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COMMUNICATIONS AND PUBLICATIONS DIVISION
EXECUTIVE COMMITTEE (CPD-EC)

Chair:
Prof. Ellis JACOBS (US)

Vice Chair:
Prof. Khosrow ADELI (CA)

Secretary:
Dr. Peter VERVAART (AU)

Members:
Prof. Gábor L. KOVÁCS (HU)
Prof. Edgard DELVIN (CA)

Corporate Representative:
Dr. Bruce JORDAN (CH)
10. Communications and Publications Division (CPD)

The Communications and Publications Division (CPD) reports to the Executive Board and is responsible for all of the communication and publication activities of the IFCC.

The CPD is composed of an Executive Committee, Committees on Public Relations and Internet and e-Learning and Working Groups for each CPD programme. Ad hoc task forces for specific projects can also be formed.

The aim of the CPD is to communicate the work of the IFCC to clinical scientists, physicians and health policy makers world-wide, and to provide continuing education in printed and electronic forms. The CPD publishes the eJIFCC, IFCC eNews and educational tools, including scientific monographs. The CPD coordinates translations of important documents into languages other than English. The CPD is responsible for the coordination of the Internet activities of the IFCC, primarily through the IFCC website. This includes preparation and promotion of the IFCC website, establishment of links between relevant resources and the production and participation in Internet and online educational courses designed to promote the IFCC.

In addition, the CPD publishes the eJournal of the Federation (eJIFCC) on the web, IFCC recommendations and documents in a formal collaboration with the journal Clinical Chemistry and Laboratory Medicine (CCLM) and other international journals in the field.

The CPD uses electronic communication to facilitate the availability of IFCC documents to all members at no cost.

All IFCC publications are copyrighted by IFCC.

10.1. CPD Executive Committee (CPD-EC)

Membership

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Country</th>
<th>Term</th>
<th>Time in Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>E. Jacobs</td>
<td>Chair</td>
<td>US</td>
<td>2nd</td>
<td>2010-1-2012 12</td>
</tr>
<tr>
<td>K. Adeli</td>
<td>Vice-Chair</td>
<td>CA</td>
<td>2nd</td>
<td>2010-1-2012 12</td>
</tr>
<tr>
<td>E. Delvin</td>
<td>Member</td>
<td>CA</td>
<td>2nd</td>
<td>2010-1-2012 12</td>
</tr>
</tbody>
</table>

10.1.1. Mission Statement

The mission of the CPD is to:
• Communicate the work of the IFCC to clinical laboratory scientists, physicians and health care policy makers worldwide.
• Provide educational material to clinical chemists in both printed and electronic forms. Much of the work done by the Education and Management Division and the Scientific Division is published after approval and assistance of the CPD. The National Societies and Full Members, Corporate and Affiliate Members are the target audience for all IFCC publications.
• Promote the image of the IFCC to its individual members, to the biomedical industry and to the world-wide health care community at large.

10.1.2. Strategy

The major strategic objectives of this Division are to:
• Define the types of communication and of multimedia training that might be relevant to IFCC members and act as a central point for access to existing information sources, notably those coming from Committees, Working Groups, National Societies and Corporate Members.
• Identify, evaluate and ensure continuing technical awareness of communication methods.
• Develop products, such as the web-site, virtual book-store and e-commerce.
• Together with other Divisions, to make widely available new techniques for professional training, such as self-training materials, tutorials and other distance learning (web based) programmes.
• Prepare and provide the most appropriate supporting techniques for widespread use of the new teaching techniques.

10.1.4. Terms of Reference

The CPD Executive Committee is responsible:
• for carrying out public relations policy as it affects production of material to be used for enhancing the professional image of the IFCC.
• for the e-JIFCC and the publication process of the IFCC publications.
• for the recognition of the IFCC and its activities by establishing and maintaining an IFCC web site.
• to the EB and Council to ensure the highest performance standards of its units and for the activities of its members.

