

SEPTEMBER/OCTOBER — 2015

COLA'S

inSights

INTO *Accreditation Through Education - The COLA Difference*

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FROM THE CHAIR



Bradley J. Fedderly, MD,
FAAFP, Chair, COLA Board of
Directors

In this issue of *Insights*, our Concept theme is the strong level of educational support that COLA provides to all laboratories that are part of the COLA Accreditation family. From the start, education has been, and continues to be, an integral part of the Accreditation program, along with a support staff of advisors, consultants and associates who are available to answer your questions, and provide the best of customer service. We begin with an overview of educational resources available to COLA laboratories, either directly through on-line access reserved for COLA laboratories, or through COLA Resources Inc. (CRI), the COLA educational subsidiary; we then discuss the support provided to our laboratories by our in-house customer service teams. We conclude with a summary of CRI educational services, available not only to COLA affiliated laboratories, but to all clinical laboratories wanting access to up to date educational resources.

We begin with a detailed discussion of the [Educational Resources Available to COLA Laboratories](#). These include COLA Insights, Laboratory Manuals and Guides, and Technical Bulletins, as well as many on-line courses and training programs, including the Laboratory Director (CME) Qualifying Program. These are in addition to webinars on current topics of interest, such as IQCP, as well as the Annual Symposium for Clinical Laboratories, offered through CRI.

In our next article, we focus on the variety and extent of direct customer service available to laboratories in the COLA Accreditation Program article: [Team Assistance for COLA Labs](#). It is part of both the mission as well as the culture of COLA to offer personalized service to all its laboratories. These include pre and post survey consultations, compliance assistance, regulatory updates; all just a phone call or email away.

Finally, we conclude this discussion about educational resources by focusing on COLA Resources, Inc., (CRI) the new educational subsidiary of COLA, and the educational resources offered, not only to laboratories enrolled in the COLA Accreditation program, but to all laboratories desiring access to high quality print and on-line information-, as well as live and archived webinars on the latest topics, such as IQCP, Patient Safety, and Compliance issues. CRI is also the sponsor of the Annual Symposium for Clinical Laboratories.

Our Feature article, [Clinical Consultants-Roles and Responsibilities](#), discusses one of the key laboratory positions that continues to increase in importance as a result of changes in the practice of laboratory medicine. The development of Genomic / Personalized Medicine requires closer communication between the laboratory and the clinician as individualized treatments are developed based on specific genetic traits and tolerances. The advent of Direct Access to patient test results may create the need for more direct communication between the laboratory and the patient, even with active involvement of the patient's physician. The value of clinical consultation is evidenced by studies showing the effect on healthcare when this is not provided. A final point of discussion is whether clinical consultation is as effective when provided by non-physician laboratory professionals.

Bradley J. Fedderly, MD



COLA INSIGHTS

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COLA INSIGHTS

is published periodically by
CRI®, 9881 Broken Land Parkway,
Suite 215, Columbia, MD 21046-1195.

COLA INFORMATION
RESOURCE CENTER:
800.981.9883

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www.colas.org
www.LabUniversity.org
www.COLAcentral.com
www.criedu.org



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Questions? Feedback?
email info@criedu.org

Mark your Calendar for COLA's Webinar Series.

Give us an hour of your time and we'll give you practical advice on operating a high performing laboratory. Save the dates below for educational insights that will keep your lab up to date.

Webinars will be hosted on Mondays from 1:30pm to 2:30pm EST

DATE	TOPIC	SPEAKERS
December 7th, 2015	Competency Assessment	Kathy Nucifora
January 25th, 2016	TC/TS Responsibilities	Irwin Rothenberg & Kathy Nucifora
March 7th, 2016	COLA Criteria Update	Kathy Nucifora
April 25th, 2016	Quality Assurance	Irwin Rothenberg & Kathy Nucifora
June 6th, 2016	Accreditation Readiness	Irwin Rothenberg & Kathy Nucifora

The first webinar in the series, Competency Assessment on December 7th, will be a free webinar!

Information on registration for these invaluable webinars coming soon!

