IFCC Communications & Publications Division

Tahir Pillay
Chair, CPD Executive committee

Advancing excellence in laboratory medicine for better healthcare worldwide
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<th>Members: Position</th>
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<td>Tahir Pillay – TP (ZA)</td>
<td>Chair</td>
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<td>Janos Kappelmayer – JK (HU)</td>
<td>Vice-chair Editor eJIFCC</td>
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<td>Eduardo Freggiaro – EF (AR)</td>
<td>Secretary/-Distance Learning Coordinator</td>
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<td>Rajiv Erasmus - RE (ZA)</td>
<td>PR Coordinator</td>
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<td>Katherina Psarra - KP (GR)</td>
<td>Editor IFCC News</td>
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<td>Tricia Ravalico - TR (US)</td>
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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 worldwide 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 Clinica Chimica Acta (CCA).

A register of documents, which catalogues all publications of IFCC, is maintained.
It is the mission of the CPD 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.
• The major 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 communications methods.
  • Develop new products, such as the web-site, virtual book-store and ecommerce.
  • 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) programs.
  • Prepare and provide the most appropriate supporting techniques for widespread use of the new teaching techniques.
CPD meetings during Covid-19

- May 2020
- July 2020
- Nov 2020
- Apr 2021
- July 2021
- Dec 2021
- April 2022
The planned CPD symposium at WorldLab Seoul 2021 is replanned for June 2022:

• **A New Era in Medical Laboratory Diagnostics Management: Application of Advanced Mobile & Web Technology**
  - Chair: Dr. Tahir Pillay, South Africa
  - Role of technology in patient management and precision medicine
  - Tahir Pillay – South Africa
  - Mobile technology and management of point of care instruments.
  - Ronda Greaves – Australia
  - Using mobile technology to manage big data collection.
  - Khosrow Adeli – Canada
  - New developments in web technology to enable medical diagnostics lab management.
  - Eduardo Luis Freggiaro – Argentina
Areas to be covered in CPD portfolio

- Committee on Public Relations (CPR)
- C-IeL
- eNews
- eJIFCC
- WG-IANT
- Corporate member activity
CPD Working Groups

• eJIFCC (ISSN number (1650-3414) and WG-eJIFCC
• IFCC News and WG-IFCC News
• Ibero-American Nomenclature and Translations (WG-IANT)
Areas to be covered

- Committee on Public Relations (CPR)
- C-IeL
- eNews
- eJIFCC
- WG-IANT
- Corporate member activity
CPR membership
The committee welcomed 2 new members: Dr K Patel and Dr Pasquel Maria Carmen and bid farewell to Dr Agbadena. The term of Dr Vervaart was extended for another 3 years (final)

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C-PR Terms of reference

The chair of the C-PR is a member of the CPD Executive Committee. The C-PR’s mandates are to:

• Assist the IFCC in promoting internationally the Organization to National Professional Associations, and the discipline of Clinical Chemistry and Laboratory Medicine to the lay public and decision makers

• Coordinate PR activities of the various IFCC units.

• The PR Committee is composed the Chair, 4 members from IFCC Member countries representing one major region of the world, Corresponding members and IFCC Regional Federation Representatives, acting as Advisors. The main objectives of this committee and its members are to:

  • Identify key PR tools and make recommendations to the CPD, other divisions and/or EB
  • Develop and update promotional materials, through the CPD, on the IFCC organization and activities, as well as the discipline of Clinical Chemistry and Laboratory Medicine for distribution worldwide.
The chair of the C-PR is a member of the CPD Executive Committee. The C-PR's mandates are to:

• Act as a link for distribution of IFCC brochures and other promotion material to all laboratory professionals in their country of residence, National Societies, and Regional Federations where it applies.

• Assist IFCC in improving its visibility to all laboratory professionals in their country of residence, their respective National Societies and Regional Federations where it applies.

• Act as IFCC ambassadors by promoting IFCC and the field of Clinical Chemistry and Laboratory Medicine to laboratory professionals in their respective country of residence, their National Societies and Regional Federations where it applies.

