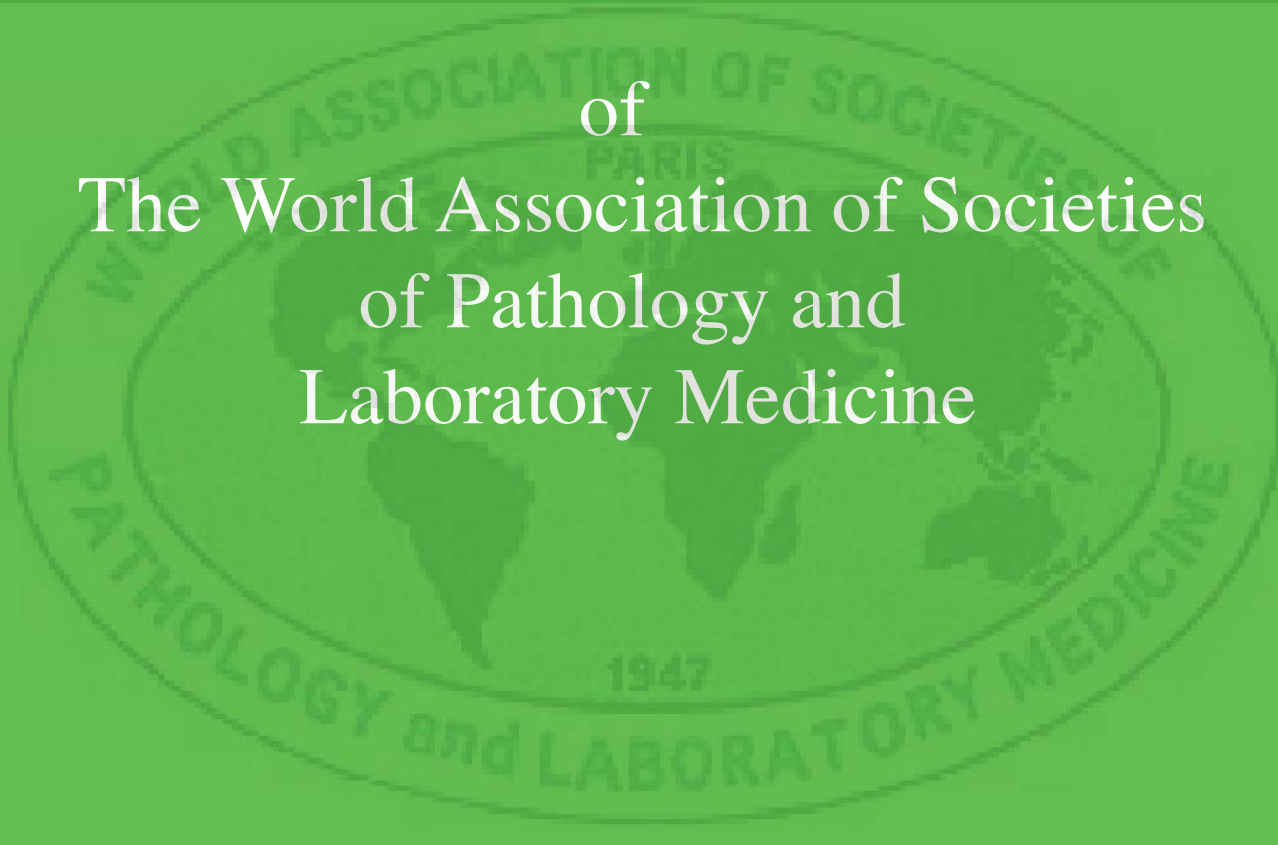


# THE BULLETIN

of  
The World Association of Societies  
of Pathology and  
Laboratory Medicine



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The **Bulletin** of the World Association of Societies of Pathology and Laboratory Medicine is published Quarterly. The World Association exists to promote pathology, pathologists and its member Societies for the benefit of patients and the improved understanding of disease throughout the world.



**Editor:** Henry Travers, M.D.



## The President's Column

*Marilene Melo  
Brazil*

### ELECTRONICS ATTENDANCE THE CLIENT CLOSER AND CLOSER

Nowadays more and more Laboratories carry out electronics attendance to their clients such as results availability in the Internet and e-mails reminding them that it is time to make a new check up exam. This service implementation requires not only technical resources and staff training, but also a careful behavior in order not to disrespect the ethics attendance limits and not to bother the client.

