IFCC Communications & Publications Division (CPD)

Khosrow Adeli PhD, FCACB, DABCC
CPD Chair

IFCC Council, Durban, South Africa

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CPD Mandate

The Communications and Publications Division (CPD) has responsibility for all publication and public relations activities of the IFCC Including: the Electronic Journal (eJIFCC), the IFCC eNews, IFCC website, IFCC eApp, IFCC eAcademy, Social Media and the development of Promotional Material
CPD Mission/Strategic Plan

• Improve Internal Communications within IFCC and with its Members
• Enhance IFCC Organization’s Public Relations and increase visibility
• Enhance IFCC Media including Website, eNews, eJournal, eNewsFlash, IFCC App and Social Media
• Enhance Distance Learning Opportunities for Member Societies & their membership
• Focus on eAcademy and deliver a complete and valuable eLearning platform
CPD Publications/Media

- IFCC eNewsletter and IFCC eNews Flash
  Editor, Tahir Pillay (SA)

- IFCC eJournal
  Editor, Gabor Kovacs (HU)

- IFCC Website
  Web-Editor: Janine Grant (AU)

- Diagnóstico in Vitro
  Editor: Maria del Carmen Pasquel
eJIFCC - eJournal of IFCC

Chief Editor **Gabor Kovacs (HU)**
Assistant Editor: **Harjit Pal Bhattoa (HU)** Case Editor: **Reinhard B. Raggam (DE)**

**Editorial Board:**

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<th>Name</th>
<th>Institution</th>
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<tr>
<td>Khosrow Adeli</td>
<td>The Hospital for Sick Children, University of Toronto, Canada</td>
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<tr>
<td>Borut Božič</td>
<td>University Medical Center, Lubljana, Slovenia</td>
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<td>Edgard Delvin</td>
<td>CHU Sainte-Justine Research Center, Montréal, Québec, Canada</td>
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<td>Nilda E. Fink</td>
<td>Universidad Nacional de La Plata, Argentina</td>
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<td>Ronda Greaves</td>
<td>School of Health and Biomedical Sciences, RMIT University, Victoria, Australia</td>
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<td>Mike Hallworth</td>
<td>Shrewsbury, United Kingdom</td>
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<td>Andrea R. Horvath</td>
<td>Prince of Wales Hospital and School of Medical Sciences, University of New South Wales, Sydney, Australia</td>
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<td>Ellis Jacobs</td>
<td>Alere Inc., New York, USA</td>
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<td>Allan S. Jaffe</td>
<td>Mayo Clinic, Rochester, USA</td>
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<td>Bruce Jordan</td>
<td>Roche Diagnostics, Rotkreuz, Switzerland</td>
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<td>János Kappelmayer</td>
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<td>Evelyn Koay</td>
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<td>Tomris Ozben</td>
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<td>Maria D. Pasic</td>
<td>Laboratory Medicine and Pathobiology, University of Toronto, Canada</td>
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<td>Maria del C. Pasquel Carrera</td>
<td>College of Chemists, Biochemists and Pharmacists, Pichincha, Ecuador</td>
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<td>Oliver Racz</td>
<td>University of Kosice, Slovakia</td>
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<td>Rosa Sierra Amor</td>
<td>Laboratorio Laquims, Veracruz, Mexico</td>
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<td>Sanja Stankovic</td>
<td>Institute of Medical Biochemistry, Clinical Center of Serbia, Belgrade, Serbia</td>
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<td>Danyal Syed</td>
<td>Ryancenter, New York, USA</td>
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<td>Grazyna Sypniewska</td>
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<td>LabMed Consulting, Australia</td>
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<td>Stacy E. Walz</td>
<td>Arkansas State University, USA</td>
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eJIFCC - eJournal of IFCC

- Enhanced Content & Design
- Sent freely via mass mailing to subscribers as PDF
- Single articles available for download
- Indexed by Pub Med Central
- Continuing the alternation between themed issues with Guest Editors and general articles issues

