COLA LABORATORIES
Across America

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FROM THE CHAIR

Cola Laboratories Across America - Summer Roadtrip

As the Chair of the COLA Board of Directors it brings me great pleasure to introduce this issue of Insights featuring COLA Laboratories Across America. This issue of COLA Insights is presented as a Summer Roadtrip in order to highlight various COLA activities across the country.

The article “COLA Surveyors from Across America” highlights some of our newer Surveyors for the four corners of the United States. They reflect our commitment to ensuring that our team of Surveyors are well educated, understand laboratory culture and offer technical experience within the laboratory.

In “COLA: First Private Lab Accreditor to Receive State Deeming Authority in California” we examine the lengthy process COLA underwent in becoming the first Private Laboratory accreditor in the State of California. The almost two year process is now complete and COLA is well poised to serve California laboratories in full accreditation and education capacity.

Over the past 25 years COLA has provided accreditation support for over 25,000 laboratories! In this issue of Insights COLA acknowledges the First and most recently fully surveyed and accredited laboratories in “COLA’s Oldest Laboratory” and “COLA’s Newest Laboratory” articles. The goal is to inspire COLA laboratories to maintain their accreditation with COLA not only as an excellent way to stay compliant, but also as an example of good laboratory practices in perpetuity.

We will also continue our series “Spotlight on Laboratory Excellence Award (LEA) Laboratories”. We hope that narratives of these laboratories that not only achieved zero citations but also continuously strive for excellence in quality patient care, will encourage and inspire all COLA laboratories attain a culture of excellence in laboratory medicine.

Insights in COLA Laboratories Across America will encourage, educate and inspire. We encourage you to share with your lab and colleagues.

The Chair, COLA Board of Directors

COLA INSIGHTS

COLA is sponsored by the American Academy of Family Physicians (AAFP), the American Medical Association (AMA), the American Osteopathic Association (AOA), and the American College of Physicians (ACP), and is endorsed by 35 national and state medical organizations. Letters to the editor are welcome.

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COLA INFORMATION RESOURCES CENTER 800.981.9883

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www.LabUniversity.org
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Comments? Questions? Feedback?
email info@criedu.org

COLACares Scholarship given to nine lab science college students

COLA through its COLACares Scholarship program has bestowed scholarships to nine bright, enterprising students from the University of Maryland, Morgan State University and Community College of Baltimore County (CCBC). “This is a big part of our COLACares program and it shows our commitment to educating and engaging students in the world of laboratory medicine,” stated COLA CEO Doug Beigel. The COLACares Scholarship Program, now in its 4th year has made a positive impact in the lives of motivated students who are excited about a career in the laboratory sciences. To learn more about the nine scholarship winners and hear their thoughts about why they are passionate about a career in laboratory medicine visit www.cola.org/scholarships

Congratulations to the 2014 COLA Care Scholarship Winners!

University of Maryland
Afang Tan, Karaleigh Leonard, Muhammed Saleem

Morgan State University
Prativa Kafle, Esperancia Azondekon

Community College of Baltimore County
Shelly Garland, Amanda Hagy, Jewel A. Richardson, Sadatra Everett

Thank you COLA Care Scholarship Sponsors!

CompuGroup Medical
Merge Healthcare
The Merz Group
Alvare
York Medical Clinic is a full-service, family practice clinic that has been serving the needs of area residents since 1965. It also operates satellite clinics in Stromsburg and Exeter, Nebraska.

The three clinics specialize in caring for their patients’ total health and well being. Seeing this total picture lets your doctor look after your current health, while keeping an eye on your future. Through preventative health care, exercise/diet programs, and regular examinations, the clinic staff can help you enjoy a lifetime of good health.

The physicians and staff members provide comprehensive care for patients of all ages. The clinic has its own full-service laboratory, including a certified drug screen collection and testing program that is available to employers and patients. X-ray and ultrasound services are available, and they are staffed with Registered Radiologic Technologists and a

Registered Sonographer. The clinic provides care for all diseases as well as injuries. It provides FAA flight physicals, CDL trucker’ exams, employment exams and all sports/school physicals. A certified diabetic educator and health education coordinator is available to provide information, as well as counseling for diabetes, nutrition, stop smoking, etc. An allergy shot program is offered. The clinic and York General Hospital jointly provide an obstetric program.

The Clinic has an accredited full service laboratory, staffed by certified laboratory technicians. Services are available by appointment. Government regulations require a written physician order for any laboratory testing.