The attendance automation is one part of Customer Relationship Management (CRM). There are two important aspects in it. The first one is essential for those who want to start this process, which is the "client centralized data management", which aims to offer a sensation of proximity during contacts between the laboratory and its clients. This can be well observed when we pass our phone number when ordering any product for the first time, for example. The second aspect involves a major automation degree when, through artificial intelligence algorithms we can reproduce this proximity in electronics contacts like the one existing in Amazon virtual bookshop. In the laboratory, human contact increases the value and is also practiced due to inherent delicate nature of health area as a whole. Thus, we can get some patients data to offer them a personalized contact. Some laboratories use these data to offer automatic services reminders to their patients (the ones who authorize this kind of service), as example, to inform them that it has been one year since the last mammography and oncotic cytology were done.

We should always work in a position of "permission marketing". Ethics in laboratory stops being restricted only to technical aspects and become to be an important maker of directed actions towards the attendance. The patient must allow this action; not to be seen as an invasion of his/her space.

Another important point is the automation management. The same lessons learnt in the interface process of equipment analysis are applied here. It is not worth using automation in a bad process. It is necessary to reflect, to search for the best attendance practice, and simplify processes eliminating steps which don't add value, train the staff, and then focus on the automation. On the contrary we will only make more mistakes and faster.

#### **Implementation of electronics attendance**

It is necessary to make a "test-project" when this kind of service is implemented. This is important to gain more technological know-how and generate internal credibility among our collaborators. Build up great victories on lesser victories is easier. This attitude also serves to review systems sizing and optimize complementary and/or parallel processes that could have been forgotten in the planning phase.

#### **Training Staff**

People who trust the new project should do the training. We call these people "internal opinion makers". If these key-people do not speak well of the initiative, do not enthusiasm the team, the effort will end in a short lived enthusiasm. We notice that including these opinion makers in the planning phase and in the measurement phase of the system is important for two reasons: one learns more in multidiscipline teams and consequently create co-responsibility to the project. After this, a standardized training is necessary as well as creation of a model to attendance and a definition of how much an attendant can move away of the script to solve a customer problem. These decisions, apparently operational, show, in the truth, a close relation with the strategic positioning of the laboratory and should be taken with participation of the Board of Directors. Create standardization in an excellency level is one of the most arduous jobs.

#### **Investment in technology**

The decision on how much you want to invest must be subordinated to the goals of the project. Personalized and high integration projects need a high investment for its implementation. These systems usually charge the user for the application, which can mean a high cost in some services. But, depending on what the necessity is, there are excellent programs "Open Source" - that is, the effort of a community of developers sharing an open code-source. It is possible to make some personalized computer services with the assistance of programmers.



### *President's Message (continued)*

#### **Exams Results Through Internet**

This service is very much used mainly by patients and corporation client such as companies and supported laboratories. This service is less used by aged patients. We believe that this kind of resource has become a basic requirement searched by the customers. Among doctors, some consults systematically their exams. This behavior is not yet an ordinary procedure in same places around the world.

Considering the unfamiliarity of the exam and its preparation by the clients the difficulty in understanding the doctor's handwriting and supplying medical health insurance request, for all this most of the laboratories use human's service to confirm the appointments set up on line. In most cases the exams appointment is only a pre-formatted e-mail of intention of purchase rather than effectively solve this question electronically.

#### **How to contact the client and doctor without bothering them**

The best way would be to ask permission before sending an e-mail. When you do this you can offer the "opt-out" option. This kind of care is especially valid when we use marketing campaigns or messages based on defined events, as triggers. The best initiatives are the ones, which promote a facility and the client needs to search actively, registering himself to receive your offer.

#### **Measuring the electronics attendance performance as well as its quality**

What we do want to measure in truth is the client satisfaction and return on the investment: analysing rates of campaigns, speed of conversion of a prospective client into a client, costs of acquisition of costumers, rates of closing sales, fill up of the agenda etc.

The difficulty in implementing this system is relative to the purpose of the project, the degree of integration intended among different systems and given automation by the tool. In Laboratories, the lack of data in attendance processes is generally a factor of disorder. As the electronic process is scoped, new ranges are discovered for old problems. An integrated and motivated team will try to control these aspects. The majority of these models have digital dashboards or a connected system of Business Intelligence. We should remember that these are useful tools, but it is fundamental not to be enchanted with the technological aspect by itself, but demand that these resources be directed for pointers lined up with business strategy.

#### **Exams Results and Setting up by Mobile Phone (WAP)**

A new way of getting the information from your laboratory is in your personal mobile. In my personal point of view it is a facility: a reminder that your exams are ready on a set-up confirmation. However we must be cautious about sending the result, through it. Communication goes fast nowadays but we should never forget our focus: privacy for the patient, respect among our colleagues and Ethics on our performance.

Always together!

