

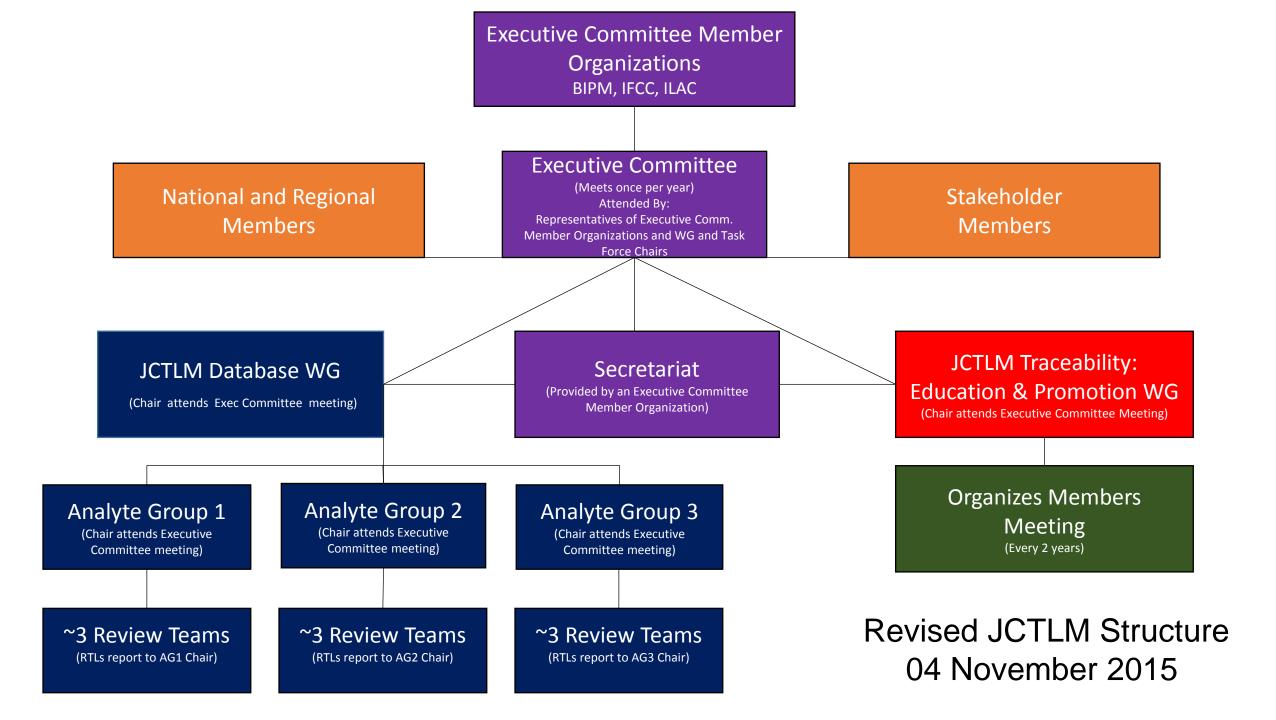
# Meetings, Publicity & Promotion

**Graham H Beastall** 

gbeastall@googlemail.com

On behalf of the JCTLM WG for traceability, education & promotion (WG-TEP)

- WG-TEP structure and organisation
- Meetings
- Publicity & promotion
- What next?



## WG-TEP Terms of Reference

### Aim:

• To produce and promote educational materials to demonstrate the value of traceability in laboratory medicine as a means to reduce between method variability in the interests of improved clinical outcomes and patient safety.

### **Specific Roles:**

- Organisation of the two-yearly JCTLM Members & Stakeholders Meeting
- Organisation of JCTLM scientific and educational meetings, symposia and conferences
- Assessment of applications for meetings to be held with JCTLM auspices
- Production of educational materials to promote the value of traceability in laboratory medicine
- In conjunction with the JCTLM Secretariat production of the annual JCTLM e-newsletter
- Production and maintenance of a 'traceability' website

## WG-TEP Membership

Name	Organisation	Country
Graham Beastall	IFCC	UK
Robert Wielgosz	BIPM	FR
Graham Jones	ILAC	AU
Jeanita Pritchett	NIST	US
David Armbruster	Abbott	US
Tony Badrick	RCPAQAP	AU
Elvar Theodorsson	Eurachem	SE
Vincent Delatour	LNE	FR
David Ducroq	WEQAS	UK
Anja Kessler	RfB	DE
Nanette Brouwer	SKML	NL
Chen Baorong	Beijing Aerospace General Hospital Reference Laboratory	CN
Silvia Quiroga / Marta Torres	ProgBA	AR
Ex Officio		
Gary Myers	JCTLM Chair	US
Stephanie Maniguet	BIPM & WG-TEP Secretary*	FR