The CPD-EC will ensure the progress of each project and publication and will review on an annual basis the contributions of the members of each functional unit. The CPD is responsible for the continued production of the IFCC Handbook and the Annual Report. A function of the CPD-EC is to coordinate the publication of all IFCC recommendations, position papers and documents. The Publications & Distance Learning Coordinator is the liaison to the Editorial Board of Clinical Chemistry and Laboratory Medicine (CCLM). A register of documents, which catalogues all publications of IFCC, is maintained.
Projects

IFCC - Labs are Vital Collaboration

*Labs Are Vital (LAV)* is a programme sponsored by Abbott Diagnostics, in partnership with the IFCC and professional societies around the globe - all working together to provide a place where laboratory professionals have a voice.

As of Spring 2006, the IFCC and Labs are Vital developed a mutual agreement to joint forces on the campaign to promote the vital role of laboratory medicine and clinical chemistry in provision of healthcare and overall contributions to the general public.

- The "Labs are Vital" programme has been launched in several countries in South America as well as in Australia with the help of PR committee members.
- Joint IFCC-Labs are Vital presentations during IFCC conferences and other events.
- Joint IFCC PR Committee and Representatives of Labs are Vital are held at least annually. Additional conference call meetings are also arranged to plan future activities.
- Some of the joint activities have included:
  - Media Monitoring
  - Launch of Labs Are Vital within Countries
  - Website: Registration of Labs Are Vital Supporters
  - Development of a Joint LAV-IFCC website
  - Development of a Promotional Video on "What happens to my sample"
  - Plans for a Global Lab Week

IFCC PR Brochure:
A brochure introducing IFCC and its international activities was developed and has been used at all IFCC events to publicize the IFCC and its mandate. The brochure has been translated into: Arabic, Chinese, Farsi, French, German, Italian, Polish, Portuguese, Russian, Spanish, and Turkish.

IFCC PR Slide Kit:
A slide presentation has been developed that introduces the IFCC and its divisional activities, for use at member society meetings. This slide set is available to all PR committee members and all IFCC member countries for future presentations at local, regional, and international conferences, to promote the IFCC organization.

IFCC Laboratory Medicine Slide Kit:
A new slide kit has also been developed on the value of laboratory medicine in clinical medicine and the impact of laboratory professionals in patient care and healthcare delivery. The slide kit is now available for presentation at various conferences inside and outside of the IFCC organization.

Current and Future PR plans:
- Develop a new PR brochure targeted to the general public, governments, industry, etc.
- Establish a communication process among PR committee members and regional federation representatives so the joint team can most effectively update and work on agreed upon activities and initiatives.
- Prepare and make formal presentations at local and regional conferences.
- Work with the SD to promote IFCC as the global coordinator of Laboratory Practice Guidelines.

10.2. CPD Committees

10.2.1. Public Relations (C-PR)

The Chair of this Committee serves as vice-chair of the CPD Executive Committee. The PR Committee is composed of the Chair plus 4 members from IFCC member countries throughout the world. Each member will represent one major region of the world. Additionally there are advisors from the regional organizations.

Membership

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Country</th>
<th>Term</th>
<th>Time in Office</th>
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<tbody>
<tr>
<td>K. Adeli</td>
<td>Chair</td>
<td>CA</td>
<td>2nd</td>
<td>2010-2012</td>
</tr>
<tr>
<td>R. Deouloufou</td>
<td>Member</td>
<td>ES</td>
<td>1st</td>
<td>2011-2013</td>
</tr>
<tr>
<td>L. Langman</td>
<td>Member</td>
<td>US</td>
<td>2nd</td>
<td>2011-2013</td>
</tr>
<tr>
<td>S. Matthews</td>
<td>Member</td>
<td>AU</td>
<td>2nd</td>
<td>2011-2013</td>
</tr>
<tr>
<td>T. Pillay</td>
<td>Member</td>
<td>ZA</td>
<td>1st</td>
<td>2011-2013</td>
</tr>
<tr>
<td>F. Harb</td>
<td>Advisor</td>
<td>AFCB</td>
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<tr>
<td>E. Hoyaranda</td>
<td>Advisor</td>
<td>APFCB</td>
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<tr>
<td>M. Klouche</td>
<td>Advisor</td>
<td>EFLM</td>
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<tr>
<td>AL. Maselli</td>
<td>Advisor</td>
<td>COLABIOCLI</td>
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</table>

Corresponding Members:
- C. Grigore (RO)
- M. Krintus (PL)
- K. Psarra (GR)
- M. Spalvieri (AR)

