Turkish available on the website.

The IFCC presentation PowerPoint slide kit has been edited to reflect the new Board and objectives. It is now posted on the IFCC Website.

The IFCC handbook has been updated and an electronic version will be available for the EuroMedLab. It is also posted on the IFCC website.

The IFCC understanding laboratory PowerPoint slide kit has also been edited according to discussions held in Istanbul and with new information. It will be presented to the CPD-EC in Paris for discussion and final approval.

### **10.2.1.2.1 Labs are Vital Consortium**

ED has submitted 3 blogs for the LRV website.

Blog title: "Reporting of laboratory critical values leads to modification of treatment in over 90% of hospital admitted patients" October 2014

Blog title: "Exome and genome sequencing for diagnosis of paediatric neurodevelopmental disorders." January 2015

Blog title: "Economic evaluation of pro-calcitonin-guided antibiotic therapy in acute respiratory infections." March 2015

He also received 1 blog from Alan Wu: "The Hidden Assassin: When Clinical Lab Tests Go Awry" July 2014

Upon visiting the website, ED can testify that there are very little responses or discussion. This situation contrasts with the vitality of some other discussion groups for which he receive invitations through LinkedIn such as the IFCC discussion group, Laboratory Management Professionals - Hospital & Independent Laboratories and Membres du groupe Diagnostic Error in Medicine.

ED has participated in the LRV Consortium Board meetings. At the present time, no funding has been received. There has been no response from Abbott despite the several attempts made by the different Board members. Dr Jacobs has recently become Chair of the Board and pursues the efforts in contacting Abbott. He has recently sent a letter on behalf of the Board to Mr. Hubert L. Allen Executive Vice President, General Counsel and Secretary asking for a formal meeting with an Abbott significant representative. We are waiting for a response.

EJ gave an update on the current status of the LRV program. EJ is the current chair. There is an ongoing issue with Abbott's involvement in the program and their ownership of rights over the program. Funding has also now run out. Perception of other companies is that it is an Abbott program and thus will not support. Board has decided to shut down program as a consequence. EJ has a meeting with legal representative of Abbott on Tuesday to determine the future of the program. May be better to just start again from scratch.

**Action: PV to discuss possibility of IFCC using Know Pathology, Know Healthcare with PAA.**

### 10.2.1.2.2 Current and Future C-PR plans

#### Documents from IFCC Functional Units - Metrics of use and increasing visibility.

ED has drafted a list of all IFCC Functional Units based on the information on the IFCC website. A letter has henceforth been sent to chairs of all IFCC functional units, asking to provide documents and links that could be used for PR and eLearning purposes.

We have received positive responses from different functional units following this initiative. Some have already sent document (word, PowerPoint & pdf). As we have created expectations, we have to see how we will use the information (posting on the website). Whether or not we have to edit this remains to be decided and will be discussed.

Posting of documents on the website is one way of increasing the awareness of the IFCC functional units activities. However, once on the website, we have to think of a way of getting the information to the IFCC members at large. As we have discussed in the past, some of the material is of interest for decision makers to show the lab added value. Hence we have to reflect on how to proceed to have the pertinent information delivered. This will be the subject of discussion items during our meeting in Paris.

#### DOCUMENTS RECEIVED:

1. The principle of external quality assurance – IFCC C-AQ PowerPoint Presentation  
Internal quality control –an introduction PowerPoint Presentation
2. Current Evidence and Future Perspectives on the Effective Practice of Patient- Centered Laboratory Medicine. Published in Clinical Chemistry. Taskforce on the Impact of Laboratory Medicine on Clinical Management and Outcomes (TF-ICO)
3. Course in the frame of a Clinical Molecular Biology Curriculum –outline IFCC C-MBC
4. Progress in standardization of thyroid function tests. IFCC C-STFT PowerPoint Presentation.

ED asked if we can track the use of these documents and should we develop presentations promoting the presence of these documents. ED will contact the units and ask them to develop slides which can be linked on the website. BJ suggested testimonials on how the documents were used. Will discuss at C-PR meeting.

### 10.26.3. Report of the Secretary and Chair Internet and e- Learning Committee (PV)

#### 10.2.2. Committee-Internet and e-Learning (C-leL) (PV)

##### 10.2.2.1 Membership

| Name         | Position     | Country | Term            | Time in Office    |
|--------------|--------------|---------|-----------------|-------------------|
| P. Vervaart  | Chair        | AU      | 2 <sup>nd</sup> | 2014 01 - 2016 12 |
| E. Freggiaro | Social Media | AR      | 2 <sup>nd</sup> | 2015 01 - 2017 12 |

|                    |              |    |                 |                   |
|--------------------|--------------|----|-----------------|-------------------|
| P. Kocna           | Member       | CZ | 2 <sup>nd</sup> | 2015 01 - 2017 12 |
| H. Sakamoto        | Member       | JP | 2 <sup>nd</sup> | 2015 01 - 2017 12 |
| J. Grant           | Web Editor   | AU | 1 <sup>st</sup> | 2014 01 - 2016 12 |
| M. Blanes Gonzales | Corr. Member | PY |                 |                   |
| C. Collier         | Corr. Member | CA |                 |                   |
| R. Delport         | Corr. Member | ZA |                 |                   |
| E. Hoyaranda       | Corr. Member | ID |                 |                   |
| G. Kováčs          | Corr. Member | SK |                 |                   |
| L. Langman         | Corr. Member | US |                 |                   |
| S.S. Rao           | Corr. Member | IN |                 |                   |
| A. Merino          | Corr. Member | ES |                 |                   |
| B. Vásárhelyi      | Corr. Member | HU |                 |                   |

The C-leL will be meeting on Sunday afternoon and with the C-DL on Monday morning.

#### **10.2.2.2 Activity Report**

The C-leL continues to work closely with the Committee for Distance Learning and Insoft in developing electronic/distance learning materials and access for IFCC members utilising the 'e-Academy'.

#### **SOCIAL MEDIA REPORT (JUNE 2014-JUNE 2015)**

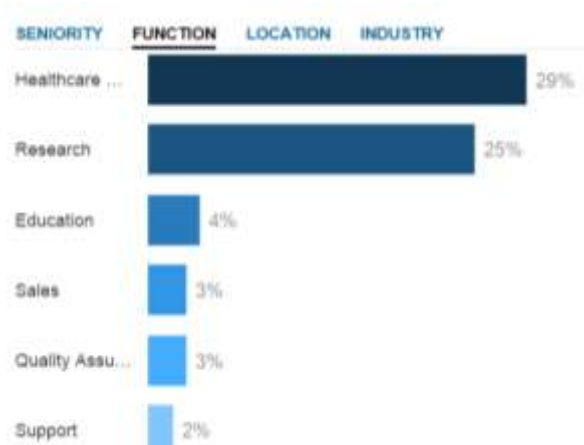
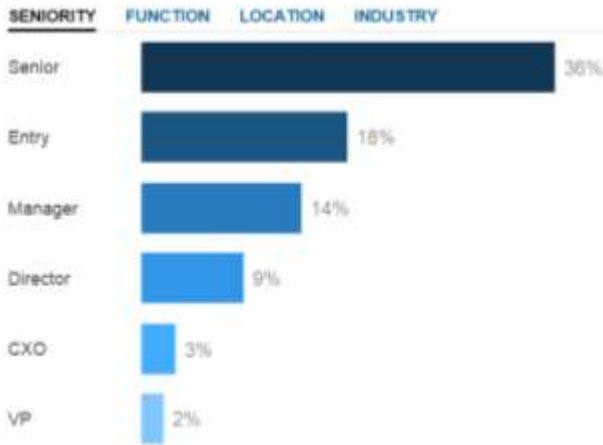
IFCC has presence in three social networks: LinkedIn, Facebook and Twitter. A Social Media Coordinator administrates these social media sites, since December 2013. The source of information for these networks is the IFCC website. Information posted in the website is replicated on social media accounts.