Educational Resources Available to COLA Laboratories

Introduction

Laboratories enrolled in the COLA Accreditation program benefit from access to a large variety of educational material and services. These include newsletters; lab guides, technical bulletins, webinars, client portals, and the annual Symposium For Clinical Laboratories. There are also programs to qualify physicians to be laboratory directors for moderate complexity laboratories; as well as software tools for implementing IQCP. COLA laboratories also have access to articles on current topics, including regulatory changes, technological advances, and management issues. There is additional information on the current state of laboratory testing at labtestingmatters.org. COLA provides its laboratories with access to the client portal colacentral.org which contains links to additional educational resources.

COLA Resources, Inc. (CRI) is the educational subsidiary of COLA which provides COLA labs with additional educational opportunities through LabUniversity.org for on-line courses, webinars, videos, and printed material. Continuing education may be as CEUs for non-physicians, as well as CME credits for medical personnel. COLA labs are eligible for 15% price discounts.

The following resources are available through COLA and CRI that support the goal of using *“education to help you to improve your lab and serve your patients better”*

- **Insights Newsletters:** COLA's educational newsletter on laboratory and medical practice issues. It includes real-life case histories, Q&As, and proven recommendations for quality improvement. Make your search for articles easier by downloading our Insights Index. The index sorts articles by topic. Topics include: Personnel, Laboratory Management, Proficiency Testing, Quality Control, and much more.

- **Manuals and Guides:** an extensive library of educational tools that continually allows you to improve your workplace performance. From guides covering everything from managerial to technical topics, to waived testing procedures to advice on understanding CLIA, COLA and CRI have all the information you need.

- **On-line learning opportunities:** Provided through COLA's subsidiary company, CRI®, e-learning services give physicians, medical technologists, and laboratory staff access to the best online clinical laboratory education in the field. Meet continuing education, certification, and licensing requirements within a time frame and location that fit your needs. Our e-learning services also help you stay compliant with CLIA regulations and operate in accordance with ISO-based quality systems. Go online to CRI®'s LabUniversity.org website to discover our dynamic and impactful e-learning programs.

- **Mayo Medical Laboratories website:** Mayo Medical Laboratories has agreed to allow COLA clients access to their test utilization website. This website provides many valuable test utilization and clinical laboratory education materials for clinicians and laboratories alike.

- a) Test ordering algorithms which provide guidance in the effective ordering of laboratory test for both common and esoteric disease processes.

- b) “Hot Topics” which are presentations focusing on a specific laboratory topic and test utilization.

- c) “Featured Topics” and “Featured Videos” which provide short informational presentations covering various diseases and appropriate laboratory ordering procedures.

- **Waived/Point Of Care (POC) Solutions:** COLAcentral includes a waived testing manual to help you adhere to best practices for waived testing. Several tools and templates are included. COLA's program for waived labs provides access to these tools and also provides convenient on-line storage of your important documents

- **COLA Patient Safety Program:** COLA began the COLA Patient Safety Program with the intent of focusing on areas in laboratory medicine that are found to have high error rates and significant impact on patient safety. COLA is also focused on reducing the frequency of citations for criteria that impact, or can potentially impact, patient safety. Through this program, COLA identifies an existing COLA criterion or patient safety issue as the patient safety goal

for each year, and provides education on good laboratory practices for implementation of that safety goal.

- **Topical Information Articles:** COLA's commitment to Education, Consultation and Accreditation is further supported through its authoring of articles highlighting topical information for the laboratory community. These include:

- a) Quest for Quality: A Practical Guide to Organizations
- b) *Advance* article on the World Lab Forum
- c) Challenges of the POL: Solutions to Overcoming Financial, Regulatory, and Technical Obstacles
- d) Clinician and Client Satisfaction: Part 1
- e) Clinician and Client Satisfaction: Part 2
- f) Effective Quality Assessment in the POL
- g) How to Get the Most Out of CE
- h) POL Profit Connection–Customer Satisfaction: A New Quality Indicator
- i) PT: The Key to Your Lab's Success

- **LabTestingmatters.org** is our newest website for learning about the trending issues in laboratory medicine: including feature stories on quality care, the personal impact of laboratory medicine, technological and regulatory updates.

- **Technical bulletins:** Updates on changes to COLA criteria and requirements.

