IFCC Communications & Publications Division (CPD)

Khosrow Adeli PhD, FCACB, DABCC

IFCC General Conference
Madrid, March 18, 2016
CPD Executive 2016

- K. Adeli  Chair  CA  1st  2016 01 - 2018 12
- E. Delvin  Vice Chair  CA  1st  2016 01 - 2018 12
- T. Pillay  Member  ZA  1st  2016 01 - 2018 12
- G. L. Kovács  Member  HU  2nd  2015 01 - 2017 12
- P. Vervaart  Member  AU  2nd  2014 01 - 2016 12
- B. Jordan  Corp. Rep.  CH  2nd  2014 01 - 2016 12

- Janine Grant (AU)  Website Editor
- Ellis Jacobs (US)  LRV IFCC Representative
- Anthony Newman (NL)  Publications Consultant
CPD Committees & Working Groups

• Committee on Public Relations
  – Chair, Edgard Delvin (CA)

• Committee on Internet and eLearning
  – Chair, Peter Vervaart (AU)

• WG - eJIFCC
  – Gabor Kovacs (HU)

• WG - IFCC eNews
  – Tahir Pillay (SA)

• WG – IANT (Ibero-American Nomenclature & Translations)
  – Maria del Carmen Pasquel (EC)
CPD Strategic Plan

• Communicate the work of the IFCC to clinical laboratory scientists, physicians and health care policy makers worldwide **CPD, C-IeL, C-PR**

• Continue to Enhance IFCC Media: **Website, eNews, eJournal**

• Promote Distance Learning Opportunities for Member Societies & their Membership **eAcademy, C-IeL**

• Enhance IFCC Organization’s Public Relations/Visibility **C-PR**

• Promote the image of the IFCC to its individual members, to the biomedical industry and to the world-wide health care community at large **C-PR**

• Improve Internal Communications Within IFCC and its Member Societies
CPD Publications & Media

• IFCC eNewsletter Editor, Tahir Pillay (ZA)
• IFCC eJournal Editor, Gabor Kovacs (HU)
• IFCC Website Web-Editor, Janine Grant (AU)
• IFCC eAcademy Coordinator, Peter Vervaart (AU)

IFCC Social Media

LinkedIn FaceBook Twitter
Continues to be
- A major communication tool
- Repository of resources
- Window for IFCC members and Functional Units
- Hosting platform for IFCC initiatives and projects

Several Major and Minor Updates in 2015-2016
IFCC e-News
Enhanced Content & Design/Graphics

- Flip & PDF Versions
- Expanded readership with inclusion of IFCC congresses participants available email contacts (> 15,000)
- Continues to expand its focus to offer visibility to IFCC members and their activities
- Identified as prototype for version in Spanish
- Regular contributions from Divisions
- Collaboration with LMI, both English and Spanish editions

New IFCC e-News FLASH
(Bi-monthly starting in May)
IFCC eJournal

Enhanced Content & Design/Graphics

- Flip & PDF Versions
- Continues to alternate themed issues to non themed ones
- Harjit Pal Bhattoa, University of Debrecen, Debrecen, Hungary – NEW Editorial Board Member as Assistant Editor

1/2016: Harmonization of clinical laboratory test results
   **Guest Editor:** Jillian R. Tate, Gary L. Myers

4/2015: Laboratory medicine in Latin America
   (FIRST ISSUE PUBLISHED IN SPANISH and ENGLISH)
   **Guest Editor:** Rosa I. Sierra-Amor and Maria del Carmen Pasquel Carrera

3/2015: Focusing on Guidelines for Laboratory Medicine and Biomarkers
   **Guest Editors:** Andrea R. Horvath

**IFCC eJournal** PUBMED Indexed as of 2016
The eAcademy launched in Paris at EuroLabMed

- New content being added
- Insoft Digital has created the concept, description and functional mockups
- Initial release will include the most common features
- Second release will include more advanced features
- Third release will include membership options, for tracking and crediting
Seeking Subject Experts to Provide eLearning Modules

38 Webinars & 45 External Links

Quality Management and Accreditation
A short and brief description of this content topic...

Methodology
A short and brief description of this content topic...

Core / Stat Laboratory
A short and brief description of this content topic...

Endocrinology and Metabolism
A short and brief description of this content topic...

Drug Monitoring
A short and brief description of this content topic...

Neoplasia
A short and brief description of this content topic...

Genetic Testing
A short and brief description of this content topic...

Other Areas of Laboratory Medicine
A short and brief description of this content topic...
IFCC Public Relations Tools

- **PR brochures 2015-2017:**
  Completed for English, Arabic, Chinese, French, Greek, Italian, Polish, Russian, Spanish, Turkish, Portuguese, German and Farsi.
- **PR Brochure for Corporate Members**
- **Slide Kit** on IFCC organization
- **Task Force** on Impact Of Lab Med on Clinical Management and Outcomes
- **Slide Kit** on Role of Lab Medicine and its Role in Healthcare Delivery
- **PR brochure** for general public, governments and industry, both in English and in Spanish – new languages to come.
New IFCC app development
IFCC CPD New Annual Survey

- First annual survey in February 2016
- 636 Responses
- Survey results will be presented at the GC
- Survey results to be published in IFCC eNews

Key Findings:
To be presented by
Edgard Delvin, C-PR
Thank you!