Terms of Reference

The C-PR’s primary mandate is to assist the IFCC in promotion of both the organization and the disciplines of clinical chemistry and laboratory medicine internationally and to coordinate PR activities of the various IFCC units. The main objectives of this committee and its members are to:

- Identify key PR tools and make recommendations to the CPD, other divisions and EB.
- Develop and update promotional materials, through the CPD, on the IFCC organization and activities, as well as the disciplines of clinical chemistry and laboratory medicine for distribution worldwide.
- Act as a link for distribution of IFCC brochures and other promotional materials to other laboratory professionals in their country of residence, national society, and region.
- Assist IFCC in improving its visibility in their country of residence, national society, region, as well as internationally.
- Act as IFCC ambassadors promoting IFCC and the fields of clinical chemistry and laboratory medicine in their country of residence, national society, and region.
10.2.2. Internet and e-Learning (C-IeL)

The Chair of this Committee is the IFCC Publications & Distance Learning coordinator and is a member of the CPD Executive Committee.

Membership

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<th>Term</th>
<th>Time in Office</th>
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<tbody>
<tr>
<td>P. Vervaart</td>
<td>Chair</td>
<td>AU</td>
<td>1st</td>
<td>2011-2013</td>
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<tr>
<td>A. Lyon</td>
<td>Web Editor</td>
<td>CA</td>
<td>1st</td>
<td>2011-2013</td>
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Terms of Reference

• Develop and maintain the IFCC website by working with the IFCC office, committees, working groups, National Societies and Corporate Members as well as the website host, software developers and other interested parties.
• Work with the authors of existing distance learning programmes to obtain permission for IFCC to publish and promote them in original or modified form.
• Source new distance learning programmes where none already exist.
• Obtain permission from National Societies, IFCC Committees, Task Forces and Working Groups to publish and promote distance learning material on the IFCC website.
• Appoint a liaison to the EMD C-DL, which will similarly appoint a liaison with the CPD C-IeL.

10.3. CPD Working Groups

10.3.1. Electronic Journal of IFCC - eJIFCC (WG-eJIFCC)

The journal is an educational and news vehicle intended for the individual members of the Full Member Societies. The journal has been allocated ISSN Number 1650-3414. Papers are solicited from well known experts in the field of clinical chemistry and laboratory medicine. Since 1999, the e-JIFCC has only been published on the website.

The chair of this WG is Editor in Chief of the eJournal and is a member of the CPD Executive Committee.

Membership

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<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>G. L Kovács</td>
<td>Chair</td>
<td>HU</td>
<td>1st</td>
<td>2012-2014</td>
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<tr>
<td>B. Bozic</td>
<td>Member</td>
<td>SI</td>
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<tr>
<td>R. Erasmus</td>
<td>Member</td>
<td>ZA</td>
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<td>N. E. Fink</td>
<td>Member</td>
<td>AR</td>
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<td>E. Koay</td>
<td>Member</td>
<td>SG</td>
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<tr>
<td>O. Racz</td>
<td>Member</td>
<td>SK</td>
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<tr>
<td>R. Sierra Amor</td>
<td>Member</td>
<td>MX</td>
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<tr>
<td>S. Stankovic</td>
<td>Member</td>
<td>SR</td>
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<tr>
<td>D. Syed</td>
<td>Member</td>
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<tr>
<td>G. Sypniewska</td>
<td>Member</td>
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<tr>
<td>I. Vermes</td>
<td>Member</td>
<td>NL</td>
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10.3.2. IFCC eNews (WG-IFCC eNews)

IFCC News is a section on the web-site which informs members of the activities of the Federation. It is sent via e-mail to subscribers and is printed in LabMedica International.

