

'Labs Are Vital' www.labsarevital.com tai <http://www.ifcc.org/>

SKKY:n ja Sairaalakemistit ry:n kevätkoulutus

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History

- Conceived by Abbott Diagnostics to improve the image and impact of laboratory medicine. Shared with and adopted by professional bodies.
- World-wide initiative launched in:
 - Chicago July 2006 (AACC)
- Formally adopted in 2008 for worldwide public relations
 - International Federation of Clinical Chemistry & Laboratory Medicine (IFCC)
- Now operating in several countries on four continents
 - Each country has its own priorities
- Europe: UK (2007-), Netherlands (2007-), Ireland, Italy

Labs Are Vital:

Why are labs vital?

- Laboratory medicine is critical in delivering safe, high quality, cost-effective patient care

LAV aims to:

- Elevate the profile of the laboratory and its professionals
- Extend the laboratory's influence within the healthcare community
- Deliver enabling tools and support peer-to-peer interaction

How do we plan to reach our objectives?

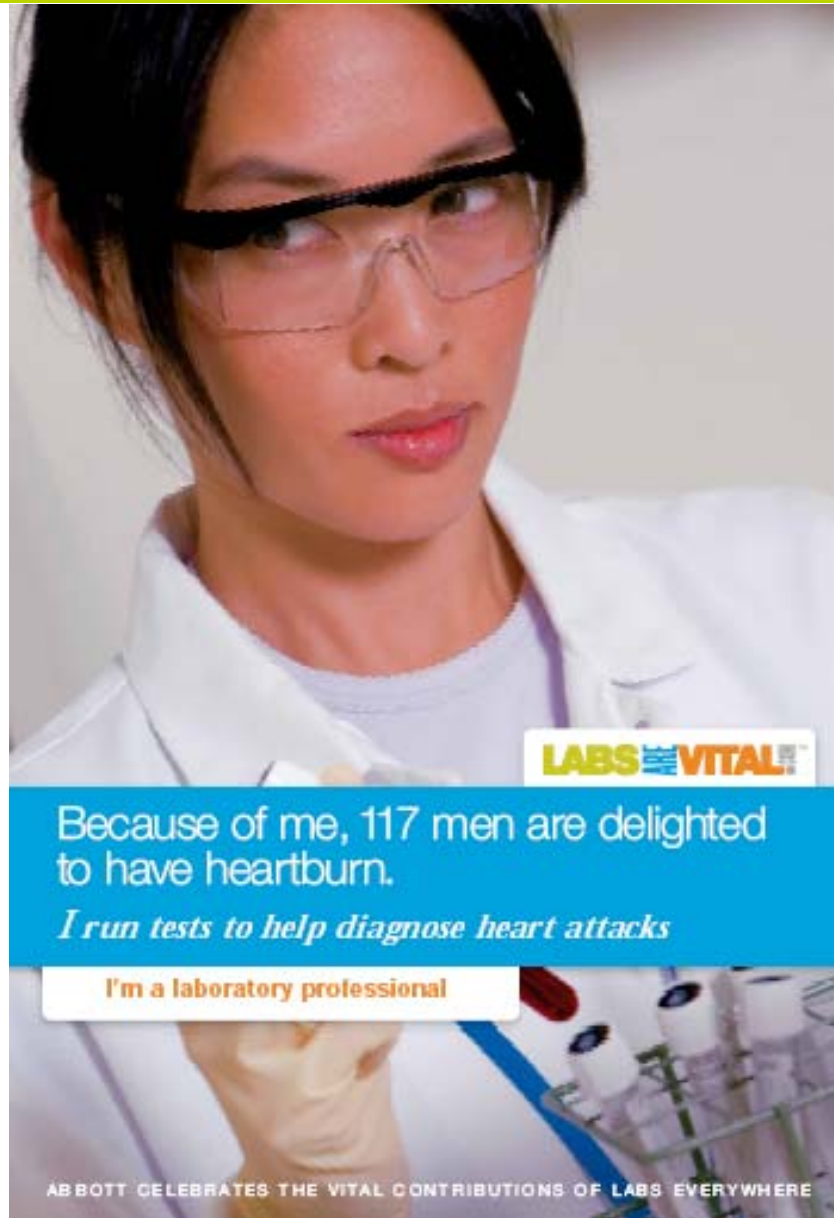
- Supporter recruitment
- Information in the healthcare media
- Spread the word
- Lobbying at every level
- Events

In the press



Powerful Images and Messages

LABS  VITAL



LABS  VITAL

Because of me, 117 men are delighted
to have heartburn.

I run tests to help diagnose heart attacks

I'm a laboratory professional

ABBOTT CELEBRATES THE VITAL CONTRIBUTIONS OF LABS EVERYWHERE

Labs Are Vital™ Public Awareness at:



LABS ARE VITAL™



Kiosks and City Information Displays on Chicago Streets

In United Kingdom:



**The Association for
Clinical Biochemistry**



Association of
Clinical Pathologists



The British In Vitro Diagnostics Association



INSTITUTE OF
BIOMEDICAL
SCIENCE



The Royal College of Pathologists
Pathology: the science behind the cure