York Medical Clinic family physicians provide a knowledgeable link to an array of additional medical specialists outside of the clinic, as needed. No matter what kind of specialized care you might need, considering your family physician should always be the first step.

York, Nebraska
Laboratory Director: Joseph C. Erwin, MD
Laboratory Manager: Deb Feldman, MT(ASCP)
ANNOUNCING THE CRI® IQCP WORKSHOP SERIES
“Individualized Quality Control for your Laboratory”

Mark your Calendars for Scheduled Dates and Locations

February 2015 - Memphis, Tennessee
March 2015 - Arlington, Virginia
May 2015 - Houston, TX
July 2015 - Atlanta, Georgia
October 2015 - Las Vegas, Nevada

Event offers six (6) P.A.C.E.® credits
To register visit www.criedu.org/iqcp or www.labuniversity.org/iqcp
or call (800) 981-9883
9881 Broken Land Parkway, Suite 215 | Columbia, MD 21046

COLA's Newest Laboratory

Alpha Genomix Laboratories, Inc.
Lawrenceville, GA
Laboratory Director: Dr. Stanley Wu
Chief Scientific Officer: Dr. Hani EL Shawa

ALPHAGENOMIX LABORATORIES and COLA – EMPOWERING PERSONALIZED MEDICINE

Advances in our understanding and interpretation of genetic information have led to a revolution in the way physicians can approach patient care; the era of personalized medicine has arrived. No longer must physicians leave proper patient outcomes to chance. A partnership with Alpha Genomix will give physicians and their patients, critical insights into drug effectiveness, potential side effects, and adverse drug events to better determine treatment.

It is estimated that roughly one fifth of patients seeking treatment with a particular drug are poor responders. Traditional treatment options do not consider genetic background to determine the individual’s response to medications. By utilizing advancements in genetic research we have come much closer to exquisite precision in disease diagnosis and treatment. Our scientists screen a panel of clinically relevant genetic variants to optimize drug therapies. Doing so will allow clinicians and patients peace of mind to avoid standard prescription doses that may fail to adequately address the problem.

According to the CDC, at least four out of every five American adults take at least one medication regularly, of that group, nearly a third take five or more. Many patients do not benefit from the first drug they are offered in treatment. For example 38 percent of depression patients, 50 percent of arthritis patients, 40 percent of asthma patients, and 43 percent of diabetic patients will not respond to initial treatment (Clinical Trends in Personalized Medicine, 2002). Studies have linked these differences in response to the difference in genes that code for drug metabolizing enzymes, drug transporters, or drug targets.

With the great demand for improved patient care and the report of numerous adverse drug events (ADE) each year, the need for personalized treatment is clear. The occurrence of ADEs can be avoided with proper analysis. Recent studies have also found that pharmacogenetic testing (PGT) can significantly decrease healthcare costs. By allowing physicians the opportunity to improve clinical outcomes of treatment, both the patient and the doctor not only save time and money but also achieve a sense of ease and comfort to during treatment.

Pharmacogenetics offers significant short and long-term benefits. By having a partnership with COLA, AlphaGenomix will continue to work towards our common goal of promoting excellence in healthcare.

According to the CDC, at least four out of every five American adults take at least one medication regularly, of that group, nearly a third take five or more. Many patients do not benefit from the first drug they are offered in treatment. For example 38 percent of depression patients, 50 percent of arthritis patients, 40 percent of asthma patients, and 43 percent of diabetic patients will not respond to initial treatment (Clinical Trends in Personalized Medicine, 2002). Studies have linked these differences in response to the difference in genes that code for drug metabolizing enzymes, drug transporters, or drug targets.

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COLA Surveyors from Across America

New faces from different places

Many times when a Surveyor enters the laboratory for the first time there is a lot of trepidation and you can almost cut the tension with a knife. Here at COLA we want to ensure that the survey process is an efficient, pleasant, professional and memorable one. In this issue of insights we are highlighting some of our newer Surveyors to break the ice and share some of what they enjoy about surveying as well.

NORTH/MIDWEST
- Name: Greg Mock
- Email: GMock@cola.org
- Base Location: South Bend, IN
- Regions Surveyed: IN, MI, IL, WI
- Education: MSA, BS, MT(ASCP)
- Experience: CMS Surveyor, Laboratory Management, 20+ years of bench experience.

“In the aspect of my COLA Surveyor position that I enjoy the most is having oversight of Quality Assurance, training, and regulatory compliance issues for 31 Primary Care POLs.