- **Training Modules:** Top Ten Citations and Top Ten Repeat Citations Course Bundles Even the best labs receive citations during lab surveys. After years of partnering with labs across the country, we've developed courseware to cover the most common citations. We've also generated an extensive course bundle to address the top ten repeat citations most labs experience. As a member under one of our new plans, you'll enjoy the benefits of these valuable course bundles.

- **The Laboratory Director (qualifying) Program:** With this program, qualified individuals can improve their skills and learn techniques required to become valued lab directors in today's industry. Physicians who complete our program will earn at least 20 Continuing Medical Education (CME) credits that meet CLIA requirements and Quality Systems standards in the areas of laboratory practice and director responsibilities. Non-physicians can also benefit from this comprehensive program, and will earn P.A.C.E.® credit while learning about clinical laboratory operations and regulatory compliance.

- **Individualized Quality Control Plan:** Replaces EQC January 1, 2016. An on-line implementation tool and companion manual is available through CRI.

- **Webinars:** a variety of topical discussions are available on line through CRI. Often free to COLA Labs.

- **Symposium for Clinical Laboratories:** This is designed to help you meet CLIA & COLA requirements, improve operations, prevent errors and reduce cost. Join hundreds of our colleagues for a shared learning experience, and a chance to network in a relaxed environment.

For additional information about educational resources available to you, visit these sites:

www.cola.org
www.colacentral.org
www.CRIedu.org
www.LabUniversity.org

Clinical Consultant – Roles and Responsibilities

Introduction

The practice of laboratory medicine is undergoing rapid change, both leading as well as reflecting changes in our healthcare system. These changes are driven by new technologies that now enable molecular and genomic testing, electronic data collection and integration; personalized and evidence-based medicine, and the vertical and horizontal integration of all health care. The laboratory is in the center of these massive changes, with clinical laboratory test results a key factor in 70% or more of all medical decisions.

As testing has expanded into new specialties and grown more complex, the assumption that most requesting physicians are fully capable of interpreting all laboratory test results is no longer valid. Laboratories have been transformed from a passive clinical service provider to an active partner in patient diagnosis, treatment, and management. Clinical laboratory consulting is now becoming an integral and necessary part of routine laboratory services, and the role and responsibilities of the Clinical Consultant have grown along with this.

Several studies have shown the value of laboratory assistance to attending physicians with test selection and interpretation. The lack of clinical involvement is associated with significant consequences: 15% - 54% of primary care medical errors are related to the testing process; 17% of healthcare spending in the U.S. is due to test overutilization; and nearly a third of total healthcare spending may be due to potentially avoidable clinical care.¹

Patient outcomes are influenced by providing the needed information for clinicians to monitor the effectiveness of ongoing treatments and therapies. Patient outcomes can also be measured by how well chronic illnesses are managed. Diabetics rely on laboratory support to monitor the long-term effectiveness of their home monitoring systems. Laboratory professionals, such as clinical consultants, provide vital information to assist clinicians in making decisions that affect the quality of life for their patients.

The development of personalized medicine, as well as increased patient rights to directly request tests, and access their test results, further impacts the need for clinical consultation.

What are the qualifications and responsibilities of a Clinical Consultant?²

This is a CLIA required and defined position for all moderate and high complexity laboratories.

Qualifications include having an MD/DO/DPM license, or a doctoral degree in laboratory science AND board certified in the specialty/subspecialty of service.

CLIA defined responsibilities include: providing consultation regarding the appropriateness of the testing ordered and interpretation of test results. The clinical consultant must—

- a) Be available to provide clinical consultation to the laboratory's clients;
- b) Be available to assist the laboratory's clients in ensuring that appropriate tests are ordered to meet the clinical expectations;
- c) Ensure that reports of test results include pertinent information required for specific patient interpretation; and
- d) Ensure that consultation is available and communicated to the laboratory's clients on matters related to the quality of the test results reported and their interpretation concerning specific patient conditions.

How do changes in laboratory medicine impact the role of the Clinical Consultant?

