Labs Are Vital™
Program Introduction for IFCC Member Societies

Antalya, Turkey
April 2008

Abbott celebrates the vital contributions of laboratory professionals everywhere
The information provided by laboratory tests is a key link in the healthcare chain, being used for screening, diagnosis, prognosis and the monitoring of patients. It informs virtually every health intervention that takes place.

So, if this is the case…

• Why do we need an initiative like Labs Are Vital?
• What are its objectives?
Common Concerns in Laboratories Exist:

- Increasing demands/decreasing budgets
- Recruiting and training new staff
- Influence in hospital administrations, and
- Lack of public awareness

Previous attempts to raise the profile of the laboratory have had limited impact:

- No single message/voice
- No clear or effective strategy
- Difficulty in generating the materials or tools
Our Commitment to the Clinical Laboratory

A Forum To:
- Spotlight the value
- Address the issues
- Serve as a community
Partnership

• We want to work with you to achieve the goals of Labs are Vital™ in your country
  – Because it’s in your members’ best interests
  – Because it’s too big a problem for any one of us to own

• We seek YOUR partnership

• We seek YOUR engagement
  – We have tried to identify contributions that have high value but little or no real cost to you
What could “Launch” mean?

Presence at local society meetings

Articles in National Media

Registration on LabsAreVital.com

Facebook
ABBOTT CELEBRATES THE VITAL CONTRIBUTION OF LABORATORY PROFESSIONALS EVERYWHERE

PLEASE COME TO THE BOOTH

“Be the change you’re trying to create”
— Mahatma Gandhi