With COLA Since: 12/2011

This is my dream job; I love to travel, meet people and educate my fellow laboratorians in the world of lab compliance and quality patient care. The COLA mission of the ‘Golden Rule’ treating others as you would want to be treated sealed the deal for me.”

SOUTH
- Name: Kim Iversen
- Email: Riversen@cola.org
- Base Location: California
- Regions Surveyed: California
- Education: BS, Bachelor's degree in Biology from Lenior-Rhyne University
- Experience: Over 20 years of experience in Transfusion Services and Flow Cytometry.

“I have over 24 years of experience. I have worked in a Trauma Center as a generalist for 4 years, in an independent lab as a Generalist and Hematology Supervisor for 2 years, in a veterinary lab as department head for 20 years while also performing laboratory testing, and then as a Technical Consultant/Technical Supervisor and Lab Director for 20 Physician office laboratories for the last 7 years before coming to COLA.”

- With COLA Since: 09/2013

EAST
- Name: Angela Dooley
- Email: ADooley@cola.org
- Base Location: Durham, NC
- Regions Surveyed: South and MidAtlantic Region
- Education: BS, Bachelor's degree in Biology from Lenior-Rhyne College
- Experience: Analytical Specialist for a large healthcare system, having oversight of Quality Assurance, training, and regulatory compliance issues for 31 Primary Care POLs.

With COLA Since: 09/2013

“This is my dream job; I love to travel, meet people and educate my fellow laboratorians in the world of lab compliance and quality patient care. The COLA mission of the ‘Golden Rule’ treating others as you would want to be treated sealed the deal for me.”

- Regions Surveyed: South and MidAtlantic Region

WEST
- Name: Jim Renfrow
- Email: JRenfrow@cola.org
- Base Location: California
- Regions Surveyed: California
- Education: B.S., MS(ASCP), BBcm, Bachelor's degree in Medical Technology from Eastern Kentucky University
- Experience: Over 30 years’ experience in clinical laboratories, including positions of Laboratory Manager, and Laboratory Operations Supervisor. He also has extensive experience in Transfusion Services and Flow Cytometry.

With COLA Since: 09/2013

“Being a Clinical Laboratory Surveyor with COLA, enables me to use my educational, technical and managerial skills, in aiding in assuring that quality care is provided to Patients.”

California Deeming!

COLA’s dedication to quality patient care is recognized

In 2013, COLA became the first private laboratory accrediting organization to earn deeming authority in California, proving its standards of promoting excellence in laboratory medicine and patient care are equal to or more stringent than the State’s unique regulations for licensure and registration. Deeming authority in California is comparable to COLA’s deeming authority at the federal level with the Centers for Medicare and Medicaid Services (CMS). COLA already supports over 500 laboratories in California through a program of voluntary education, consultation, and accreditation. This puts COLA in a unique position to support the needs and goals of laboratories in the great Golden State.

With the approval by Laboratory Field Services (LFS), COLA-accredited laboratories will be recognized by the State’s as meeting its laboratory laws and regulations in addition to the requirements of CLIA. Under the terms of formal agreement, COLA accreditation will be accepted in lieu of the routine inspection and oversight provided by LFS.

Over the next several months, COLA and LFS will be working together to inform laboratories of this new agreement and to prepare for exchange of information between the two organizations. All COLA-accredited laboratories will be informed of COLA’s deeming authority relationship with LFS. LFS will be changing the status of COLA labs in the State’s licensing database to deemed status. During the next renewal cycle, COLA-accredited laboratories will receive a Certificate of Deemed Status which is equivalent to the previously held State Laboratory License.

CRL, as the non for profit education subsidiary of COLA, is developing education and learning opportunities that will support laboratory professionals, laboratory directors and other healthcare providers in understanding the unique California laws and regulations.
inSights SPOTLIGHT:
LABORATORY EXCELLENCE AWARD

COLA continues to feature a laboratory that has shown excellence not only in their compliance with accreditation standards, but also overall high quality patient care. COLA Accredited laboratories that meet the Laboratory Excellence Award (LEA) have had zero citations on their survey; no unsuccessful Proficiency Testing (PT) for any regulated analyte/subspecialty/specialty for the last two years and had no substantiated complaints for the past two years.