The IFCC LinkedIn group grew 52% last year reaching 2773 members.

Majority of the members are from the Health industry. From the seniority point of view most of them are senior.

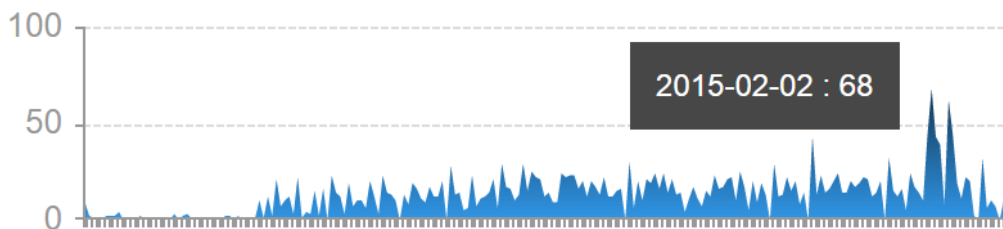
Group administrator is requested to approve any post from any group member. There are no rules or policies to define whether or not a post should be approved. Just few members post debates and one member has a constant participation (Larry Bernstein) posting debates but does not get back comments. Given he is a known person and his posts are frequent and with valid content he is pre-approved to post discussions.





51% of the members belong to the “hospital and health care” industry.

## NEW MEMBERS



The group keeps its growth rate. However, it had a peak in member’s number in February 2015.



IFCC fan page is still the most popular social media site. During the last year the “like” growth was 151%. Up to now, it counts more than 5000 likes.

Total Page Likes as of Today: 5,217



There was a huge and surprise growth of “likes” between November 2014 and February 2015.

### Net Likes

Net likes shows the number of new likes minus the number of unlikes.



The “posts reach” chart shows constant activity throughout the year. The post regarding IFCC e-news always gets a special interest within our Facebook community.

### Post Reach

The number of people your post was served to:



## Likes, Comments, and Shares

These actions will help you reach more people



These two posts were the information that reached and engaged most people over the period.

**Post Details**

*Reported stats may be different from what appears on posts.*

**IFCC** International Federation of Clinical Chemistry and Laboratory Medicine  
Published by Fundación Hospitalaria Argentina Pte (1) · June 9, 2014 · 4h

We are happy to announce that the Congress APP is available:  
<http://worldlab2014.appconference.it/>

It contains the congress abstracts, the congress agenda, the general information and the list of sponsors.  
 Once a session is finished at the congress, you will also have access to the slides of the presentations.

**IFCC WorldLab Istanbul 2014**  
WORLDLAB2014.APPCONFERENCE.IT

883 people reached Boost Post

Unlike · Comment · Share 15 3

**683** People Reached

**28** Likes, Comments & Shares

|                   |                   |                    |
|-------------------|-------------------|--------------------|
| <b>19</b> Likes   | <b>15</b> On Post | <b>4</b> On Shares |
| <b>2</b> Comments | <b>0</b> On Post  | <b>2</b> On Shares |
| <b>7</b> Shares   | <b>3</b> On Post  | <b>4</b> On Shares |

**62** Post Clicks

|                      |                       |                            |
|----------------------|-----------------------|----------------------------|
| <b>0</b> Photo Views | <b>14</b> Link Clicks | <b>48</b> Other Clicks (8) |
|----------------------|-----------------------|----------------------------|

**NEGATIVE FEEDBACK**

|                         |                         |
|-------------------------|-------------------------|
| <b>0</b> Hide Post      | <b>0</b> Hide All Posts |
| <b>0</b> Report as Spam | <b>0</b> Unlike Page    |

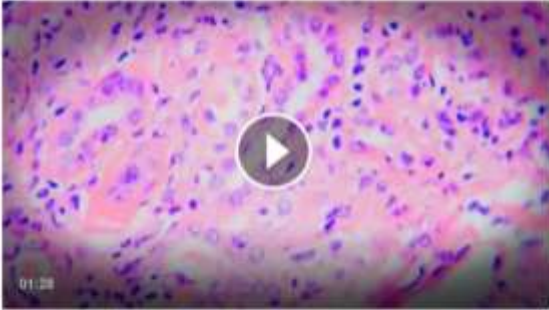
Post Details Reported stats may be different from what appears on posts

**International Federation of Clinical Chemistry and Laboratory Medicine** shared Know Pathology Know Healthcare's video.

Published by [Janine Grant](#) on November 5, 2014 · [@](#)

Happy International Pathology Day from the Australians who experienced it first 😊

<https://www.facebook.com/video.php?v=781459991912437>



7,779 Views

**Know Pathology Know Healthcare**

Check out the Know Pathology Know Healthcare TV advert "The Engine Room Of Healthcare" - you may see some people you recognise in it too!

467 people reached Boost Post

Unlike Comment Share 👍 💬 📄 🔗

**467** People Reached

**26** Likes, Comments & Shares

|                      |                      |                       |
|----------------------|----------------------|-----------------------|
| <b>22</b><br>Likes   | <b>16</b><br>On Post | <b>6</b><br>On Shares |
| <b>3</b><br>Comments | <b>1</b><br>On Post  | <b>2</b><br>On Shares |
| <b>1</b><br>Shares   | <b>0</b><br>On Post  | <b>1</b><br>On Shares |

**53** Post Clicks

|                         |                         |                           |
|-------------------------|-------------------------|---------------------------|
| <b>0</b><br>Photo Views | <b>0</b><br>Link Clicks | <b>53</b><br>Other Clicks |
|-------------------------|-------------------------|---------------------------|

**NEGATIVE FEEDBACK**

|                         |                         |
|-------------------------|-------------------------|
| <b>0</b> Hide Post      | <b>0</b> Hide All Posts |
| <b>0</b> Report as Spam | <b>0</b> Unlike Page    |