Membership

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<th>Name</th>
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<tr>
<td>E. Delvin</td>
<td>Chair</td>
<td>CA</td>
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<tr>
<td>H. Abderrazek</td>
<td>Member</td>
<td>TU</td>
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<tr>
<td>F. Antoja</td>
<td>Member</td>
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<tr>
<td>Y. Binod</td>
<td>Member</td>
<td>NP</td>
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<tr>
<td>M. Blanes Gonzalez</td>
<td>Member</td>
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<tr>
<td>L. Chabraoui</td>
<td>Member</td>
<td>MA</td>
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<tr>
<td>M. Charles-Davies</td>
<td>Member</td>
<td>NI</td>
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<td>S. Christou</td>
<td>Member</td>
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<td>S. Fehel da Fonseca</td>
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<td>X. Fuentes Arderiu</td>
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<td>D. Gruson</td>
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<td>T.H. Hoang</td>
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<td>VN</td>
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<td>J. Lopez</td>
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<tr>
<td>B. Meska Pika</td>
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<tr>
<td>A. Piana</td>
<td>Member</td>
<td>UY</td>
<td></td>
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<tr>
<td>S. Raymondo</td>
<td>Member</td>
<td>UY</td>
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<tr>
<td>R. Sierra Amor</td>
<td>Member</td>
<td>MX</td>
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<tr>
<td>G. Sypniewska</td>
<td>Member</td>
<td>PL</td>
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<tr>
<td>H. Aysha</td>
<td>National society Liaison</td>
<td>PK</td>
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<td>D. D. Ban</td>
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<td>VN</td>
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<td>A. Gronowski</td>
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<td>S. Jovicic</td>
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<td>SRB</td>
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<tr>
<td>S. Klingberg</td>
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<tr>
<td>M.C. Pasquel Carrera</td>
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<td>EC</td>
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<tr>
<td>A. Wooton</td>
<td>National society Liaison</td>
<td>UK</td>
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</table>

Terms of Reference

• Gather and disseminate information about the activities of the EB, SD and EMD and their Committees and Working Groups.
• Publish news and information about the activities of IFCC Members and Corporate Members.
• Provide early information about discussions taking place within the Division Committees in order that the topics of current concern and future developments, are known to all those practicing in the field.
• Publish a calendar of all IFCC congresses and meetings.

10.3.4. Ibero-American Nomenclature and Translations (WG-IANT)

Membership

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Country</th>
<th>Term</th>
<th>Time in Office</th>
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<tbody>
<tr>
<td>M. Blanes Gonzalez</td>
<td>Chair</td>
<td>PY</td>
<td>2nd</td>
<td>2011-2013</td>
</tr>
<tr>
<td>E. Abrahaim</td>
<td>Member</td>
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<tr>
<td>G. Velazquez</td>
<td>Member</td>
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<tr>
<td>G. Lima-Oliveira</td>
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<td>BR</td>
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<tr>
<td>P. Chueca</td>
<td>Member</td>
<td>ES</td>
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</tbody>
</table>
10.4.4. Translations

To obtain approval for the translation of an IFCC Publication, a request, in writing must be sent to the CPD. The decision to allow the translation will be made by the CPD. Any IFCC publication that has been translated must carry a statement that “This translation was authorized by the IFCC. However, the IFCC does not accept any responsibility for the accuracy of this translation. The definitive document remains the original document in English.”

10.4.5. Copyright Release

A copyright release may be requested for all IFCC publications by sending a request in writing to the Chair of CPD.

10.5. General Rules of Procedure

10.5.1. IFCC Procedure Manual

The CPD Executive Committee supports the Secretary of the IFCC Executive Board in the preparation of the IFCC Procedures Manual.

10.5.2. Individual Responsibilities for Preparation of an IFCC Document

The Publications/Distance Learning Coordinator coordinates the publication of Division/Committee/Working Group publications with journal editors. The Publications/Distance Learning Coordinator is responsible for organising the database of IFCC publications. The list includes documents and papers published in journals, conference proceedings and monographs. The entries are listed according to the IFCC-EB numbering system and in chronological order. IFCC publications are edited to ensure
the nomenclature and units used conform to approved IFCC recommendations.