About the Lab:
One of seven Rural Health Clinics owned and operated by Poplar Bluff Regional Medical Center in Poplar Bluff, MO, Dexter Medical Center Laboratory in Dexter, MO serves the rural community of Dexter and surrounding small towns in southeast Missouri. They are a moderate complexity laboratory serving the patients of Ted Hatfield, MD, Neal Garner, DO, pediatric nurse practitioner Cory Blocker and family nurse practitioners Amy Shell and Kelly Fields-Wilburn.

Christina Mohrman, MLT, Brooke Smith, MLT and Missie Culbertson, Radiology Technician are the laboratory staff. Dr. Hatfield has been the Laboratory Director since 2003. The laboratory is registered with CLIA and COLA and maintains full accreditation status.

The strength of this laboratory is the level of excellence exhibited by the staff and their commitment to meeting regulatory standards. They consistently achieve 100% accuracy in proficiency performance and recently achieved a 100% performance score on their COLA survey. "Our experience with COLA surveyors has always been positive," states technical consultant, Pam Kiser, MT (ASCP). "COLA brings a teaching attitude when they conduct a survey. They are very experienced and knowledgeable about best practices. We feel our success is due in large part to our partnership with COLA."

CONGRATULATIONS TO THE STAFF AT DEXTER MEDICAL CENTER LABORATORY!
KEEP UP THE GREAT WORK!!

DEXTER MEDICAL CENTER LABORATORY
Dexter, MO
Laboratory Director: Ted Hatfield, MD
Technical Consultant: Pam Kiser, MT (ASCP)

CRI®’s IQCP Workshop Series comes to Orlando’s Buena Vista Palace Hotel & Spa

Prepare to implement the new Centers for Medicare & Medicaid Services (CMS) IQCP Interpretive Quality Control Guidelines.

Date: Wednesday, October 15, 2014
Time: 8:30am – 4:00pm
Location: Buena Vista Palace Hotel & Spa
1900 E Buena Vista Drive,
Lake Buena Vista, Florida 32830

Presenters include Keynote speakers from leading Accrediting Organizations (CMS and COLA).

This full day workshop offers six (6) P.A.C.E.® credits.

Topics include:
• Review of Risk Management
• Process for Reducing and Mitigating Residual Risk
• Developing Process Mapping and Fishbone Tools
• Developing an Individualized Quality Control Plan

Registration: Symposium Attendees — $249 | Non-Symposium Attendees — $199
Continental breakfast & lunch will be provided.

To register, visit www.criedu.org or www.labuniversity.org or call CRI® at 1-800-981-9883.
Patient Centered Laboratory Excellence (PCLE)

COLA is proud to introduce the Patient Centered Laboratory Excellence program (PCLE). This groundbreaking program is specially designed to assist laboratories in participating in the Patient-Centered Medical Home & ACO Models of care and to be recognized for their efforts.

Through the PCLE program, COLA is taking laboratory quality beyond the confines of CLIA 88 by expanding its accreditation services to include waived testing labs.

The PCLE Program helps waived and non-waived laboratories:

- Achieve a continuous quality culture in the lab
- Integrate best practices into the PCMH/ACO model
- Make better informed, needs appropriate resource decisions
- Gain recognition from payer incentive programs

COLA’s PCLE program is scalable to fit the needs of all laboratories, no matter the annual test volume, number of specialties performed or certificate type. PCLE brings laboratories multiple benefits:

- Provides a continuous quality framework designed to support the lab’s involvement in the PCMH/ACO care models
- Positions laboratories to participate in PCMH/ACO quality incentives
- Criterion is scalable and meaningful to practice operations
- A PCLExcelerator scoring mechanism enables labs to evaluate their readiness to participate in the PCMH/ACO model
- Focuses on communication, regulatory requirements, test selection, analytics and other key elements that are necessary for PCMH/ACO success

Enrollment in COLA’s PCLE program is the first step in your laboratories successful participation in a PCMH/ACO program and receiving a “Gold Seal of Approval” in laboratory excellence as a PCLE Laboratory. PCLE recognition will set your laboratory apart and could lead to gaining recognition from payer incentive programs.

It’s time for your lab to participate in the PCMH program that has been designed for laboratories by COLA, the experts in laboratory medicine. Let COLA’s PCLE program help your laboratory find success in many ways in the Patient Centered Medical Home model.

To learn more about PCLE call COLA at 800-981-9883 or visit: www.cola.org/patient-centered-laboratory-excellence-pcle/
Where Education Meets Imagination!

At CRI®'s Symposium for Clinical Laboratories, there is so much more to do along with attending the informative educational sessions, technical workshops and network with other laboratory professionals. The 2014 Symposium in Orlando, Florida is set at the Buena Vista Palace Hotel & Spa in Lake Buena Vista, FL.