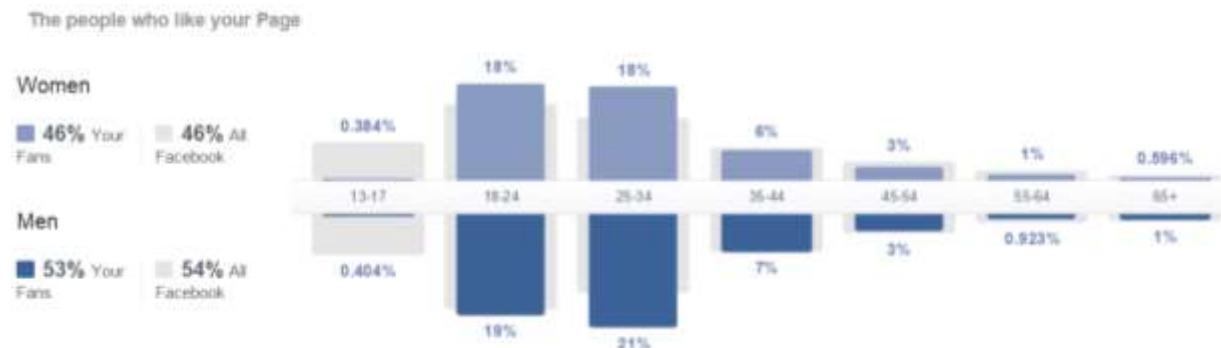
The first one is the release of the IFCC-WorldLab APP and the second one is one video to celebrate the pathology day. These posts demonstrate that multimedia and digital formats (videos and apps) are the most reliable way to capture the attention of Facebook users.

## FACEBOOK FANS BY COUNTRY, CITY AND LANGUAGE

| Country                  | Your Fans | City                           | Your Fans | Language              | Your Fans |
|--------------------------|-----------|--------------------------------|-----------|-----------------------|-----------|
| Egypt                    | 1,585     | Cairo, Cairo Governorate, ...  | 600       | English (US)          | 2,567     |
| India                    | 598       | Alexandria, Alexandria Go...   | 178       | English (UK)          | 691       |
| Argentina                | 477       | Giza, Giza Governorate, E...   | 72        | Arabic                | 672       |
| Philippines              | 203       | Khartoum, Khartoum , Sudan     | 70        | Spanish               | 573       |
| Pakistan                 | 130       | Mansoura, Dakahlia Gover...    | 65        | Spanish (Spain)       | 169       |
| Mexico                   | 118       | Tanta, Gharbia Governorat...   | 57        | French (France)       | 122       |
| United States of America | 111       | Buenos Aires, Ciudad Auto...   | 50        | Turkish               | 58        |
| Nigeria                  | 95        | Córdoba, Argentina             | 43        | Thai                  | 50        |
| Sudan                    | 94        | Bangkok, Thailand              | 40        | Portuguese (Brazil)   | 49        |
| Saudi Arabia             | 87        | Corrientes, Argentina          | 39        | Italian               | 42        |
| Thailand                 | 85        | Riyadh, Riyadh Region, Sa...   | 38        | Portuguese (Portugal) | 39        |
| Malaysia                 | 75        | San Luis, Argentina            | 34        | Greek                 | 26        |
| Turkey                   | 74        | Mexico City, Distrito Feder... | 34        | Polish                | 23        |
| Iraq                     | 66        | Bangalore, Karnataka, India    | 33        | Indonesian            | 20        |

The number of members from Egypt grew from the third to the first place in a year. Just three countries (Egypt, India and Argentina) concentrate 50% of the total “likes”.

### FANS BY SEX AND AGE:



While LinkedIn is specially use by people over 40 years old, Facebook is very useful to reach young people between 18 and 34 years old (students and young scientists or professionals).



Although this social network experienced a growth of 93% in the period, it is still the least used social media. Up to now, it counts 222 followers. IFCC follows 20 accounts related to lab medicine and health organization. From the practical perspective, the IFCC account has low activity. According to the amount of worldwide Facebook and Twitter users, IFCC Twitter account could expect around 1000 followers. A Twitter account requires daily updates and very active interactions with followers. In order to achieve this objective frequent information should be sent.

### RECOMMENDED ACTIONS:

- Define rules or a policy for social media management (in draft and to be discussed at C-leL)

- Encourage national federations to invite members to participate in the IFCC social media sites.
- Invite IFCC units, committees and members to share frequently contents in social media formats.
- Produce specific content to deliver over social media using its special features (debates, quizzes, surveys, etc.)

### **10.3. Working Groups**

#### **10.3.1. Electronic Journal of the IFCC (WG-EJIFCC) (GK)**

##### **10.3.1.1 Membership**

Dr. Bhattoa Harjit Pal (University of Debrecen, Hungary) was co-opted to the editorial board as the assistant editor of the e-journal. New editorial board members are Dr. Mike Hallworth (UK) and Dr. Peter Vervaart (AU).

##### **10.3.1.2 Activity Report**

###### **10.3.1.2.1 Volumes of eJIFCC in late 2014/early 2015**

3/2014: Special eJIFCC issue on peer review and ethics in publication (guest editor: Khosrow Adeli). The special issue was based on a recent symposium held during the IFCC WorldLab Congress held in Istanbul, Turkey in June 2014, and includes 4 articles discussing various aspects of scientific peer review and ethics in publication.

1/2015: This themed issue of the journal was focused around the impact of laboratory medicine on clinical management and patient outcomes. (Guest editor: Mike Hallworth). The issue dealt with the systematic evidence of the contribution of laboratory medicine to the clinical process, in view of the multitude of factors that are involved in reaching a diagnosis or planning treatment for an individual.

2/2015: A regular, non-themed issue with two manuscripts that were originally planned to be published with the themed issue on men's health.

3/2015: Issue will be on Guidelines with Rita Horvath editing.

4/2015: May be a problem but suggestion is that it be an issue based on the Quito meeting. Graham Jones would like to publish a list of abstracts on CKD

1/2016: Harmonisation issue edited by Jill Tate and Gary Myers.

Proposals for two additional issues in 2016: Pediatric Laboratory Medicine based on Polish meeting edited by KA and ED. Needs approval of GS. Issue focused on 70th anniversary of the Hungarian society. EJ suggested Mass Spectrometry issue. RG to be editor

**Action: PV to contact RG re MS special issue.**

###### **10.3.1.2.2 Indexing eJIFCC in PubMed Central**

PubMed Central® (PMC) is a free archive of biomedical and life sciences journal literature at the U.S. National Institutes of Health's National Library of Medicine (NIH/NLM). In keeping with NLM's legislative mandate to collect and preserve the biomedical literature, PMC serves as a digital

counterpart to NLM's extensive print journal collection. Based on the decision of the CPD, the editor of eJIFCC (also on behalf of the publisher IFCC) submitted an application to add eJIFCC to PubMed Central. On March 21, 2014 we received a letter from Robert Barrett (contractor, Pubmed Central) indicating the following:

"Your journal is now ready for the second stage: evaluation of your journal data. To get started on this step, you'll need to review our documentation for publishers at <http://www.ncbi.nlm.nih.gov/pmc/pub/pubinfo/>. The section "Evaluation of Sample Files" details all of our data sample requirements. Read the PMC file specifications at <http://www.ncbi.nlm.nih.gov/pmc/pub/filespec/>. This page details our XML and image file requirements, and describes how these files must be named and packaged for delivery. We recommend that you use the most recent version of the JATS Journal Publishing DTD (<http://jats.nlm.nih.gov/publishing/>) for the creation of XML files. If you do not plan to use the JATS DTD, please notify us before you generate your data sample. It is critical that we receive a workable XML sample on the first evaluation of your journal data."