Plans for the future

- Finalize indexing on: Scopus, Web of Sciences, Thomson Reuters
- Nominate a new Editor in Chief
- Identify few associated or a deputy editor/s to support the future work of the eJFCC Editor
- Complete indexing of archived eJIFCC volumes
eNews – IFCC newsletter

Chief Editor Tahir Pillay (ZA)

- WG membership from Brazil, Canada, Cyprus, France, Malaysia, Mexico, Nigeria, Paraguay, Poland, Slovenia, South Africa, Spain, Tunisia, Uruguay: 25 representatives with 9 national society liaisons
- Published bi-monthly electronically and in LabMedica International (LMI)
- Sent freely via mass mailing to subscribers as PDF and flipping format
- Editor has been very successful in seeking news items from NRs and Regional Federations in obtaining articles

Plans for the future

- Going towards monthly frequency
- Coordinate with Social Media editor to post most popular articles on IFCC Social accounts
- Invite National Representatives to send email addresses of members to increase readership
eNews – IFCC enewsflash

- Published bi-monthly, alternating with the IFCC eNews
- Sent freely via mass mailing to subscribers via mass-mailing
- Communication tool to cover IFCC breaking News
IFCC CPD *Electronic App (eApp)*

- First version released in 2016
- New update planned for 2018
IFCC CPD New Annual Survey

- Annual surveys in 2016 and 2017
- Hundreds of Responses for each survey but
- 2015 survey results presented at the IFCC General Conference
- 2017 survey results published in IFCC eNews

Survey Findings?
IFCC CPD 2017 Annual Survey

• A total of **831 responses were received from 63 countries**, representing approximately 68% of IFCC member societies but only about 2% of the total number of society member scientists worldwide.

• Respondents indicated **significant interest in the eNewsletter, eNewsFlash and eJIFCC and excellent readability**

• Interestingly, **40-50% of responders report receiving them**, of which 75% were informed of these publications through their National Representatives.

• IFCC membership **highly value IFCC media content and format**.

• The **eAcademy webpage content**, although visited to a lesser extent, is mostly perceived as very good to excellent.

• The majority of those who visit the webpage commented that they would be interested in obtaining **Continuing Education Credits (CEC)** through the eAcademy program.

• Fortunately, these new features are already planned in **phase 2 and phase 3** of the eAcademy program development and will be available later this year.
CPD Functional Units

- **Committee on Public Relations**
  - Chair, Edgard Delvin (CA)
- **Committee on Internet and eLearning**
  - Chair, Eduardo Freggiaro (AR)
- **Working Group - eJIFCC**
  - Chair, Gabor Kovacs (HU)
- **Working Group - IFCC eNews**
  - Chair, Tahir Pillay (SA)
- **WG – IANT (Ibero-American Nomenclature & Translations)**
  - Chair, Maria del Carmen Pasquel (EC)
C-PR Committee on Public Relations

Chair: Edgard Delvin (CA)

Members
Emanuel Agbedana - NG
Magdalena Krintus - PL
Katherina Psarra - GR
Monica Spalvieri - AR

Corresponding members
C. Grigore RO
A. Karabulut TR
R. Lichtinghagen DE
C. Oleschuk CA
M.E. Shroeder UY
R. Stonys LT

Advisors
F. Harb AFCB
A.B. Okesina AFCC
E. Hoyaranda APFCB
A.L. Maselli COLABIOCLI
MS Graziani EFLM
D. Kinniburgh NAFCC
C-PR Activity

- PR brochures (2015-17)
- PR Slide Kit (Updated)
- Links with the NEW Labs are Vital Program
- 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
- Yearly survey on «Understanding IFCC Membership»

Plans for the future

- Develop a PR brochure for general public, governments and industry
- Update IFCC brochures and PR slide kits in cooperation with National Representatives
- Assist IFCC members in improving its visibility in their country of residence, national society, region, as well as internationally
- Create new posters for the promotion of IFCC.
- Revise C-PR terms of reference and prepare a new action plan
Understanding laboratory medicine

a PR project to promote Laboratory Medicine

Presentation and Brochure available both in English and Spanish
IFCC Taskforce on the Impact of Laboratory Medicine on Clinical Management and Outcomes (TF-ICO) - closed