1. Personalized medicine / Genomic Medicine³

Personalized medicine is beginning to transform the practice of medicine. It is allowing health care providers to:

- a) Shift the emphasis in medicine to prevention and prediction of disease rather than reaction to it;
- b) Focus on susceptibility to disease, improve disease detection, preempt disease progression;

c) Ability to make more informed medical decisions; earlier disease interventions than was possible in the past;

d) Customize disease-prevention strategies;

e) Prescribe more effective drugs and avoid prescribing drugs with predictable side effects;

f) Have a higher probability of desired outcomes thanks to better targeted therapies;

g) Reduce the time, cost, and failure rate of pharmaceutical clinical trials, and

h) Eliminate trial-and-error inefficiencies that inflate health care costs and undermine patient care

Points c) d) and e) all involve assistance from the clinical consultant.

2. Evidence-based medicine

Laboratory information has a profound impact on patient diagnosis. Algorithmic testing models, designed with clinicians, are used to guide the diagnostic process to obtain the right information at the right time for a given patient, shorten the time to diagnose, the length of stay and improve utilization of laboratory services. These models assist in rapid identification of disease, assessment of severity of disease, creation of a therapeutic plan, and management/monitoring of treatment outcomes. The more efficient the testing protocol, the shorter the length of inpatient stay or outpatient encounter, the faster the implementation of therapy, and the lower the overall cost of care

The ability of a physician or other patient care provider to consistently make timely and evidence-based decisions which result in a change in care management is directly related to the availability of accurate, reliable and timely laboratory testing and reporting of results. A few examples that illustrate the laboratory professional's ability to be the primary enabler of therapeutic efficacy are:

a) Monitor the effectiveness of parenteral nutritional treatment

b) Ensure proper dosing of medication

c) Monitor harmful effects of therapeutic drugs

d) Identify the causes of infection

e) Determine effective antibiotic therapy

f) Monitor the effectiveness of cancer therapy

g) Provide real-time decision support

Points b) e) and g) all involve assistance from the clinical consultant.

3. Direct Access To Test Results

Societal changes, focused on individual empowerment and personalized medical care, created the momentum for revisions to the traditional way that laboratory results were made available to patients. Direct access by patients to their own test results was made official policy in 2014.

Physicians recognized that patients have a right to their medical information; that by providing the information (directly) patients could be more engaged, be better partners, and be more compliant in their healthcare.

While the rule does not require laboratories to interpret test reports, this may result in more direct interaction between laboratory professionals and the patient. Laboratories can always refer an individual back to their health care provider for this information as well.

Conclusion

Among current themes of medical practice today are evidence-based medicine, patient-centered care, and quality management. Running through all of these is the integration and organization of information. Acting within these themes are societal forces altering the culture of medical practice, an economic evolution from cost-centered to value-centered management; changing government regulations, transformations in medical and graduate school curricula, rapidly developing, often disruptive technologies, and personnel shortages. It is in this environment of interacting interests and forces, that the laboratory and its professional personnel are redefining their roles, including how to provide relevant clinical consultation to attending physicians.

Today, it is acknowledged that quality laboratory service is not just about providing accurate, useful and timely

information to the attending physicians; it must be provided within the context of the particular patient's circumstances. It is clinical consultants who have the contextual background to fully and optimally assist the clinician.⁵

RESOURCES:

1. The Role of Pathologists in the Clinical Laboratory. Labs Are Vital. Sept. 30, 2013
2. <http://www.labsarevital.com/topics/labsarevital/labs-are-vital/2013/09/30/the-role-of-pathologists-in-the-clinical-laboratory>
3. CLIA Requirements and Responsibilities for Clinical Consultants <http://clinicallaboratoryconsultants.com/>
4. The Jackson Laboratory: Genetics and Your Health/ Personalized Medicine and You. 2014. <http://genetichealth.jax.org/personalized-medicine/what-is/benefits.html>
5. The Value of Clinical Laboratory Services in Health Care. An ASCLS Position Paper. July 2005.
6. <http://www.ascls.org/position-papers/175-value-of-clinical-laboratory-services/137-value-of-clinical-laboratory-services>
7. The Role of Pathologists in the Clinical Laboratory. Labs Are Vital. Sept. 30, 2013
8. <http://www.labsarevital.com/topics/labsarevital/labs-are-vital/2013/09/30/the-role-of-pathologists-in-the-clinical-laboratory>

Team Assistance for COLA Labs

Introduction

“So many COLA people were willing to work with us.”