Marilene



## THE 24TH WORLD CONGRESS OF PATHOLOGY KUALA LUMPUR, MALAYSIA 21-23 AUGUST 2007

**Meeting the Challenge of Globalisation and Miniturisation** is the theme of this year's World Congress organized by the College of Pathologists, Academy of Medicine, Malaysia. The program (printed on page 4 of the Bulletin) brings together a talented faculty to the beautiful Sunway Pyramid Convention Center resort. The WASPaLM Bureau and the House of Representatives will also convene during this exciting meeting and will consider important changes to the organization of WASPaLM. In addition, the World Pathology Foundation which manages the highly sought after Gordon Signy Fellowships will be considering applications for the next round of grants.

In addition to the scientific program, the social program will include the Gala Dinner and Auction benefitting the World Pathology Foundation.

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The Congress President is **Professor Lai-Meng Looi** whose distinguished career as a pathologist, physician and educator make her uniquely qualified to bring together an international group of recognized pathologists to plan and conduct the Congress. The current President of the College of Pathologists, Academy of Medicine, Malaysia, Dr. Looi has published over 250 scientific papers and is the recipient of numerous awards including a Gold Medal from the Rotary Research Foundation. She has served Malaysia in numerous capacities for the Ministry of Health and the Malaysian Medical Council. Medical students at the University of Malaysia, her alma mater, have recognized her as an outstanding teacher four times and is currently chair of Pathology at the Faculty of Medicine, University of Malaya.



**BUREAU FACES CHALLENGES**

The WASPaLM Bureau will meet on 20 August 2007, just before the World Congress convenes, and will consider several important issues facing WASPaLM. Among these are bylaws changes to permit expanded membership in WASPaLM for organizations led by pathologists that had, under current bylaws, been excluded from membership. It is expected that the House of Representatives will ratify the proposed by-law change. The new language, modifying section 3.2(a), is:

***Membership in the Association as a Constituent Society shall be open to national or international societies whose governing body is composed of at least 50% lawfully qualified physicians specializing in the practice of pathology and/or laboratory medicine.***

entire organization, rather than just the governing body.

Other important topics include mechanisms of funding the work of WASPaLM, including its liaisons with WHO, ISO and CIOMS as well as its educational programs. The Bureau will consider a proposal to organize a working group to provide technical input to SNOMED CT which has just recently been transferred from the College of American Pathologists to an international consortium of 9 countries.

The meeting of the Bureau is open to anyone wishing to attend as an observer.

Previously, the language had referred to membership in an

Date Time	20 August 2007 (Monday)	21 August 2007 (Tuesday)	22 August 2007 (Wednesday)	23 August 2007 (Thursday)	24 August 2007 (Friday)	
0800 - 0900	REGISTRATION	0800 - 1700 REGISTRATION	0800 - 1700 REGISTRATION	0800 - 1300 REGISTRATION	TOURS	
0900 - 1000		OPENING CEREMONY	Plenary 2	Presidential Symposium		
1000 - 1100		Coffee / Tea	Coffee / Tea	Coffee / Tea		
1100 - 1200		Keynote Lecture	Scientific Sessions (3A - 3E)	Scientific Sessions (5A - 5E)		
1200 - 1300		Scientific Sessions (1A - 1E)	Posters	Posters		
1300 - 1400		Lunch Symposium	Lunch Symposium	Lunch Symposium		
1400 - 1500		Plenary 1	Plenary 3	Plenary 4		
1500 - 1600		Scientific Sessions (2A - 2E)	Scientific Sessions (4A - 4E)	Scientific Sessions (6A - 6E)		
1600 - 1700		Posters	Coffee / Tea	CLOSING CEREMONY		
1700 - 1800		Coffee / Tea				
1930 - 2300		WELCOME RECEPTION	WASPALM GALA DINNER (By subscription only)			



### WASPALM ADMINISTRATIVE OFFICE MOVES

The WASPaLM Administrative Office moved to a new office building on April 9, 2007. The Administrative Office had been located in the same room of Japanese Society of Laboratory Medicine (JSLM) since 2002 per an agreement between JSLM and WASPaLM. JSLM has decided to move to new offices and generously agreed to support the WASPaLM as part of the move. There will be no changes for e-mail addresses and the FAX number (81-3-3295-0352). The telephone number was changed to 81-3-3295-0353. The new address is : c/o JSLM, 2F UI Building, 2-2 Kanda Ogawamachi Chiyoda-ku, Tokyo 101-0052, Japan.