We submitted the XML articles to PubMed Central. Conversion was made by Suntec Digital (India).

### **10.3.1.3 Editorial board meeting of eJIFCC**

The next meeting is scheduled for the Congress in Paris.

Discussion re splitting the articles so that they are stand alone. Is important in terms of indexing and also in monitoring downloads of individual articles.

**Action: KA/GK to discuss splitting articles with Insoft.**

**Action: Need to update affiliations of EJ and PV on editors page.**

**Action: COPE statement should be on the eJIFCC web page with link to COPE website.**

### **10.3.2. IFCC eNews (WG-IFCC eNews) (TP)**

#### **10.3.2.1 Membership**

There are currently 25 representatives on the working group and 9 of them are national society liaisons.

The current members of the eNewsletter working group are as follows:

Xavier Fuentes-Arderiu (**Spain**)

Damien Gruson (**Belgium**)

Joseph B. Lopez (**Malaysia**)

Mabel Charles-Davies (**Nigeria**)

Spiroula Christou (**Cyprus**)

Abderrazek Hedhili (**Tunisia**)

Rosa Sierra Amor (**Mexico**)

Grazyna Sypniewska (**Poland**)

Brguljan Meska Pika (**Slovenia**)

Sylvana Fahel da Fonseca (**Brazil**)

Layachi Chabraoui (**Morocco**)

Yadav Binod (**Nepal**)

Tu Ha Hoang (**Vietnam**)

Rajiv Erasmus (**South Africa**)

Thanh Van Ta (**Vietnam**)

Ana Piana (**Uruguay**)

### **National Societies Liaisons**

Ann Gronowski **(USA)**

Dai Duy Ban **(Vietnam)**

Snezana Jovicic **(Serbia)**

Anna-Maria Simundic **(Croatia)**

Montserrat Blanes Gonzales **(Paraguay)**

Nada Majkic-Singh **(Serbia)**

Sandra Klingberg **(Australasia)**

Curtis Oleschuk **(Canada)**

The last working group meeting took place at the Istanbul Convention Centre at 15h00 on 23 June 2014. The next meeting of the eNews working group is scheduled to take place during Euromedlab Paris on Monday 22 June 2015 at 10h30.

### **At the last working group meeting, the following items were discussed.**

1. Report back from the CPD executive committee.
2. Format and presentation of the newsletter
  - a. There was a discussion of the uniformity of the layout of the newsletter. We have tended to divide the articles into section based on feedback received and this has been kept constant.
  - b. Occasional articles have also been published in Spanish and French.
  - c. Content: The newsletter now provides regular updates of the structure and strategy of the IFCC. Working groups and divisions and several of these have now appeared.
  - d. Issue of Book reviews: There have also been several book reviews in the journal.
3. **AFCC (African Federation of Clinical Chemistry):** Notification of the release of the newsletter is sent out to regional representatives and to other individuals who have subscribed to the mailing list.
4. Corporate opinion will also be sought for the working group. Bruce Jordan is currently the corporate representative and will be invited to join the next meeting of the WG eNews.
5. There was a discussion of whether companies should be profiled. Many corporate members either advertise or are profiled when they become corporate members.

### **10.3.2.2 Activity report**

The forthcoming meeting in Paris will be TP's 6<sup>th</sup> formal CPD meeting, of his term he has now completed roughly 30 months of his first term as editor of the IFCC eNews. There have been 15 issues of the newsletter published in the new format since he took over as editor. The newsletter is still published bi-monthly and there is always a steady flow of articles and there are always a substantial number of items to publish and this often requires substantial editing. The last edition (June 2015) of the newsletter ran to a total of 40 pages. The contract with Insoft Digital (commenced in 2014) has now produced 9 in digital "flipbook" format and PDF and HTML versions. Requests for articles are sent out to all eNewsletter WG members, National Societies liaisons and National Representatives, and Division Chairs (through the IFCC Office). A regular and popular feature of the newsletter continues to be the IFCC Young Scientists task force and the PSEP reports from awardees, as well as the IFCC Travel Scholarships to attend main Laboratory Medicine Congresses. This has definitely helped to highlight the contribution of the IFCC to international clinical chemistry across the world and has also ensured that contributions from members continue to come to the newsletter.

The newsletters in the past have featured an editorial by the IFCC President and the past President of the IFCC, Graham Beastall was a regular contributor to the eNews. We have not been able to continue the tradition this year. EJ suggested have Chairs of Divisions provide an editorial.



A screenshot from the most recent newsletter (June 2015) is shown below.



**Highlights of recent issues have included:**

- **Profile of the new IFCC executive board**
- **Profile of Euromedlab Paris (French article)**
- **IFCC Young Scientists task force**
- **IFCC working group-WG-ICQA report**
- **IFCC mentoring programme**
- **IFCC travel scholarships- African Federation of Clinical Chemistry**
- **“Science meets medicine”-new series for the IFCC**

### **Relationship with LabMedica International**

Arda Turac at LabMedica International (LMI) receives a regular supply of newsletters- all the newsletter information is sent to LMI and selected articles are printed from the original newsletter. TP also joined the editorial board of LabMedica which includes other members such as Jocelyn Hicks, Gerard Siest, Christopher Price, Bernard Gouget, Claus Christensen, Rosa Sierra-Amor and Andreas Rothstein. Membership of the board carries no obligation, but facilitates communication or input regarding various aspects of the publication's and website's editorial content. LabMedica is also starting a series of viewpoint columns where, a few times a year, areas of significance can be addressed and TP hopes to contribute to this.

### **Guideline document on scientific publications**

At the last meeting in Istanbul in June 2014, it was proposed to draw up a guideline document on scientific publications for the IFCC. This was done, in collaboration with GK and was based on the COPE best practice document for journal editors and was reviewed at the last CPD meeting in Adelaide, Australia (October 2014). KA suggested another Guideline on the publishing process including peer review etc. To be discussed further at editors meeting.

Discussion continued on size of the newsletter following KA report. Suggestion was to have a guideline on length of articles for the newsletter. TP also raised the issue of an eNews app.

## **10.3.4. Ibero-American Nomenclature and Translation (WG-IANT) (MB)**

### **10.3.4.1 Membership**

|                      |                      |    |
|----------------------|----------------------|----|
| E. Abraham           | Member               | CU |
| C. Almonacid Urrego  | Member               | CO |
| A. Antunez de Mayolo | Member               | PE |
| R. Calafell          | Member               | SP |
| P. Chueca            | Member               | SP |
| AJ. Grosz            | Member               | BO |
| M. E. Lasta          | Member               | AR |
| G. Lima-Oliveira     | Member               | BR |
| A. Rodriguez Prieto  | Member               | GT |
| F. Ruiz Cerda        | Member               | CL |
| R. Sierra Amor       | Member               | MX |
| G. Velazquez         | Member               | PY |
| H. Fares Taie        | Corresponding Member | AR |
| X. Fuentes Arderiu   | Corresponding Member | SP |
| S. Raymondo          | Corresponding Member | UY |

#### **10.3.4.2 Activity Report**

WG-IANT met in Istanbul and another will be in Paris during EuroMedLab. A meeting will also be held during the XXII CONGRESS 2015 COLABIOCLI in Ecuador.