Claudia Cherlin, Laboratory Manager, Endocrinology Practice, Los Gatos, CA.

The COLA Laboratory Accreditation program is based on an ethos of exemplary customer service that provides support well beyond accreditation survey preparation and response. Our educational approach is designed to provide resources to help your laboratory stay efficient and compliant, and to be available whenever you need us.

The world of laboratory medicine is changing rapidly, and COLA provides a host of educational services to help you keep current with these changes. This includes live professional staff that is but a telephone call or email away to provide real-time assistance, to our on-line member portal, COLAcentral®. Access is provided to our extensive library of educational products, including guides, manuals, webinars, videos, and online courses provided by COLA Resources, Inc. our educational subsidiary.

Personalized Customer Service

COLA's brand of customer service is designed to assist you every step of the way toward achieving and maintaining regulatory compliance, and building a culture of quality patient care, and continuous quality improvement.

1. Personal Consultations

We are there when you need us the most. Lab surveys can often be challenging for our clients, and having an accreditation professional there to help you with questions and concerns before the survey is essential to compliance success. After years of experience and thousands of successful surveys, our pre-survey consultation will help your lab prepare for a stress-free survey process.

2. Dedicated Support Teams

We know that even the best labs sometimes run into problems. So, we've created a trained team of accreditation professionals to meet the unique compliance needs of your lab. Whether you need help with a citation or have questions about our compliance process, you'll have the confidence of knowing that a team of individuals that are familiar with your lab's compliance needs are only a phone call away.

3. On-Going Communication

Our goal is to keep you engaged in the accreditation process through on-going and consistent communication. As a COLA lab, you'll have access to our highly successful Insights newsletter. We'll keep you informed of what we're doing to improve our accreditation services. Periodically, we'll just give you a call to determine if there is anything we can do to improve our service. We understand that you're busy, so we've created customer service surveys that you can complete online at any time. We are constantly reviewing feedback and looking for ways to meet the challenges of today's laboratorians.

COLA Resources, Inc. (CRI): COLA's Educational Subsidiary

Introduction

COLA Resources, Inc. (CRI) is a non-profit subsidiary of COLA that provides educational and consultative services aimed at improving laboratory medicine and patient care. CRI offers many educational opportunities for physicians, laboratory scientists, and laboratory professionals aimed at enhancing professional knowledge, assisting in improving laboratory operations and patient care.

CRI offers online continuing education courses on various laboratory topics through our www.LabUniversity.org and www.criedu.org websites. Augmenting our online educational offerings are real time webinars and our annual Symposium, along with a variety of downloadable publications.

LabUniversity®:

Highly Regarded, Convenient, Comprehensive Online Continuing Education

LabUniversity® is CRI's online distance learning center developed to respond to the needs of busy physicians and laboratory staff. Courses and programs are convenient to use and are designed to meet continuing education, certification, and licensing requirements.

The online courses offer flexibility as they are accessible at anytime, anywhere where Internet access is available. Courses include examples drawn from current laboratory practices and provide additional resources on the topic – offering practical knowledge that can be immediately applied to laboratory practices.

CRI's courses for laboratory professionals in the clinical laboratory are approved by the ASCLS P.A.C.E.® Program, the Florida Agency for Health Care Administration, and the California Division of Laboratory Science, Department of Laboratory Field Services.

Laboratory Director CME:

CRI provides physicians an opportunity to earn the Continuing Medical Education (CME) credits needed to meet CLIA requirements to be director of a moderate complexity laboratory. The LDCME Program incorporates the CMS-required topics of laboratory practice and director responsibilities.

Through this program, which combines interactive exercises with self-paced learning activities in a flexible, online format, physicians can learn basic and advanced skills needed to successfully direct a moderate complexity laboratory.

CRI's physician education courses provide CME credit through the American Academy of Family Physicians (AAFP).

Laboratory Training Courses:

These courses and course programs, on a variety of laboratory topics, provide P.A.C.E.® credit.

Course of Study Programs:

The Course of Study Programs are a combination of existing COLA products packaged to meet specific needs, such as continuing education credits for State or Phlebotomy License renewal.

