

San Diego Local AACC Section Continuing Education Meeting
**How to Promote the Value of Clinical Laboratory Testing to
Physicians, Students, and the General Public**

Thursday, March 12, 2015
5:30pm PST - 8:00pm PST

Location:

USCD Center for Advanced Laboratory Medicine
UC San Diego, 10300 Campus Point Drive, San Diego, CA 92121

Green Acres Restaurant (networking) then Conference Room C (presentation). Follow signs to the Green Acres parking lot for the networking session. If you are attending the presentation only – use the first parking lot on the right as you enter the complex and the Lilly entrance on the SE side of the building. The outer door locks but will be attended from 6:15 to 6:40 for those arriving for the presentation only.

Speaker:

Dr. Alan Wu, Professor Laboratory Medicine, Chief, Clinical Chemistry Laboratory, San Francisco General Hospital, University of San Francisco

Abstract: : 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 but ourselves 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, I present a methodology as to how we can promote our profession.

Program:

5:30 – 6:30 Registration & Networking (Green Acres Restaurant)

- Food and libations provided by Green Acres Restaurant – Celebrity Chef Brian Malarkey's Farm to Table Eatery
 - Free to AACC Members
 - \$10.00 for Non-Members
- Information and Sign Up Station for AACC Artery – the NEW Networking Program from the AACC – Bring your AACC login information to sign up!

6:30 – 7:30 Lecture (Conference Room C)

7:30 – 8:00 Additional time for networking.

Target Audience:

All laboratory professionals (hospital, research, industry) interested in the future of Laboratory Medicine.

Please RSVP by March 1 to Imir Metushi - imetushi@mail.ucsd.edu

Attendees are eligible for 1 CEU of Accent credit.