### WASPALM ELECTIONS

Ballots were sent to all voting societies for the election of a president-elect, secretary-treasurer and 10 directors at large. Dr. Michael Oellerich, secretary-treasurer of WASPaLM, has counted the ballots and the election will be certified to WASPaLM membership at the 24th World Congress in Malaysia. For the first time since the World Congress in Sao Paulo, Brazil, there have been more candidates for director at large than there have been positions.

Several current members of the Bureau have reached the end of their terms and will be replaced by those newly elected.

### SIXTH CUBAN CONFERENCE ON CLINICAL PATHOLOGY

The Sixth Cuban Conference on Clinical Pathology will be held in Havana, Cuba from 24 to 28 March 2008 in conjunction with the 2nd Cuban Seminary on Selected Topics in Immunology.



### WASPALM COMMENTS ON ETHICS GUIDELINES

WASPALM provided comments on proposed new CIOMS ethics guidelines. Drafted by Dr. David Davies of Australia, WASPaLM comments were largely accepted by CIOMS. The revised guidelines are provided below.

#### Guideline 22 Disclosure and review of potential conflicts of interest

The investigator is responsible for ensuring that the materials submitted to an ethical review committee include a declaration of any potential conflicts of interest affecting the study. Ethical review committees should develop forms that facilitate the reporting of such potential conflicts and materials explaining their use for investigators. Ethical review committees should evaluate each study in the light of any declared conflicts and ensure that appropriate means of mitigation are provided. If a potentially serious conflict of interest cannot be 695 adequately mitigated, the committee should not approve the project.

#### Guideline 23 Use of the Internet in epidemiological research

If the Internet is used as a tool to identify respondents or to collect data in epidemiological research, the investigator must ensure that an appropriate informed consent procedure is applied and that data confidentiality is maintained.

#### Guideline 24 Use of stored biological samples and informed consent

For all epidemiological research involving the collection and storage of biological samples (and related data, such as health or employment records) from humans or future use, the investigator must obtain the voluntary informed consent of the individual donor or, in the case of an individual who is not capable of giving informed consent, the permission of a legally authorized representative in accordance with applicable law. The consent should specify: the conditions and duration of storage; who will have access to the samples; the foreseeable uses of the samples, whether limited to an already fully defined study or extending to a number of fully or partially defined studies; and the purpose of such use, whether only for research, basic or applied, or for research with commercial applications. The ethical review committee should satisfy itself that the proposed collection and storage protocol and the consent procedure meet these specifications. The protocol of every study using stored human biological samples (and related data) must be submitted to an ethical review committee, which should satisfy itself that the proposed use of the samples comes within the scope specifically agreed to by the subjects. For stored samples collected for past research or for clinical purposes without informed consent to their use for research, the ethical review committee may consider waiving the consent if it proves materially unfeasible to obtain it, provided that it concludes that doing so would not harm the rights or welfare of the persons from whom the samples were collected.



## SECOND WASPALM WORKSHOP ON ACCREDITATION IN LATIN AMERICA

The Second WASPaLM Workshop on Accreditation in Latin America was outstanding. The expectation was to have around 80 attendees. We had a total of 510 participants in this meeting as following:



- 60 attendees from other countries of Latin America such as Mexico, Ecuador, Cuba, Chile, Uruguay, Bolivia, Colombia. From those all are Medical Clinical Pathologists.
- 450 attendees are from Peru: 100 are from distant cities from the countryside of Peru and 350 from Lima – the capital.
- 30% of those from Peru are Clinical Pathologists and the others biochemistries, technologists and other professionals of laboratory area.

The Workshop as you know had the support of Brazilian Society of Clinical Pathology by the presidency of Wilson

Scholnik, Mario Flavio Alcantara and the organizing committee of the XVIII Latin American Congress and VIII Peruvian congress by the presidency of Jose Leon.

ALAPAC was founded in 1976 and post in its foundation acta that one of the great goals is to tighten the relationship and exchange knowledge among worldwide Clinical Pathologists through WASPaLM.

During the Opening Ceremony **Dr. Jose Carreon** – former ALAPAC president, gave to WASPaLM President a present. It is a book about the history of ALAPAC launched in this Congress.

The entire course was given in Spanish by two professors (Luisane Vieira and Derlaine Oliveira) - Brazilian Clinical pathologists - in two days: on April 25 and 26 from 8:00 am to 7:00 pm.

The participants were very grateful to WASPaLM. We got an update in the Latin American Laboratory Medicine. All countries speaking the same language and feeling the importance of accreditation in the laboratories and willing to carry out this program soon.

In the Opening Ceremony of the Congress the Health Minister promised Dr. Melo to support the Peruvian Medical Societies on this task, and thanked WASPaLM very much for this event.