The categories of IFCC publications and the individuals responsible for them are:

<table>
<thead>
<tr>
<th>Publication</th>
<th>Responsible Individual</th>
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<tbody>
<tr>
<td>C/WG Recommendations</td>
<td>Publications/Distance Learning Coordinator</td>
</tr>
<tr>
<td>C/WG Position papers</td>
<td>Publications/Distance Learning Coordinator</td>
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<tr>
<td>C/WG Technical reports</td>
<td>Publications/Distance Learning Coordinator</td>
</tr>
<tr>
<td>C/WG Reviews</td>
<td>Publications/Distance Learning Coordinator</td>
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<tr>
<td>C/WG Guidelines</td>
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</tr>
<tr>
<td>Minutes (all Units)</td>
<td>Secretaries of Unit</td>
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<tr>
<td>Annual Report</td>
<td>Secretary of EB/Chair of CPD</td>
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<tr>
<td>IFCC News</td>
<td>Editor, IFCC News</td>
</tr>
<tr>
<td>eJIFCC</td>
<td>Editor, eJIFCC</td>
</tr>
<tr>
<td>Handbook</td>
<td>Secretary of EB / Chair of CPD</td>
</tr>
<tr>
<td>Conference Proceedings</td>
<td>Special Editor/Publications/Distance Learning Coordinator*</td>
</tr>
<tr>
<td>Monographs, Books</td>
<td>Special Editor/Publications/Distance Learning Coordinator*</td>
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<tr>
<td>Promotional Materials</td>
<td>Vice-Chair of CPD / Corporate Representative</td>
</tr>
<tr>
<td>Multimedia</td>
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Publications/Distance Learning Coordinator has a liaison function*

10.5.3. Instructions to Authors

The latest instructions for authors are available on the IFCC website.

10.6. Publications

10.6.1. Preparation of Documents of Committees and Working Groups

**Stage 1:**
The draft document is developed in order to meet IFCC standards for quality and to ensure consensus with regards to its contents.

**Step 1:**
The author arranges consultation and a critical review, involving associate members, member society representatives, corporate member representatives, EB members, Division, Committee and Working Group Chairs, other IFCC groups and the other individual scientists or organizations. Assistance may be requested from the IFCC Office to circulate the document. It is pertinent to acknowledge comments received. The outcome of the consultation and the consequences for the draft document must be reported to the Division.

**Step 2:**
If the publication is planned to occur in a peer reviewed scientific journal, the author identifies, in consultation with the Division, two to six external referees. The Division may accept as an alternative, to use referees appointed by the editor of a scientific journal. Comments received from external referees must be acknowledged and commented by the senior author of the document. It is obligatory that reviewers are informed about the decisions taken by the authors. As a courtesy, referees should be addressed in a foot note of the title page.

**Stage 2:**
The document is reviewed and/or prepared for publication.

**Step 4:**
The Executive Board (EB) receives from the Division Stage 2 documents with a recommendation from the Division as to necessity for Council approval and the justification for a mail ballot. EB then decides to arrange a mail ballot or to refer the draft document to CPD for publication as an IFCC document. Decisions concerning further handling of the document are made after consultation between the Division and CPD.

**Step 5:**
CPD receives from EB or from the Division, Stage 2 draft documents approved for publication as IFCC Recommendations or IFCC Documents. New Stage 2 documents are announced in e-JIFCC. Copies should be available from the IFCC Office upon request.

**Preparation of IFCC Documents**

**Stage 1:**
Committee, Working Group, Authors
Draft document
Consultation and Internal Review

**Step 2:**
External Review

**Step 3:**
Division
Evaluation, review, Decision on the Product

**Stage 2:**
Recommendation
Executive Board / Council
Mail Ballot

**Step 5:**
Recommendation
Communication & Publications Division
(Publications/Distance Learning Coordinator)

**Step 6:**
Document or Position Paper
Division (Author)
Communication & Publications Division
(Publications/Distance Learning Coordinator)

**Outcome:**
CCLM
Peer Reviewed Scientific journal
eJIFCC
10.6.2. Monographs
Monographs are published as a multidisciplinary series featuring an in-depth study or group of closely related studies per issue. Monographs cover all aspects of laboratory Medicine.

10.6.4. Conference Proceedings
The CPD produces CD-ROMs in collaboration with SD and EMD of meetings held under the auspices of the IFCC.

10.6.5. Annual Report
The annual report is published once a year on the IFCC website and is available in LabMedica International in the July issue.

10.6.6. Handbook
The IFCC Handbook is published every three years and continually updated on the IFCC web site as needed.

10.6.8. Views and Reviews
Technical notes entitled "Views and Reviews" are published in e-JIFCC.

10.6.10. Electronic Publications
Relevant publications in the field of laboratory medicine can be published on the website after CPD approval.