##### **10.3.4.2.1 RIA Web page**

RIA product was reviewed and changes should be made (have been sent to SCL)

##### **10.3.4.2.2 Diagnostico in vitro**

As above.

##### **10.3.4.2.3 Ibero-American Radio**

Page is being updated. Items being requested for publication. The radio has excellent growth. We work as a team with the RIA. Radio to promote the XXII COLABIOCLI Congress 2015. Many radio's interviews with the congress speakers will be published on the DIAGNOSTICO INVITRO.

## **10.6. Publications (PV)**

### **10.6.1. Documents of Committees and Working Groups**

The database (available on the website) continues to be updated as publications are forthcoming. New Publications for 2015 include:

1. [Evaluation of standardization capability of current cardiac troponin I assays by a correlation study: results of an IFCC pilot project.](#)

Tate JR, Bunk DM, Christenson RH, Barth JH, Katrukha A, Noble JE, Schimmel H, Wang L, Panteghini M; IFCC Working Group on Standardization of Cardiac Troponin I.

Clin Chem Lab Med. 2015 Apr 1;53(5):677-90. doi: 10.1515/cclm-2014-1197.

PMID: 25999287 [PubMed - in process]

2. [Investigation of 2 models to set and evaluate quality targets for hb a1c: biological variation and sigma-metrics.](#)

Weykamp C, John G, Gillery P, English E, Ji L, Lenters-Westra E, Little RR, Roglic G, Sacks DB, Takei I; IFCC Task Force on Implementation of HbA1c Standardization.

Clin Chem. 2015 May;61(5):752-9. doi: 10.1373/clinchem.2014.235333. Epub 2015 Mar 3.

PMID: 25737535 [PubMed - in process]

3. [Current evidence and future perspectives on the effective practice of patient-centered laboratory medicine.](#)

Hallworth MJ, Epner PL, Ebert C, Fantz CR, Faye SA, Higgins TN, Kilpatrick ES, Li W, Rana SV, Vanstapel F; IFCC Task Force on the Impact of Laboratory Medicine on Clinical Management and Outcomes.

Clin Chem. 2015 Apr;61(4):589-99. doi: 10.1373/clinchem.2014.232629. Epub 2015 Feb 2. Review.

PMID: 25646214 [PubMed - indexed for MEDLINE]

4. [Variability of ethics education in laboratory medicine training programs: results of an international survey.](#)

Bruns DE, Burtis CA, Gronowski AM, McQueen MJ, Newman A, Jonsson JJ; IFCC Task Force on Ethics.

Clin Chim Acta. 2015 Mar 10;442:115-8. doi: 10.1016/j.cca.2014.11.023. Epub 2014 Nov 29.

PMID: 25437910 [PubMed - in process]

5. [IFCC educational materials on selected analytical and clinical applications of high sensitivity cardiac troponin assays.](#)

Apple FS, Jaffe AS, Collinson P, Mockel M, Ordonez-Llanos J, Lindahl B, Hollander J, Plebani M, Than M, Chan MH; International Federation of Clinical Chemistry (IFCC) Task Force on Clinical Applications of Cardiac Bio-Markers.

Clin Biochem. 2015 Mar;48(4-5):201-3. doi: 10.1016/j.clinbiochem.2014.08.021. Epub 2014 Sep 7.

PMID: 25204966 [PubMed - in process]

### **10.6.2. Monographs**

There have been no new Monographs produced in 2015

### **10.6.3. Books**

#### **10.6.3.1 Silver Book**

Silver Book V2 is still out for public review; however IFCC, through the ex-President, have made it clear that we will only support an electronic publication.

#### **10.6.4. Conference proceedings**

There is no new conference proceedings published in 2015.

#### **10.6.5. Annual report**

The 2014 Annual Report has been published by the IFCC Office.

#### **10.6.6. Handbook**

The 2015-2017 version of the Handbook is available on the website.

#### **10.6.8. Views and Reviews**

See Social Media report above.

#### **10.6.10. Electronic Publications**

We recently published the APFCB news on the website.

#### **10.6.20. Other Publications**

None to report other than those mentioned in other reports.

### **10.7. Web Site (PV)**

#### **10.7.1 Organizational matters (JG)**

Key website development and maintenance activities since the last report to the Adelaide CPD-EC meeting in Oct 2014 have been as follows:

#### **Publication of News items:**

We continue to average 3-4 new news items/month thanks to SCL and the other office staff who are aware of all IFCC happenings. The most recent 3 items appear on the home page so it is good to keep updating these frequently (but not so frequently that they are displaced too quickly). Interesting images are sought to accompany the news to enhance the look of the home page. News of NPU updates is only posted occasionally, depending on other items available. Publication of news on the web generally triggers re-posting in social media by the social media editor. A link to the full news list and archive is available at the top of the home page so all items remain available after they have dropped off the home page (unless deliberately unpublished).

| <b>Month</b> | <b>Number of items published</b> |
|--------------|----------------------------------|
| June 14      | 2                                |
| July 14      | 5                                |
| August 14    | 2                                |
| Sept 14      | 5                                |
| Oct 14       | 3                                |
| Nov 14       | 3                                |
| Dec 14       | 4                                |
| Jan 15       | 2                                |
| Feb 15       | 4                                |
| March 15     | 4                                |