• To promote IFCC activities to National Representatives on a regular basis through the use of social media tools (e.g., WhatsApp/Telegram groups) such that these communications can be effectively communicated to their respective members.

• To monitor how effectively are IFCC communications being shared by the National Representatives with their respective members.

• Promote the field of Clinical Chemistry and Laboratory Medicine to the lay public, healthcare administrators and decision makers in their respective country of residence.
• **CPR Committee**

• 3 meetings took place via Zoom (January, March, July 2021).

• Lab Professionals week
  • PR Committee assisted with the celebration of Lab Professionals Week that was held from 18-24 April, 2021.
  • A formal notification was sent to all national societies on 24 March, 2021 reminding them of this week and asking them to provide videos acknowledging the role of lab professionals as well as organizing webinars.
  • Several videos from different societies were put on the IFCC Website. The links for these were made available on all social media on which IFCC is registered.
  • A social media page was also created asking for societies to add their names
70th Anniversary Celebrations

• The PR Committee has indicated that it would want to assist with the IFCC 70th anniversary celebrations.
• This is not a one off event but will be celebrated throughout the year.
• Similar to Global Lab Professional Week Task Force a similar but smaller task group should be formed that will then relate to the Global Lab Professionals Task Force.
• It further recommends that The Young Scientists Task Force should be actively involved in this endeavour.
Challenges
The committee welcomed 2 new members: Dr K Patel and Dr Pasquel Maria Carmen and bid farewell to Dr Agbadena. The term of Dr Vervaart was extended for another 3 years (final)

• The committee has noted that it continues to face enormous difficulties in communicating with national societies even though various media tools are being used.
• It is proposing the establishment of whatapp groups within national societies and the use of corporates that are locally well established to share these communications within their local network
New initiatives

• Welcome pack
  • The PR Committee is proposing that every new member should be presented with a welcome pack and a certificate of membership. The welcome pack could also include the history book as well as the IFCC milestones

• IFCC slide deck
  • The original slide deck that was used prior to 2021 has been considerably changed and shortened (14 slides only and the visuals look much better).
  • The final version that is presented underwent several changes and may still be modified and is not cast in stone. There is another one that will be presented to Corporates (Tricia) and the last one to National Societies.
Welcome pack
Future plans.
• Collaborate with other IFCC Committees to produce assets for both the Global Lab Professionals Week and the 70th Anniversary celebrations
• Continue to explore methods to enhance communication between the IFCC Secretariat and National Societies
• Explore co-operation with IFCC Corporate Committee and IFCC eNews
• Translation of all major IFCC documents into Spanish and later into French is proposed
• Timeline posters/flyers of when each of the member National Associations joined and an associated image of the globe being populated by IFCC member associations (for an online version).
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• The Chair of this Committee is the IFCC Publications & Distance Learning coordinator and is a member of the CPD Executive Committee.
The purpose of this committee is:

- To maintain the IFCC curriculum on which the e-Academy is based, and in line with the IFCC strategy for distance learning,

- To create and promote web-based e-learning and educational activities to satisfy the content requirements of the IFCC curriculum and National Societies’ needs.

- To solicit suggestions from National Societies, IFCC Committees, Task Forces and Working Groups to identify distance learning topic areas of value to IFCC;
  - The committee promotes a multidisciplinary approach to patient care by obtaining educational material, making it available on the web site and by providing links to other relevant resources.

- To identify and evaluate existing distance learning programmes in relevant areas and, with permission and collaboration, modify these as necessary to fit IFCC requirements;

- To develop new distance learning programmes where none already exist.

- To explore and apply new educational technologies that could be helpful for IFCC distance learning program.
C-ieL (Committee for Internet and e-Learning) – membership

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C-ieL activity

In 2021 the committee had two Zoom meetings. All the time members kept in touch using a WhatsApp group chat.