## WG-TEP work streams

Work stream	Activity	Lead
1	Publish definitions of terms used in traceability	Robert Wielgosz
2*	Publish a series of presentations on scientific concepts	Elvar Theodorsson
3*	Importance of traceability to IVD manufacturers	Dave Armbruster
4*	Importance of traceability to patients and the public	Graham Jones
5	Global significance of traceability	Graham Beastall
6	Tools for promoting traceability	Graham Beastall
7	Including sessions on traceability in scientific conferences	Graham Beastall / Tony Badrick
8	Publish and maintain a TEP website	Graham Beastall/ IFCC Office

\* Subject of separate presentations in this symposium

December 2017: All work streams completed or progressing

- WG-TEP structure and organisation
- Meetings
- Publicity & promotion
- What next?

### JCTLM members & stakeholders meeting 2017

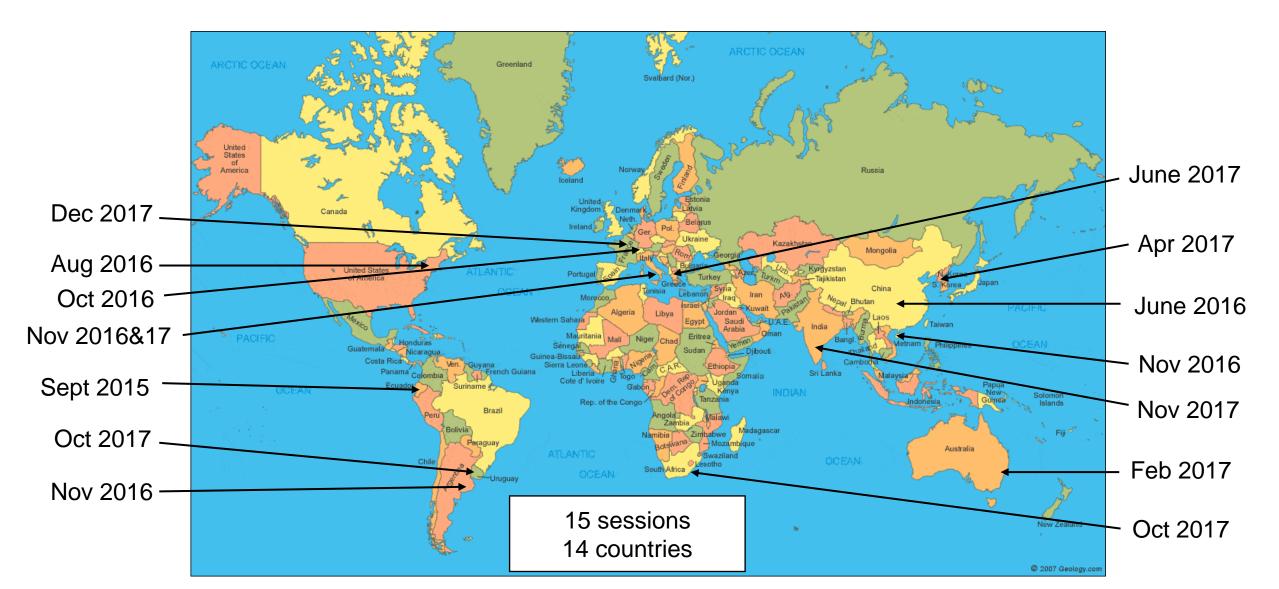


Large participation

Posters for the first time

Evaluation form to be sent

### Sessions on traceability at conferences



## Consider 'JCTLM auspices' for your meeting

#### <u>Aim</u>:

 To recognize a conference activity of high scientific and/or educational level in the area of traceability in laboratory medicine.

#### Benefits:

- Access to JCTLM advice on content and speakers
- Ability to use JCTLM log in publicity

#### Commitments:

- Acknowledge JCTLM in publicity material
- Maintain high professional standards
- Allow free access to scientists from all countries

#### Cost:

• Zero !

Details and application form available from: Publications section of <u>www.jctlm.org</u> or from jctlm@bipm.org



- WG-TEP structure and organisation
- Meetings
- Publicity & promotion
- What next?