Experience an Orlando resort getaway that ascends above the rest. Soaring 27 stories above the world's favorite destination, Buena Vista Palace Hotel & Spa in the Walt Disney World® Resort raises the bar for exceptional quality and service in this sunny locale. Feel the magic the moment you arrive.

With the Walt Disney World® Resort and Downtown Disney® just minutes away CRI has arranged for Exclusive Discounts on admission Tickets. Disney Ticket Savings – Only available from this site!

http://www.mydisneymeetings.com/crist14

CRI®'s Symposium for Clinical Laboratories is where education meets imagination!

To register, visit www.criedu.org/symposia/ or www.labuniversity.org or call CRI® at 1-800-981-9883.

Speaker of Note
Edward J. Peterson, Jr., MBA, MT(ASCP)
Barnes Jewish Hospital
St. Louis, MO

Ed is currently the Director of Laboratories for Barnes-Jewish Hospital in St. Louis, MO – part of the Barnes Jewish Corporation with 13 hospitals in Missouri and Illinois.

Ed is also an Assistant Professor for the University of Medicine and Dentistry of New Jersey where he teaches a 15 week on-line course in Healthcare Regulations and Laboratory Management that explores the unique applications of management concepts and policies and regulatory issues in clinical laboratory services through interactive exercises.

Thursday, Oct. 16 1:30PM–3:00PM (EST)
Change Management and the Art of Delegation

Thursday, Oct. 16 3:30PM–5:00PM (EST)
So You Want New Equipment: Negotiating Techniques to Get What You Want

Friday, Oct. 17 9:00AM–10:00AM (EST)
Patient-Centered Care and Laboratory Medicine

Friday, Oct. 17 4:30PM–5:30PM (EST)
Communications: Customer Service and Your Role

Saturday, Oct. 18 8:25AM–9:30AM (EST)
Management of Lab Operations: Basic Management Concepts

To register, visit www.criedu.org/symposia or www.labuniversity.org or call CRI® at 1-800-981-9883

Sessions offer PACE and/or CME credits. See the web site or brochure for detailed credit information.
Internal Lab Inspections: How we Stay ‘CLIA Ready’ at our Physician Office Laboratories

Jeanne Mumford, MT(ASCP)
Johns Hopkins Community Physicians
Baltimore, MD

Jeanne graduated from Salisbury University in 2000 with a Medical Technology degree. Her first job after graduation was a position as a hospital courier and outpatient phlebotomist. In this role, she earned a respect for the relationship that our medical personnel have with the patients that we serve. After three months in this role, she applied for a position at the University of Maryland Medical Center Blood Bank to make more of a difference in the lives of those very same patients. Again, she earned a whole new respect for laboratory medicine and the role that it plays in the health and safety of patients everywhere. After working for three years as a blood banker, Jeanne moved over into the Immunology lab at Sinai Hospital of Baltimore. Over those seven years she developed a passion for quality assurance projects and laboratory management. Three short years ago, she moved into her current role as Quality Assurance Specialist for Johns Hopkins Community Physicians. In this role, Jeanne oversees 35+ outpatient physician office laboratories across the state of Maryland.

Thursday, Oct. 16 1:30PM–3:00PM (EST)
Quality Assessment for the POL

Thursday, Oct. 16 9:00AM–10:00AM (EST)
Internal Lab Inspections: How we Stay ‘CLIA Ready’ at our Physician Office Laboratories

Sessions offer PACE and/or CME credits. See the web site or brochure for detailed credit information.

Karen W. Dyer, MT (ASCP) DLM
CMS: Division of Laboratory Services

Karen received her BA degree in Health Science and Policy from the University of Maryland Baltimore County. She is an American Society for Clinical Pathology certified Medical Technologist. She was an Affiliate Laboratory Supervisor for the Johns Hopkins Hospital Medical Laboratories (JHML) and, prior to her employment at CMS, also a Point-of-Care Coordinator for JHML.

Karen is currently the Deputy Director of the Division of Laboratory Services at CMS, the division that is responsible for administering the CLIA program for greater than 244,000 laboratories. Her responsibilities include oversight of the development of regulations, surveyor guidance and training, EHRs, patient access to laboratory results, proficiency testing program and accrediting organization approvals, data system design and information analysis, execution of CLIA policy, collaboration with stakeholders, CDC, and FDA and dissemination of educational materials to facilitate compliance. Karen is a member of professional societies, committees, and provides many public presentations.