C-ieL is a committee that creates and maintain “real products” (App, website, social media, databases) so to keep this productivity is mandatory to have an IT partner who support every committee’s work. Since we lost any kind of IT support from Insoft, all the plans where impossible to complete.
New proposals from C-IeL

• Search for a new IT partner
• Redefine terms of reference
• Rename committee
• **Committee of Internet and Digital Communications”, C-IDC.** This name represents much better the current functions of the committee which are related to the Website, the App, social media, and any other future development such as Podcasts.

• Podcast creation: Voices of IFCC
Website status and Activity report
Deniz İlhan Topcu
• Web Analytics
• Completed / On going Activities
• Planned Activities
Web analytics
Where are our users?

- India
- United States
- Italy
- Spain
- China

- India
- United States
- China
- Romania
- Italy
What are users top devices?

2020
- Desktop: 54.2%
- Mobile: 44.2%
- Tablet: 1.5%

2021
- Desktop: 63.6%
- Mobile: 35.6%
- Tablet: 0.8%
Most Visited Pages

1. Home page
2. ifcc-congresses-and-conferences
3. Profiles of IFCC Corporate Members
4. Education and Management Division (EMD)
5. About page
6. Resources & Downloads
   • Guidelines (?)
Completed / On going Activities
Home Page News

- Up-to-date announcement
- Webinars
- eJIFCC
- IFCC eNews
- Call for Nominations
- IFCC Information Guide on COVID-19
- DIAGNÓSTICO in VITRO
- ...

35
Corporate Member Logo Updates

• Addition
  • Technogenetics
  • Stago
  • Medix_Biochemica
  • GenScript
  • PHC Europe BV

• Update
  • Siemens Healthineers logo updated
  • PerkinElmer logo and website link updated

• Removal
  • Agilent
  • Timedico-Sarstaedt
Planned Activities

• New website / mobile app contract

• Website update

• Analytics Dashboard
Website Update

• New web technologies
• More
  • User friendly
  • Mobile friendly
• Explicit eAcademy integration
• Social media integration
IFCC eNews

Editor:
Katherina Psarra (Greece)
IFCC eNews content

• Editorial
• IFCC president’s message
• The voice of IFCC
• IFCC: the people
• IFCC: the young scientists
• Contribute to the IFCC enews
• News from regional federations and national societies
• New IFCC members
• IFCC’s calendar of congresses, conferences and events
2021 issues

- January February 2021: regular content with news from many national societies (Japan, Malawi, COLABIOCLI, Malaysia, Hungary, Croatia, Russia), UNIVANTS
- March: regular content. The year ahead in the vaccine purgatory B. Gouget
- April: regular content / Vaccination: the way out!
- May: regular content / lab quality/ Coronavirus vaccine passports: a giant puzzle!
- June: regular content / UNIVANTS
- July – August: regular content / Dogs sniff out COVID-19 infections/ UNIVANTS
2021 issues

• September 2021: regular content / message from the IFCC president / dr Gouget’s COVID The unbearable summer with Delta

• October 2021: regular content / message from the IFCC president / How participation in the C-CMBC course influences/d his career

• November 2021: less content / message from the IFCC president

• December 2021: normal content / message from the IFCC president/ news from many societies stressing the importance of the job during the pandemic (Syria, Serbia, Collabiocli, Israel, Spain)
• Small “corner”
• Editorial (small), *The IFCC President’s message (small)*, (Small), *IFCC in Social Media (small)*

**But with links...**
Meeting of the eNews WG members

- Very few on site (older meetings)
- Very few on line (twice at the end of last year)
- Very few responded when asked to write something about their societies for the first newsletter of 2022.
- Renewal of the members?
A lot of interesting and colourful content

Trisha Ravalico
Summary on statistics, recent developments and ideas for improvement of the eJIFCC

• The eJIFCC is a quarterly online clinical laboratory journal that traditionally consisted mainly of Thematic Issues as the interest to submit free communications was quite low in previous years.

• By the end of the 6 year period (2012-2017) for the former Editor-in-Chief Gábor L. Kovács the number of submissions has started to increase as the eJIFCC appeared on PubMed and later also in the Scopus database.

• These were not easy achievements and required constant correspondence with the appropriate bodies for years.