April 15

5

May 15

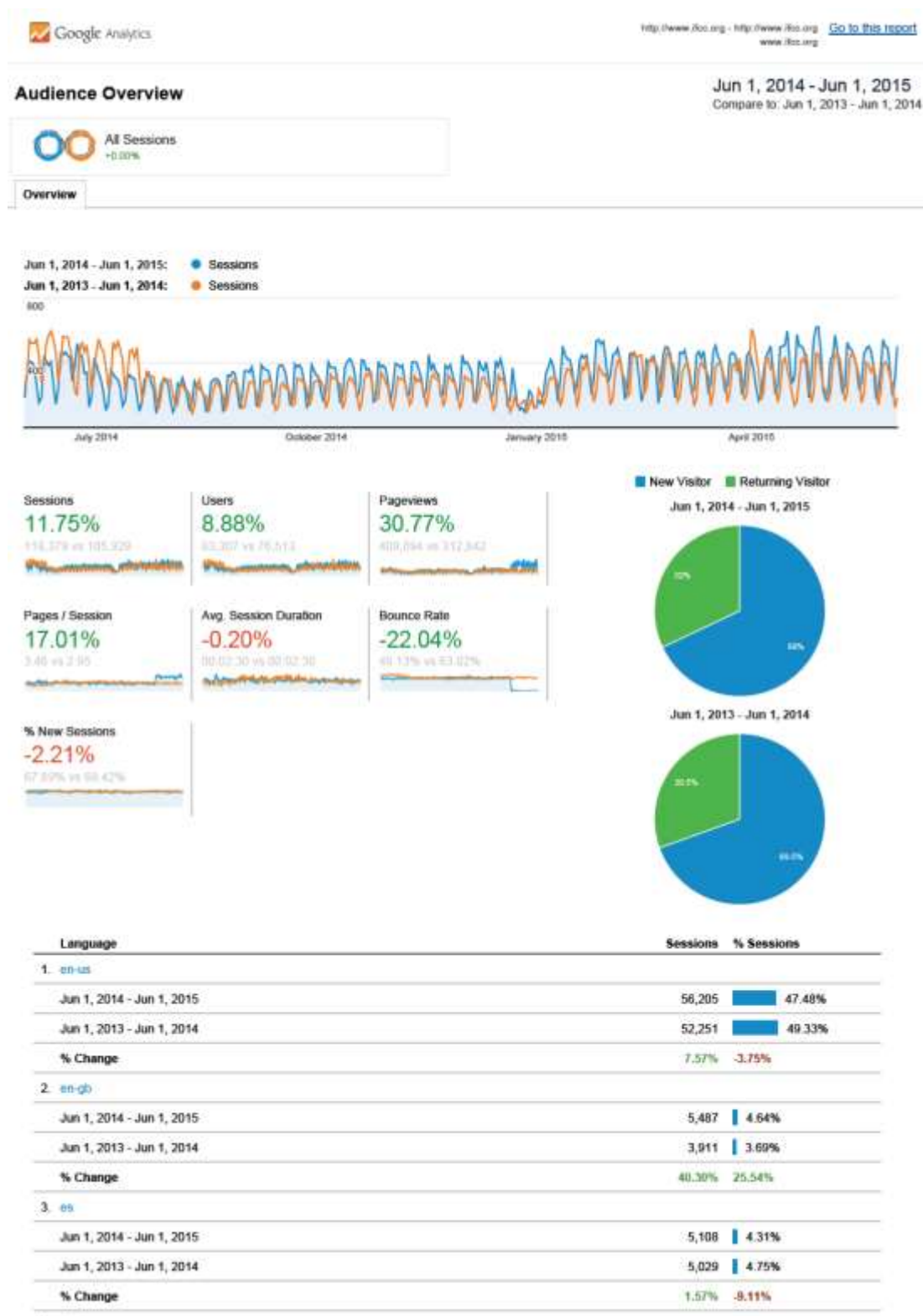
4

### Website improvements:

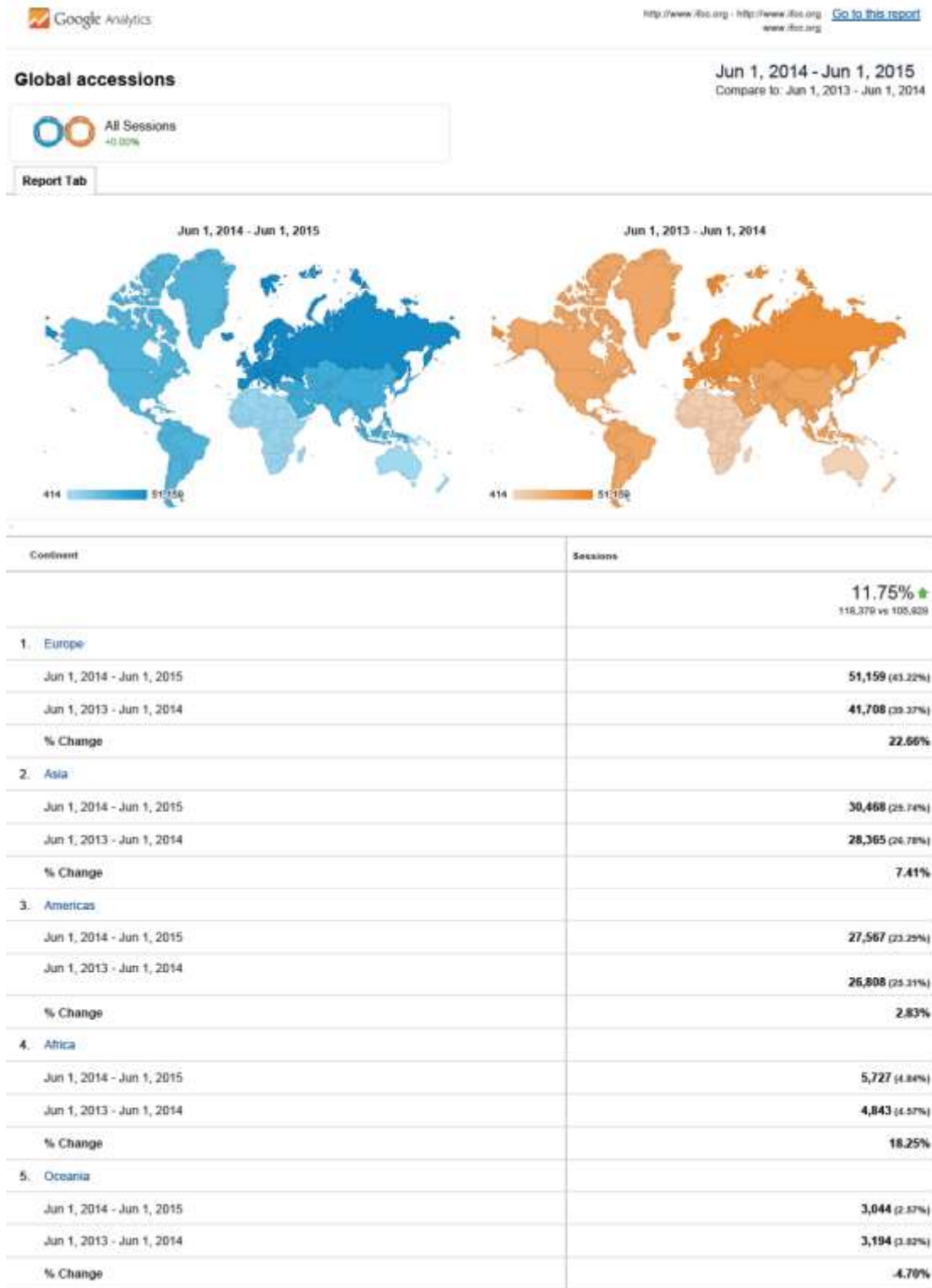
- Calendar re-design: The calendar feature of Umbraco has been re-designed with the help of InSoft to optimise the features available. Previously it was only being used to display three meetings on the home page and the list of meetings on the congresses and conferences page was maintained manually. Instead of a “calendar” format, the meetings are now presented as a chronological list, with meetings automatically disappearing after the event has passed. This makes it easier for the user to see upcoming meetings at a glance without having to move from month to month on the old format. Events are listed in two categories under the tabs “IFCC and Regional Federation Events” and “Events with IFCC Auspices”; with the first one appearing as the default as the page is opened. The next three events in the IFCC category automatically display with an image on the home page. A new addition to the events list is the ability to download selected event details to major calendar clients (Outlook, Google, Yahoo, Hotmail, iCal). The IFCC office staff now also have the ability to extract the events from the website into the monthly email for distribution via mass mailing.
- The look of the IFCC Media front page buttons to RIA, el Microscopio, eJIFCC and eNews have been updated.
- Minor adjustment of the home page layout was made to reduce some white space between partner logos and improve balance.
- A new button has been added under the Key Partners heading on the home page linking to the Regional Federations page.
- Updates to social media links on the TF-YS pages have been made as requested.
- ROE link added to Resources and Downloads page and Index by Subject page.
- Addition of education material pages and content has been made based on the eAcademy curriculum. Considerable time has been spent designing a page structure to optimally arrange webinars and external links within the current web pages forming the basis of the new site under development. Material will be transferred once complete. The eAcademy will be managed separately to the current website but will fit within it.
- Update requests for the RIA pages have just been received and are currently in progress. Some problems exist with locating files as links are broken and the files are not in the media section (possibly these were migrated from an earlier website). InSoft will need to assist after discussion at the Paris meeting. A review of which old files are necessary to maintain is needed.
- Tracking of pdf document downloads from the website is now possible using Google Analytics. Recording of download statistics commenced in April 2015 so we should be able to look up particular files from that time point. Ad hoc requests for information relating to particular files can be made to the Web Editor. If regular information is required this can be accommodated but we need to decide what, if anything, should be routinely tracked. Naming of files is important if we are able to identify them using this tool, some of the older files and media on the website are identified only by a number and may or may not be able to be traced. We should also ensure that emails contain links to material on the website rather than the files themselves so that downloads are tracked.