## Website: <a href="http://www.jctlm.org">www.jctlm.org</a>

Home - JCTLM X	Θ		٥	×
← → C Secure https://www.jctlm.org		7	*	:
🛗 Apps 🧑 HP Connected M Inbox - gbeastall@go T TalkTalk Webmail 论 BT Mail 🚥 BBC News 🚥 BBC Sport 🐠 JCTLM 🌾 IFCC 🎦 FEN 🛞 Scouts Compass				
		_	_	-
Search Q				
Accurate results for patient care				
Home About us Publications Resources Meetings Partners Contact Latest News				
<image/> <image/> <section-header><section-header><section-header></section-header></section-header></section-header>				
Traceability: the key to accurate laboratory results for patients				

💼 📚 😰 🧔

l [] 🔁

-

へ *信*( 句)) 16:31 13/11/2017

Type here to search

## Website www.jctlm.org

- Extensive and growing list of resources:
  - Publications, both general and analyte specific
  - Webinars 9 available, 2 in preparation
  - Scientific presentations from symposia
  - Scientific meetings
- All resources are freely available for use
- Regular news updates
- Forms to apply for JCTLM membership and JCTLM auspices
- Direct access to JCTLM database

### JCTLM database newsletter



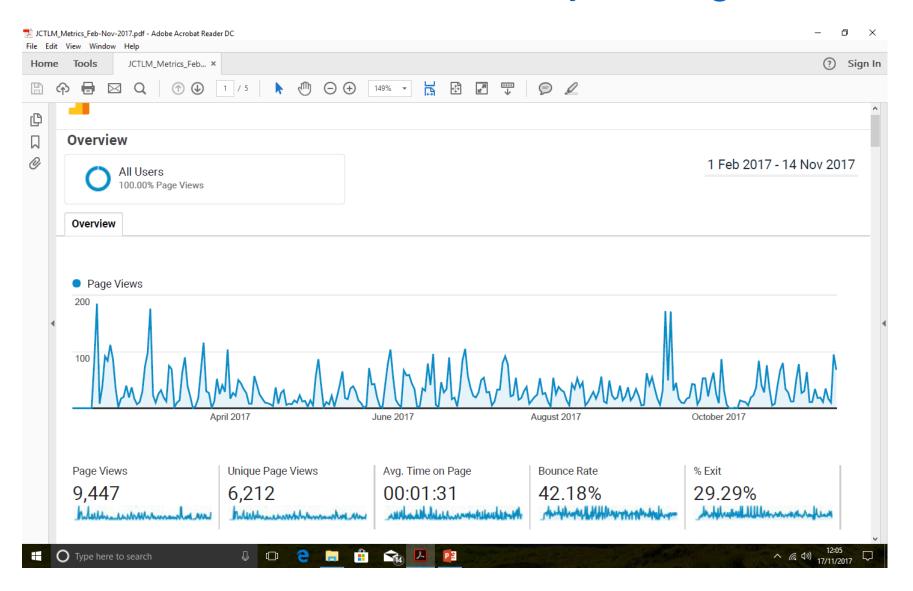
- Published annually each March
- To coincide with call for database
  nominations
- Database entries and update
- Meetings highlights
- 2017 gap analysis
- Previous issues from <u>www.jctlm.org</u>

### Evidence that the publicity is working

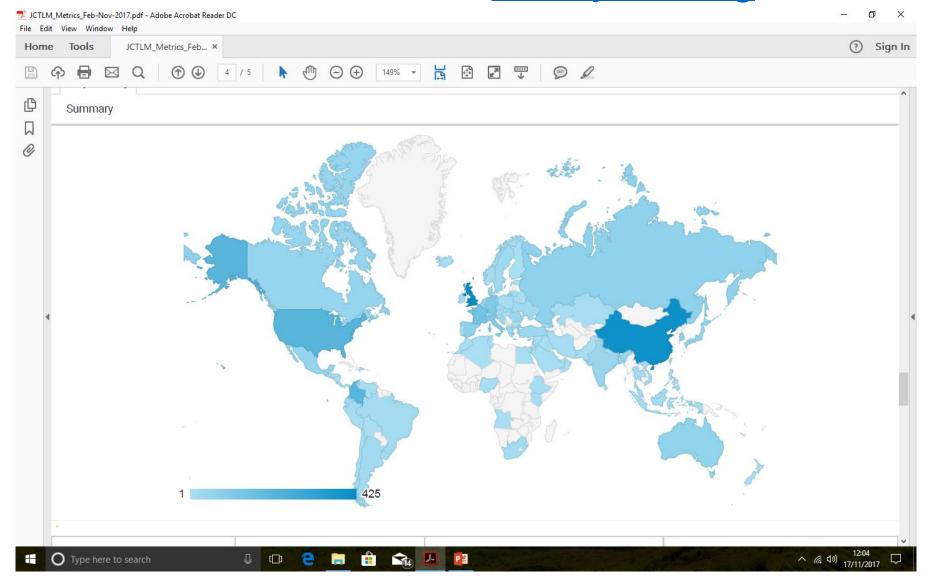
- Rapid growth of JCTLM Members
- Traceability symposia around the world
- Large attendance at 2017 workshop
- Website metrics
- Google analytics



