Public Relations Opportunities in Laboratory Medicine

Improving Our Visibility and Image

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Assessing the Value of the Laboratory In Clinical Outcomes

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Laboratory Medicine: Poor Visibility as a Medical Discipline & as a Profession

Laboratory Medicine as a Discipline & Laboratory Professionals

Unknown and invisible profession in public

A BLACKBOX to most clinicians/nurses

Profession without a Face
Central Role of Laboratory Medicine

Laboratory Medicine is part of the multi-disciplinary team at the centre of healthcare.

With this influence comes responsibility!

Identify risk factors & symptoms
Diagnose disease
Determine appropriate treatment
Evaluate response
Laboratory medicine is
*A hidden treasure in health care*

<table>
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<tr>
<th>94%</th>
<th>objective data in medical records</th>
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<tr>
<td>60-70%</td>
<td>clinical decisions influenced</td>
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<tr>
<td>37%</td>
<td>of practice guidelines</td>
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<tr>
<td>23%</td>
<td>different disease areas &amp; growing number of companion diagnostics</td>
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Improving Our Visibility and Image

Providing Information on Laboratory Medicine

‘Committee on Public Relations’: www.ifcc.org
‘Lab Tests on Line’: www.labtestsonline.org
‘Labs Are Vital’: www.labsarevital.com
Society and laboratory websites
Laboratory handbooks, leaflets, publications etc

Contact with Patients
Attend clinics, ward rounds
Patient organisations
Disease specific groups
Patient representation

Laboratory Medicine

Contact with the Public
Laboratory open days
Exhibits in public places
Public lectures
Media (press, radio, TV)

G. Beastall
Recent Initiatives to Improve Our Visibility and Image

- IFCC Committee on Public Relations (C-PR)
  - Public Relation tools developed to promote both the field of lab medicine and the IFCC
- Lab Tests Online International
- Labs are Vital Program – developed by Abbott Diagnostics
- IFCC Taskforce on Impact of Laboratory Medicine on Clinical Management and Outcomes (TF-ICO)
IFCC Public Relations Committee (IFCC C-PR)

❖ Khosrow Adeli (CA) – Chair
❖ Susan Matthews (AU)
❖ Loralie Lagman (US)
❖ Ramon Deulofeu (ES)
❖ Tahir Pillay (ZA)
❖ Endang Hoyaranda (APFCB) – Advisor
❖ Fouad Harb (AFCB) – Advisor
❖ Ana Leticia d Maselli (COLABIOLCI) – Advisor
❖ Mariam Klouche (EFCC) – Advisor
❖ Magdalena Krintus (PL) - Corresponding Member
❖ Monica Spilvieri (AR) - Corresponding Member
❖ Camelia Grigore (RO) – Corresponding Member
❖ Katherina Psarra (GR) – Corresponding Member
PR Publications

PR Brochure
- Produced in Arabic, Chinese, English, Farsi, French, German, Italian, Japanese, Spanish, Polish, Portuguese, Turkish, Russian

PR Slide Kits
- IFCC PR slide kit
- Lab Medicine slide kit
Lab Tests Online®
Introduced by American Association for Clinical Chemistry in 2001

30 million visits in 2010

Live or in development in 2011:
17 countries
14 languages

http://labtestsonline.org
Labs Are Vital™

Launched in 2006 during AACC

Adopted by other countries
12 Countries
4 Continents

Adopted by IFCC since 2008

Focus varies by country

Partnership organization

Global website with >15,000 supporters in four languages

www.labsarevital.com

ABBOTT CELEBRATES THE VITAL CONTRIBUTIONS OF LABORATORY PROFESSIONALS EVERYWHERE
IFCC Taskforce on the Impact of Laboratory Medicine on Clinical Management and Outcomes (TF-ICO)

Developed under the IFCC CPD (Communication and Publication Division)

Chair, Mike Hallworth

Membership:
- Invited experts (3-5 to be selected by Taskforce Chair)
  - CPD representative (C-PR chair or other)
    - Representatives from EMD and SD
  - Representative from Labs are Vital program
  - Representatives from Regional Federations (EFCC, COLABIOCLI, AFCB, APCB)
IFCC Taskforce - (TF-ICO)

Terms of Reference

1. Evaluate the available evidence supporting the impact of laboratory medicine in healthcare (a critical review of published literature) with a focus on data published since 2007.

2. Develop the study design for new retrospective and prospective studies to generate evidence-based data to support IFCC promotional activities to the healthcare community and the public.