- On-going updates to various media files and pages as required (eg slide sets, handbook, brochures, committees, WGs etc)

### 10.7.1.1 Website Statistical Report



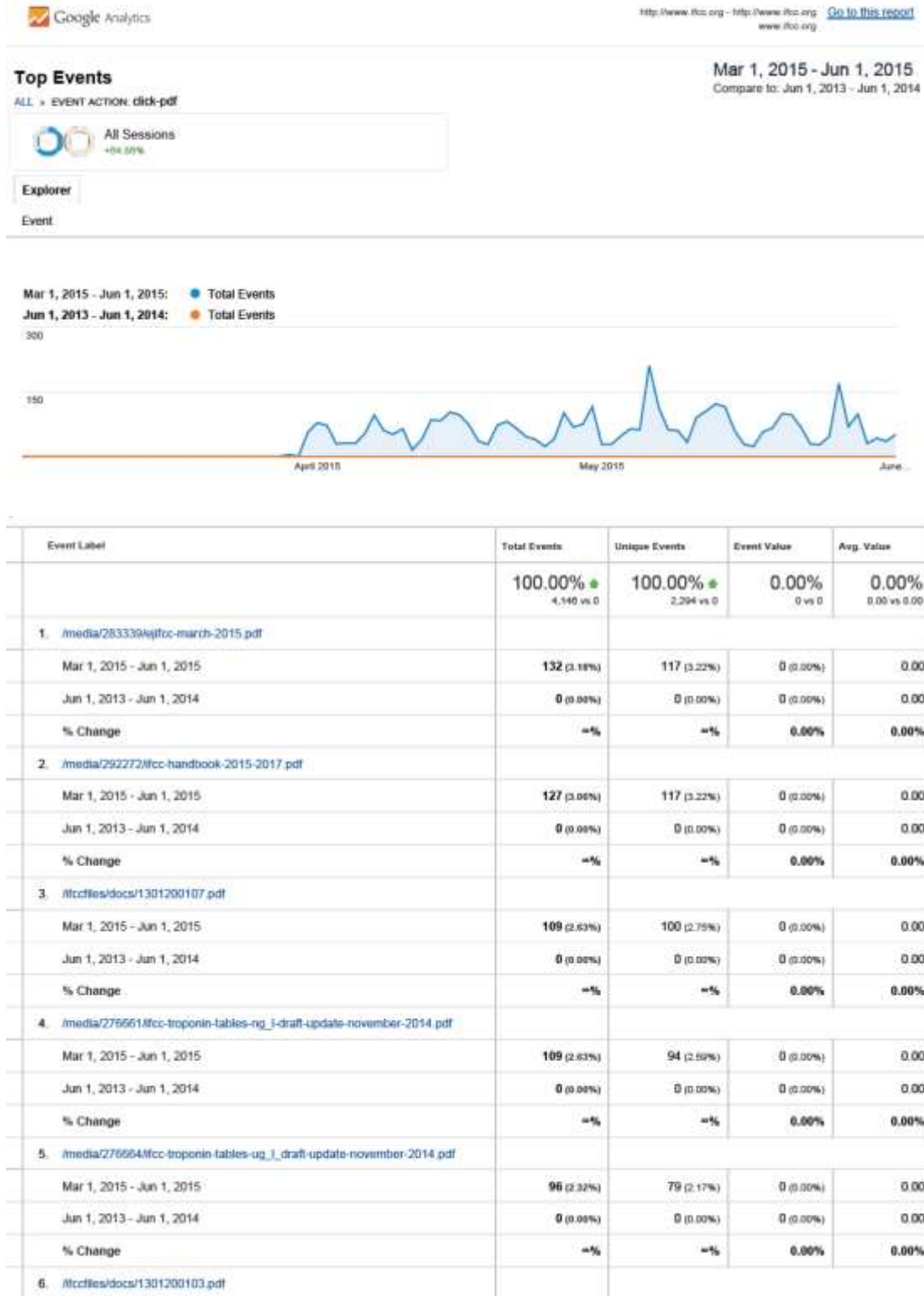
- The most recent 12 months indicate a moderate increase in sessions (12%) over the previous period.
- Demographic details and other characteristics of visits remain fairly consistent.







- Document downloads became track-able from April 2015.



### 10.7.1.3 Policy and Procedure for IFCC functional unit web pages

JG has begun work on this document.

#### **10.7.1.4 eJournal/eNews archiving**

The eJournal and eNews are currently being archived on the website.

#### **10.7.1.5 Status of Phase II launch of website**

The website continues to develop in 'real time' therefore there is no plan at this stage for a Phase II launch (other than the eAcademy)

#### **10.7.2. Bookstore**

In saying that, the Bookstore and any eCommerce functionality would be part of Phase II of the website.

#### **10.7.3 e-Banners**

Continue to be loaded when received.

#### **10.7.4. Databases**

The NPU, Register of Experts, and Publications databases are the only active databases currently on the website. An eAcademy database will be developed with the eAcademy.

#### **10.7.5 Distance Learning Programs and eAcademy**

The eAcademy will be officially launched this week. We are also in active discussion with the C-DL around the development of content for the eAcademy, in particular the use of present.me for static webinars and Siemens sponsorship of live webinars.

### **10.8. Related Journals (KA)**

#### **10.8.1. Meetings of Editors**

22 editors are attending the meeting this week. SCL will take minutes. KA will give general overview and GK and TP will talk about IFCC publications. General discussion about insurance.