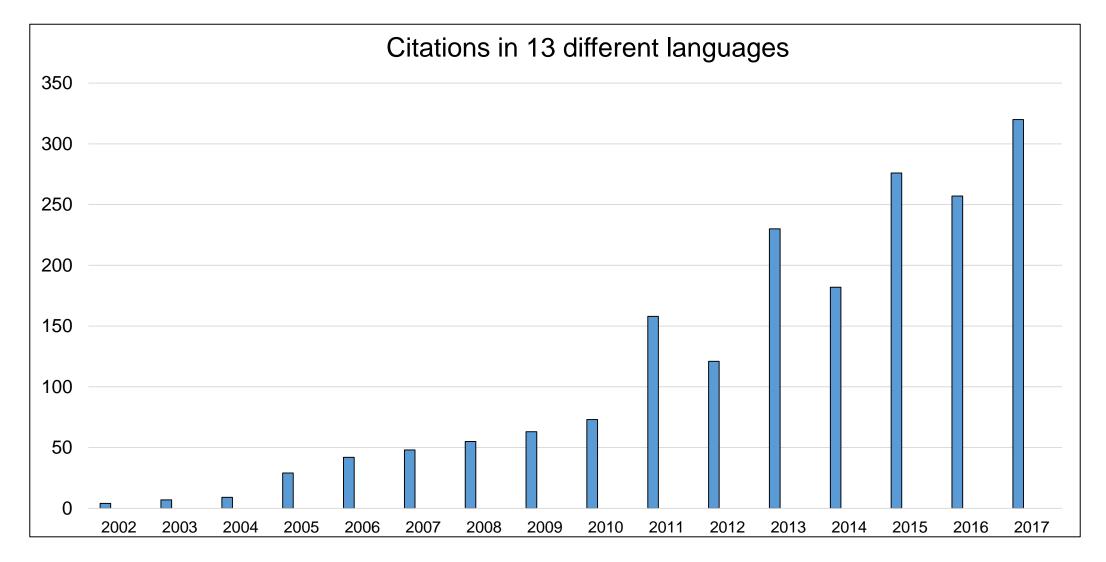
### Website metrics www.jctlm.org



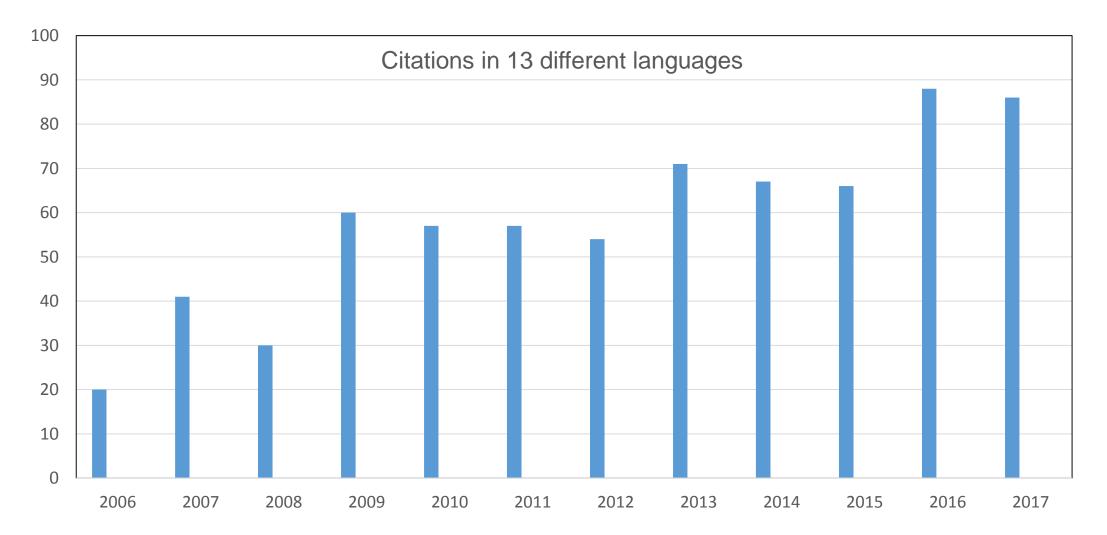
### Website metrics www.jctlm.org



## 'Traceability + laboratory medicine': Google Scholar



## JCTLM Citations in Google Scholar



- WG-TEP structure and organisation
- Meetings
- Publicity & promotion
- What next?

## The future of traceability