• We are now in a similar process with Clarivate to obtain our first official impact factor.
• According to the most recent data, we received 27 submissions in 2022 (January 1-February 25) that means that around 160-200 annual submissions are anticipated for this calendar year.

• At this high number of submissions the registration of the articles also requires more attention.

• Proposal to invest in the Editorial Manager program that will be installed this year. It would be easier to follow up and give information to the authors about each decisions and processes.

• Presently the majority of our submissions are from Asia and Africa and our rejection rate is quite high between 80-90%.
• Several development plans since managing the journal. One of the investments was the antiplagiarism search program called iThenticate that we are using since February 1, 2021. All incoming manuscripts are pre-checked before going under a review process.

• Thematic Issues, Issue-2 2022 will be on COVID-19 diagnostics. However this is now reduced to 1 or maximum 2 issues per year. The number of published pages has also increased in the past four years and recently exceed 450 pages per year.

• Acknowledge: Gábor L. Kovács as well as Dr. Bhattoa Harjit Pal (the assistant editor), Silvia Colli Lanzi at the IFCC headquarters and Valentina László at the University of Debrecen for manuscript handling and correspondence.
Selected recent scientometric data:

• A SNIP value of 1.0 means that a journal’s articles are cited at the average rate for all journals in the same subject area; anything over 1.0 indicates more citations than the average in that field while a SNIP of less than 1.0 is below the average.

• The 2020 SNIP score of the eJIFCC is 1.177, suggesting that it is higher than the average in the field and is in the range of other well-established laboratory journals.

• In the Scimago evaluation journals are evaluated by quartiles and in this evaluation the eJIFCC first appeared as a Q3 journal in 2019 and improved to a Q2 journal in 2020 (see relevant SJR values and quartile categories next page).

• The Scopus database evaluates Cite Scores that is the ratio of citations and publications for the same four year period. The eJIFCC first obtained its Cite Score in 2019 at a value of 0.8 that considerably increased in 2020 to 2.7. According to recent citation data it is 5.6 for 2021.
Challenges

• Administrative responsibilities at the eJIFCC journal
Ibero-American Nomenclature and Translations (WG-IANT)

Terms of Reference

• Organise and manage the Ibero-American corner on the web site
• Editorial Board of the e-journal "Diagnostico in Vitro" (edited by Raul Girardi)
• Produce Spanish and Portuguese terminological documents
• Produce Spanish and Portuguese translations of IFCC documents
• Produce Spanish and Portuguese informative and educational documents
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<td>M. C. Casanova</td>
<td>Member</td>
<td>MEXICO</td>
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• Dr. Raúl Girardi, Chair WG-IANT
  • RIA Web page
  • Div Scientific publication
  • WG-IANT activities

• The annual meetings were held virtually: the second meeting of the year 2021 scheduled in person for the EuroMedLab 2021 congress in Munich was moved to this year.
  • The first meeting of the year 2022 was scheduled for the COLABIOCLI congress sponsored by IFCC in March in León, Mexico.
  • Possible second meeting will be held during the IFCC General Conference in Brussels in October.
  • Possible third meeting at the CALILAB 2022 congress sponsored by IFCC in Argentina in November.
  • Participation with slides and special promotions for IFCC in the framework of the Clinical Laboratory Professional Week, which is from April 18 to 24, 2022.
  • Presentation of the WG-IANT at the SANAC 2022 Congress, Seville Spain
  • Participation of members of the WG-IANT in the National Association of Clinical Laboratorians of Panama.
  • Participation of R. Girardi as Chair of the WG-IANT in 2021 IFCC Live Webinars: “METROLOGY AND CLINICAL LABORATORY”
  • Participation of 4 members of the WG-IANT in the 2022 IFCC Live Webinars: the proposal was: Traceability of measurements, quality and laboratory accreditation. Three topics of interest for clinical laboratory professionals in Ibero-America
Summary

- Committee on Public Relations (CPR)
- C-IeL
- eNews
- eJIFCC
- WG-IANT
- Corporate member activity
Acknowledgement: The CPD is grateful to Mrs Silvia Colli-Lanzi for her excellent administrative assistance.