10.6.20. Other Publications
Other publications are considered by the CPD. A proposal must be sent to the Chair for this purpose.

10.7. Website (www.ifcc.org)

10.7.1. Organisational Matters
The management of the website is the responsibility of the Web Master. The IFCC Office Liaison is responsible for continuously updating the information on the website.

10.7.3. e-Banners
Corporate Members are entitled to have their own banner on the home page of the IFCC website. The image can be linked to the company website and it must have pre-established dimensions of 140 by 91 pixels and should be sent to the IFCC Office to be uploaded.

10.7.4. Information
Information on the web-site includes:
- Membership information
- Member societies (organizations and individuals)
- Corporate members (companies and individuals)
- Members of IFCC units (EB, Divisions, Committees, Working Groups)
- Congresses, meetings, symposia, etc (IFCC/IFCC sponsored/member society/other)
- IFCC units (Divisions, Committees, Working Groups)
- List of IFCC publications (1973 to present)

10.7.5. Distance Learning Programmes
Web-based (distance-learning) educational activities will be made available on the IFCC website. This is a joint function with EMD.

10.8. Related Journals

10.8.1. Meetings of Editors
CPD organises a meeting of the Editors of Clinical Laboratory journals at each IFCC International Congress with the purpose of working towards common goals, and of allowing the CPD to assist the Member Societies with their publications when requested.

10.8.2. Journals
The Publications/Distance Learning Coordinator coordinates the publication of the IFCC documents with journal editors. The EB gives a publisher the right to publish news, approved recommendations, and other IFCC documents. The copyright for these contributions lies with the IFCC. The Publications/Distance Learning Coordinator is responsible for editing IFCC recommendations and documents when necessary. He is also the contact person to the journal editor on publication matters.

Since 1975 the contracted journals for IFCC documents have been:
- Clinica Chimica Acta 1975
- Clinical Chemistry and Laboratory Medicine 1991- present

Free access to the full on line version of the contracted journal is provided for:
- One representative per National Society associated with IFCC
- One representative per Corporate Member of the IFCC
- Chairs of the Divisions
- Members of the Executive Board
- The Presidents of the Regions

10.9. Public Relations
The Public Relations strategy and programme of CPD is developed and implemented by the Committee for Public Relations. CPD develops external communication, where appropriate, with National Societies and Corporate Members in order to promote the image and goals of IFCC. Potential exists for IFCC advertisements or information in announcements and programmes of congresses held under IFCC auspices and in monographs adopted by IFCC from Corporate Members. The CPD will publish programme and meeting details on the IFCC website to provide functional web resources to congresses or conferences.
10.9.1. IFCC Brochure

The CPD publishes the IFCC Brochure publicizing the IFCC organization. This brochure is available from the IFCC office or Website.

10.9.2. IFCC Congress Booth

The CPD, in collaboration with the IFCC office, organizes an IFCC booth where IFCC publications and activities are exhibited. The booth may include computer facilities to demonstrate IFCC activities when possible.

10.9.3. Posters

A series of posters presenting the activities and the historical accomplishments of the IFCC is available to be displayed during the meetings held under auspices of IFCC.

10.9.4. Publicity

The CPD produces advertising tools for IFCC members.

10.9.5. Miscellaneous Public Relations Projects

The CPD organizes for specific purpose questionnaires for member society surveys and surveys of individual participants of congresses.

10.10. Corporate Member Activities

The role of the CPD Corporate Representative is to maintain and improve communications between Corporate Members and CPD, solicit support from Corporate Members for CPD activities when required, and facilitate activities of Corporate Members with the CPD.

10.19. Communications and Publications Division Meetings

The CPD meets at least twice per year to discuss and approve publications, set policies and communicate strategic directions. A quorum is present when at least four members are present, one of whom must be the Chair or his/her designee. Items for the agenda should be introduced prior to a meeting by any member of CPD or by other interested parties. Corresponding Members are encouraged to attend meetings of CPD, but without funding from the CPD. At the IFCC General Conference and the IFCC International Congresses, the CPD meets with EMD, SD, C-CC and EB.

List of Addresses

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