**Action: KA to raise issue of editor insurance again with EB.**

#### **10.8.2. Journals**

##### **10.8.2.1. Clinical Chemistry and Laboratory Medicine (CCLM)**

Continues to publish some IFCC articles. Are also offering cut price electronic subscriptions to National Societies.

##### **10.8.2.2. Clinica Chimica Acta (CCA)**

Starting to see IFCC papers in CCA and have invited two members of editorial board from SD.

##### **10.8.2.3. Labmedica International (LMI)**

See above

## **10.9. Public Relations**

### **10.9.1. PR Brochures**

The IFCC presentation brochures have been updated for the next 3 years (2015-2017) and translations are underway; some are completed: French, Spanish, will be available for the EuroMedLab meeting in Paris. Other versions available on the website.

### **10.9.3. PR Posters**

BJ offered to produce more posters for the GC next March

### **10.9.4. Publicity**

Proposal of policies for advertising on IFCC communication tools

### **10.9.5. Miscellaneous PR Projects**

#### **10.9.5.1 PR Slide Kit**

The IFCC presentation PowerPoint slide kit has been edited to reflect the new Board and objectives. It is now posted on the IFCC Website.

#### **10.9.5.2 Lab Medicine Slide Kit**

The IFCC understanding laboratory PowerPoint slide kit has also been edited according to discussions held in Istanbul and with new information. It was presented to the CPD-EC in Paris for discussion and was approved.

## **10.10. Corporate Member Activities (BJ)**

Asked whether he could help out with particular items for the GC e.g. promotion of eAcademy.

We should also promote the History project and indexing if that is approved by then.

Corporates are interested in ROI for their membership of IFCC (i.e. what's in it for them?).

## **10.19. Meetings & Symposia (KA)**

### **10.19.1 CPD Symposia**

|                  |   |                          |
|------------------|---|--------------------------|
| <b>10.19.1.3</b> | <b>Paris, France; EUROMEDLAB</b>  | <b>24 June 2015</b>      |
|                  | Value and Impact of Laboratory Medicine in Healthcare:<br>What is the Evidence?<br>(ACCEPTED/Scheduled) |                          |
| <b>10.19.1.4</b> | <b>Quito, Ecuador; COLABIOCLI</b>   | <b>24 September 2015</b> |
|                  | Pediatric Laboratory Medicine<br>(ACCEPTED/Scheduled)   |                          |
| <b>10.9.1.5</b>  | <b>Madrid, Spain; IFCC GC</b>   | <b>19 March 2016</b>     |
|                  | "Facing the Digital Future of IFCC Communications"  |                          |

Potential topics: Internet and IFCC website: JG  
IFCC Social Media: EF  
E-academy: PV  
Digital Publishing: GK

Also have requests for symposia for upcoming meetings:

**Arab Federation in Khartoum, Sudan in December 2015:**

Potential topic: Peer Review and Publication (KA, AN, TP, GK)

Peer Review (KA)  
How to publish a scientific article (TP)  
Publication Ethics (AN)

**Action: KA to check if Nader is also attending as will overlap.**

**2017 in June in Athens**

Role of Communication in P4 Laboratory Medicine:

Online resources for patients (e.g. LabTests Online)  
Diagnostic/Reference Apps  
Interpretive Commenting  
Electronic Health Records  
Regulatory Aspects and Ethics  
Bioinformatics

**2017 in October in Durban**

Peer Review and Publication (Updated and repeated)

ED to also speak

**Action: TP to advise if this or Value of Lab Medicine**

**Other symposia:**

**Action: KA to propose the Communication topic to AACC (NAFCC) for 2016.**

Will keep in contact by e-mail as topics develop.

**10.19.2 Future CPD EC Meetings**

**10.19.2.1 Quito, Ecuador (COLABIOCLI) 26 Sept 2015**

CPD Dinner on night of 26th.

**10.19.2.2 Madrid, Spain (IFCC GC) 18 March 2016**

Arrive 17th March and Depart 22nd March.

Also run a symposium at the University

Informal meeting at AACC on 29<sup>th</sup> July 0800 at Atlanta Marriott.

**Action: SCL to send invite and Outlook Calendar invitation to all CPD members.**

### 10.20. Membership

| Members:                        | Position   | Term and Time of Office |                   |
|---------------------------------|--|-------------------------|-------------------|
| <b>Khosrow Adeli – AD (CA)</b>  | Chair  | 1 <sup>st</sup>         | 2013 01 – 2015 12 |
| <b>Edgard Delvin - ED (CA)</b>  | Vice Chair/ PR Coordinator                           | 1 <sup>st</sup>         | 2013 01 – 2015 12 |
| <b>Peter Vervaart – PV (AU)</b> | Secretary/Publications-Distance Learning Coordinator | 2 <sup>nd</sup>         | 2014 01 – 2016 12 |
| <b>Gabor Kovacs – GK (HU)</b>   | Editor, eJIFCC                                       | 2 <sup>nd</sup>         | 2015 01 – 2017 12 |
| <b>Tahir Pillay - TP (ZA)</b>   | Editor IFCC News                                     | 1 <sup>st</sup>         | 2013 01 – 2015 12 |
| <b>Bruce Jordan - BJ (DE)</b>   | Corp. Rep.   | 2 <sup>nd</sup>         | 2014 01 – 2016 12 |

KA, ED and TP 2<sup>nd</sup> term renewals approved by EB.

### 10.30. Budget

Slight increase in budget for next financial year. Additional funding from Siemens for eAcademy. Need to develop budget for eAcademy.

**Action: KA to get budget update from IFCC office.**

Advertising also appears a little expensive. KA suggests 400 Euro for full page (300 for corporate members), 250 for ½ page.

**Action: SCL to review cost of advertising on IFCC communication pages**

### 10.40. Other Business

#### History Project:

Peter Wilding has collated history material to be presented at booth this week. Material continues to be submitted.

**Action: Highlight at GC. BJ to help with presentation.**

#### Use of e-mail list:

E-mail from WG-PG complaining that we didn't send out an e-mail shot to the mailing list. All agreed that we shouldn't send multiple e-mails to our lists as we don't want to overload our lists. Alternative would be to advertise in our eNews or through Social Media via EF. Was also discussed at EB. Need to develop policy. Consider a monthly e-mail shot? Can use to minimize material going into the eNews. Insoft may be able to develop a template. Review after 12 months by Survey Monkey. Could also use to survey the 'membership'.

**Action: KA or MF to respond to WG-PG**

**Action: PV to send AACB monthly e-mail shot to EC for review**

**Action: CPD to develop annual or occasional surveys using survey monkey to seek feedback on IFCC publications, website, PR tools, eAcademy, etc.**

**Communication Tools:**

AN suggested we develop some tools for National Societies such as developing press releases etc. KA suggested having booths/presentations at medical conferences etc. Suggested a World Diagnostic Laboratory Medicine day sponsored by IFCC. Already involved with World Pathology Day (initiated by RCPATH).

**Action: TP is on international committee of RCPATH and will raise involvement of IFCC in World Pathology Day process.**

**Action: Need to develop a strategic plan at our next meeting.**

Meeting closed @ 11:00