The taskforce will also work on refining the old and non-specific '70% claim' by defining some of the key decisions in the clinical process and looking at the role of lab medicine in each of these, either in specific care pathways (e.g. using published guidelines for specific conditions) or in specific settings, e.g. ER - decision to admit, acute medical ward - decision to treat etc.
Objective Evidence supporting the value of laboratory medicine in clinical outcomes

• Evidence supporting the impact of lab medicine is hard to obtain as this has been based on unpublished studies which cannot be objectively verified

• Importance of understanding how decisions are defined can help us understand the impact of different tests in each context

• Further studies in this area are urgently needed in order to prove the added value of laboratory medicine

Accountable Care Organization (ACO) Pilot Studies

• In 2010 Norton Healthcare and Humana came together and formed a pilot accountable care organization (ACO).

• The ACO has a patient population in the Louisville, Kentucky-area of 7,000 individuals who are employees of Norton and Humana.

• ACO mandated *evidence-based medicine* and an *accountable care model*
Results from Pilot ACO Study

- Increased Lab Utilization: Glucose/HbA1c/Cholesterol, etc.
- Reduced Imaging Costs
- Lower Overall Healthcare Costs
- Improved System-wide Efficiency/Utilization
- Improved Patient Outcomes

- 2011 ARUP whitepaper
- ACO news release
Accountable Care Organization (ACO)

• A key conclusion from a pilot ACO project: 
  *Increased utilization of clinical laboratory testing in appropriate circumstances will contribute to improved patient outcomes*

• When physicians participating in ACOs more closely follow evidence-based medicine (EBM) guidelines, the increase in lab test utilization can play the expected role in improving diagnosis and guiding therapeutic choices.
Accountable Care Organization (ACO)

• Such integrated healthcare delivery models are *likely to increase lab test utilization* particularly as the healthcare landscape shifts from episodic care to chronic disease management.

• Creates opportunities for proactive pathologists and clinical laboratory managers to *redefine the value and pivotal role of laboratory services* focusing on the overall impact in healthcare delivery
The Value of Laboratory Medicine in Canadian Healthcare
Systematic Review in Canada 2012

To raise awareness of the value chain of in vitro diagnostics beyond the lab and into the broader health care system:

Impact on patient care, health outcomes, and health care costs

Andrea Anonychuk – Abbott Diagnostics Canada
Study Objective:

To conduct a literature review to determine the health and economic benefits of *in vitro* lab diagnostics and their ability to positively impact patient outcomes while optimizing healthcare budgets (with a focus on CVD outcomes)
Conducted a literature review to determine the health economic benefits of lab diagnostics in the Canadian context. The search strategy updated a recently published systematic review to seek out additional Canadian studies.

**Search Strategy: (La Ka Shing Knowledge Institute)**

Three search strategies were applied to obtain relevant published literature between 2008 to April 2012:

1) Electronic searches in OVID MEDLINE, PsycInfo, EBMR-Health Technology Assessment and Tufts Medical Center CEA Registry;
2) Key experts were contacted; and
3) Reference lists of relevant sources were reviewed.

**Inclusion and Exclusion Criteria:**

Two reviewers independently screened articles for eligibility. Articles qualified for the review if they were published in the:

a) English language;
b) Focused on the cost-effectiveness of lab diagnostics
c) Included measurement outcomes of quality adjusted life years (QALYs)
d) Focused on Cardiovascular Diseases
The systematic review of all published cost-effectiveness studies indicated an increasing publication trend, steadily from 1998 to 2008.

Over 55% of the 400+ tests/testing strategies studied provided good value-for-money (i.e., cost-effective or cost-saving).

Of the 6 Canadian studies, all tests/testing strategies provided good value-for-money and thus, were economically attractive.
Existing Literature Suggests Lab Diagnostics Provide Value-for-Money in Canadian Health Care

Information provided by efficient tests can enable fast and appropriate clinician response

Implements patient management

- Impacting patient outcomes
- Enhanced quality of life
- Avoiding unnecessary healthcare costs
Proposed Framework

• We propose the development of a framework that incorporates the dimensions of traditional cost-effectiveness studies, but also include optimization of hospital operational efficiencies and influence on patient behavior and well-being, and their interdependence on a valued laboratory program.

• As hospitals and health care systems look for solutions to improve quality of care, patient outcomes, and operational efficiencies, the medical laboratory’s contribution to these goals should be evaluated within this broader context.
Acknowledgements

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• IFCC Committee on Public Relations (C-PR)
• Labs are Vital Managers
• Andrea Anonychuk, Abbott Diagnostics