



Better health through laboratory medicine.

Pacific NW Section of AACC would like to invite you to the following dinner and presentation on March 26, 2015.

Continuing education credit is available!

Title: *How To Promote The Value of Clinical Laboratory Testing to Physicians, Students, and the General Public*

Speakers: *David D. Koch, PhD, DABCC, FACB
President, American Association for Clinical Chemistry*

Director, Clinical Chemistry, Toxicology, and Point of Care
Grady Memorial Hospital
Professor, Pathology and Lab Medicine
Emory University
Atlanta, GA

Alan H.B. Wu, PhD, DABCC, FACB

Director, Clinical Chemistry
San Francisco General Hospital
Professor, Laboratory Medicine
University of California, San Francisco
San Francisco, CA

Janet Kreizman

CEO, American Association for Clinical Chemistry
Washington, D.C.

Program

Description: Roughly 70% of all medical decisions are made on the basis of a clinical laboratory test, yet very few physicians and essentially nobody in the general public understands the work needed to generate a quality laboratory result. There are dire consequences if a mistake is made in the lab. Nobody will promote the value of our services except us. If we fail, it is likely that reduced reimbursement for lab tests will be in our future. In this presentation, we will discuss these concepts and present a methodology as to how we can promote our profession.

Objectives: After attending this lecture, participants will be able to:

- Understand the value of clinical laboratory tests in medical diagnoses and therapeutic decisions.
- Comprehend how failures in quality management of laboratory tests can have catastrophic medical consequences.
- Learn how future clinical laboratorians can engage physicians and their patients on the role of the clinical laboratory.
- Through case studies, stimulate students into joining the profession.

Location: **Sheraton Portland Airport Hotel**

8235 NE Airport Way
Portland, OR 97220
(503) 281-2500

When: **March 26, 2015**

6:00 PM Social Hour
7:00 PM Dinner
7:45 PM Scientific Programs by Ms. Kreizman, Dr. Koch and Dr. Wu

Dinner: Dinner includes Ceasar salad, rolls, and dessert. Choose one dinner entrée from below:

Selection 1	Selection 2	Selection 3 - Vegetarian
New York Strip Sirloin with Roasted Potatoes	Seared Pacific Salmon With Herb Crusted Potatoes	Grilled Portobello Mushroom with Spinach Risotto

Cost: Dinner - \$20 (\$10 for MT/MLT Students, Post-Doctoral Fellows & Residents)
Program only – FREE

Payment for dinner can be made at the door. Reservations should be made by **Sunday, March 22**. Reservations help us ensure that everyone has a seat and a meal. For information or to RSVP, contact Danelle Beaudoin at drbeaudo@lhs.org.