Developed through the IFCC - CPD

Chair: Mike Hallworth

The TF-ICO has completed the remit in their original Terms of Reference but the topic of outcomes research remains of considerable importance to IFCC, and it will be incorporated into IFCC's ongoing agenda. The results of the TF-ICO work were presented at WorldLab Istanbul 2014, and at EuromedLab Paris 2015. The presentation is available for download on the IFCC website.

The TF-ICO prepared a special themed issue of the eJIFCC.
C-leL Committee on Internet and eLearning

Chair: Eduardo Freggiaro (AR)

Members
Rojeet Shrestha NP
Petr Kocna CZ
Hideo Sakamoto JP
Janine Grant Web Editor AU

• This committee is responsible for the coordination, maintenance and improvement of the IFCC website and for supporting the EMD through the creation and promotion of web-based e-learning and educational activities.
• The committee developed Policy and Procedure for IFCC functional unit access/editing of individual web pages.
• The Committee is leading transition to a new, more powerful back end platform for the IFCC website
eAcademy currently offers 118 educational webinars organized by topics according to the curriculum provided by C-DL.

Phase II of eAcademy is developed, it is in test phase and will be deployed soon.

New features (forums and ratings system) are included and more will be added.

Spanish webinars are in publication and the AMARA project will allow more facility to make all English webinars available in Spanish.

eAcademy is generously supported by:

**Plans for the future**

The eAcademy project is growing, and CPD is considering a paid position to coordinate all these activities.
The IFCC WEBSITE

- Main IFCC communication tool
- Showcase of IFCC structure and projects
- Repository of IFCC documents, resources, publications news and media
- It also provides an up-to-date calendar of events and links to member, partner and corporate organisations
- It provides ready access to continuing education material such as webinars programmes produced on behalf of IFCC and to distance learning programmes
Diagnóstico in Vitro, is published under the auspices of the IFCC. Available both as pdf or flipping format.

It aims to be a link between Latin American countries, Portugal and Spain. It contributes to the dissemination of scientific topics facilitating access to publications, discussing topics of common interest to clinical laboratory sciences.
IFCC Social Media

IFCC social presence (FB, LinkedIn, Twitter) is lively and managed in coordination with all IFCC communications. Further to a recent promotion campaign, FB followers jumped (from 6,700) to 16,500!

Plans for the future
Leverage on these figures and distribute knowledge and information to the IFCC Social community.

Invitation for you as NR
Recommend to your members to subscribe and «follow» IFCC
Participate to the contest – see poster=>
CPD Symposia

Paris, France; EuroMedLab 2015
- Value and Impact of Laboratory Medicine in Healthcare: What is the Evidence?
- Pediatric Laboratory Medicine

Quito, Ecuador; COLABIOCLI 2015
- Pediatric Laboratory Medicine

Madrid, Spain; IFCC General Conference 2016
- “Facing the Digital Future of IFCC Communications”

Athens, Greece EuroMedLab 2017
- Role of Communication in P4 Laboratory Medicine:

Punta Del Est, Uruguay, XXIII COLABIOCLI 2017
- C-DL and C-IeL Joint Symposia: "The IFCC eAcademy: Progress and the future"

Future CPD Symposia
Durban, South Africa; WorldLab 2017
Tuesday October 24, 14.00-16.00

Value of Laboratory Medicine in Healthcare Delivery
CPD Journal Editors Forum

- **CPD** has been organizing successful meetings of Journal Editors & Publishers over the past several years
- Editors and publishers regularly attend from Clinical Chemistry, CCLM, CCA, Clinical Biochemistry, ACB and many national societies

**Recent meetings:**
- Istanbul (2014)
- Paris (2015)
- Athens (2017)
Thank you! QUESTIONS?

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