Wednesday, Oct. 15 at the IQCP Workshop 8:30AM–4:00PM (EST)
CLIA & Individualized Quality Control Plan (IQCP)

Thursday, Oct. 16 9:00AM–10:00AM (EST)
CLIA Update 2014

Sessions offer PACE and/or CME credits. See the web site or brochure for detailed credit information.
Speaker of Note

Rose Mary Casados, BSMT(ASCP)
COLA Resources Inc.
Columbia, MD

Rose Mary received her Bachelor’s Degree in Medical Technology with a minor in Chemistry from St. John's University in Queens, NY and is pursuing her Master’s Degree in Business Administration from the University of Delaware. She is a member of the ATHENA CHAPTER National Honor Society and participated in the Kellogg Northeastern University Marketing Excellence Program. Among her achievements and recognitions are recipient of the NY Laboratory Excellence Award presented by the St. John's University College of Pharmacy and Allied Health, the Becton Dickinson President's Club Award, Sales Eagles Club Award, Teamwork Excellence Award, and three time recipient of the Southeast Regional Sales Award.

Rose Mary serves as President of COLA Resources Inc. (CRI®), interim Chair and member of CRI®'s Board of Directors, and member of MPACT's (Medical Professionals Advocating for Credible Testing) Board of Directors.

Friday Oct. 17 10:30AM–12:00PM (EST)
IQCP Education and Transition Period: Tools for Success

To register, visit www.criedu.org/symposia or www.labuniversity.org or call CRI® at 1-800-981-9883

Sessions offer PACE and/or CME credits. See the web site or brochure for detailed credit information.

Come Visit the CRI® Orlando Symposium 2014 Exhibit Hall

See first-hand cutting edge products and learn the most up to date information in industry technology. Among this year’s exhibitors are:

- CGM
- Roche
- Siemens
- RANDOX
- OrchardSoftware
- BIO-RAD

And Many, Many more!

A special featured event is our Ice Cream Social, where participants can visit booths and get in-depth information on the latest innovations in the industry while enjoying a sweet treat. Register for one of the Technical Workshops and see hands on demonstrations, and discuss your laboratory’s needs with industry representatives.

To register, visit www.criedu.org/symposia or www.labuniversity.org or call CRI® at 1-800-981-9883
Point of Care technologies that include internal or electronic quality checks, such as the iSTAT, were the impetus for the regulatory allowance of equivalent quality control practices by CMS in 2004. The first allowable equivalent quality control practice, EQC, is being phased out and replaced by a new equivalent quality control option based upon risk assessment, Individualized Quality Control Plans (IQCP). Labs using an EQC protocol for technologies such as the iSTAT, must either revert to the regulatory requirement of running two levels of external controls each day of patient testing, or implement IQCP prior to January 1, 2016.

IQCP makes sense and here is an option for you!
Introducing the IQCP Program that can assist you in developing and implementing IQCP

The IQCP program has numerous benefits, enabling you to:
• Perform a meaningful risk assessment
• Customize the QC plan for each test in its unique environment
• Optimize your current QC/QA processes
• Provide equivalent quality testing to meet the CLIA QC regulations
• Ensure continuous quality patient care

As a COLA member you will receive a 15% discount on the IQCP Implementation Package

ORDER YOUR IQCP IMPLEMENTATION PACKAGE
www.criedu.org/iqcp-implementation-tools/

COLA Insights Goes Public
Insights is reaching MORE Laboratory Professionals.
And now you can advertise for LESS.

Since it’s launch COLA Insights magazine has provided criteria highlights, technical bulletins, and timely topics that address the needs of everyday laboratory personnel. This invaluable resource could only be accessed through COLA’s membership portal. Now COLA will re-launch Insights with open access to the public through COLA.org.

In honor of Insights Magazine now being offered to COLA labs and ALL laboratory professionals for the first time online – COLA wants to give advertising vendors two enticing offers*

1. Take 25% off any size ad in both our September/October and November/December 2014 issues.

2. Get one month free for a digital ad (180 x 150) on the popular COLA AdNetwork which delivers over 75,000 impressions monthly over seven COLA websites.

*This offer is valid for any vendor that does not have an existing contract during September-December 2014.

Don’t wait. These special advertising opportunities are available for a limited time. Contact Jahmai Sharp-Moore at jsharp-moore@cola.org or call 1.800.981.9883 ext. 3735.