Continuous Quality Program Courses:

An important centerpiece of our partnership with COLA accredited laboratories is our Continuous Quality Program (CQP), which is designed to help laboratories achieve and maintain quality standards 365 days a year, instead of only focusing on quality during the biennial survey process.

Quality Management Systems:

This series of courses is designed to help you implement Quality Management Systems in your laboratory. There is an introductory course on QMS, courses on the 12 Quality System Essentials, and two "how to" courses for process flowcharting and creating a quality manual.

STAT Educational Programs:

Occasionally, laboratories experience particular difficulty in meeting COLA accreditation criteria. This manifests itself as numerous citations on one survey, or as citations that are repeated over two or more surveys. These educational course programs were created with these labs in mind. Our STAT team (Staff Accreditation Team) will assign these programs to laboratories, as needed and according to the citations received.

CEexpress:

CEexpress is a fast and effective method for obtaining P.A.C.E.® credit by reading articles and completing a quiz on varied laboratory topics.

MLE CEexpress:

Sponsored by Medical Laboratory Evaluation (MLE), read articles on varied laboratory topics and complete a quiz to earn P.A.C.E.® continuing education credit.

Webinar CEexpress:

Webinar CEexpress courses are created from previously presented COLA Webinars to allow participants to obtain CE credit. The course links you to an archived version of the webinar slide and audio program, and to available pdf file resources.

Live Webinars:

Through CRI®'s LIVE Webinar series, healthcare professional will be able to access subject content tailored to relevant industry topics. A CRI® LIVE Webinar is a unique experience which allows participants to learn vital content in real time and earn credit. Registration is fast and easy through LabUniversity.org.

Videos**Other Educational Products:**

Manuals and Guides available on COLAcentral®

LabGuides and LabFacts: Easy to use guides on laboratory topics. These are available as download or paper versions.

Medical Practice Administration:

OfficeGuide 1: Medical Records – Organization and Standardization

OfficeGuide 2: Guide to OSHA Requirements

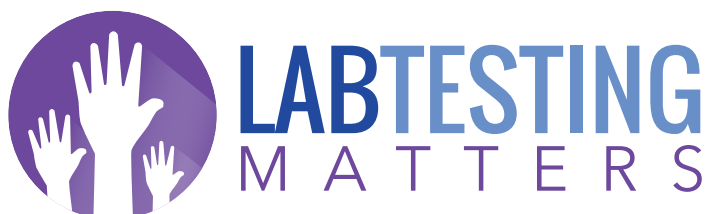
OfficeGuide 3: Employee Performance Appraisals
Quality Assessment: A turn-key Quality Assessment Plan,
available in various formats.

Quality Systems: The Memory Jogger II for Laboratory Operations – Raising the Level of Quality in the Medical Laboratory

Waived Test Procedures: These documents (one to four pages each) are waived, PPM, and specimen collection procedures. They are suitable for inclusion in a procedure manual and include references. The specimen collection procedures are also applicable to laboratory test procedures other than waived and PPM.

To Sum It Up

All of CRI®'s educational programs have one overriding goal, to improve laboratory medicine and the quality of patient care associated with the day-to-day operations of laboratory medicine.

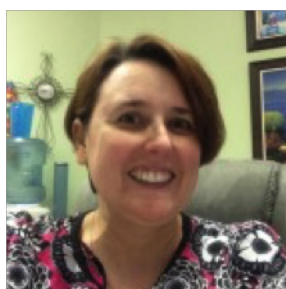


Stories from the Front Lines: Helping Patients take Charge of their Health

Name: Verna McGuire, MT(AMT)

Title: Laboratory Supervisor

Employer: Obstetrics & Gynecology of Indiana, P.C., Carmel, IN



We're a specialty group practice focused on Obstetrics and Gynecology. We offer a complete line of relevant obstetrical and gynecological in-house laboratory tests, including obstetric panels, serology, pregnancy, blood chemistry,

estrogen, thyroid, serology, hematology, sexually transmitted disease testing, and many more. And, in a rare step for physician office laboratories (POLs), we recently became one of the first in the Midwest to add the HPV (human papillomavirus) virus, which can lead to cervical cancer, to our in-house test menu.

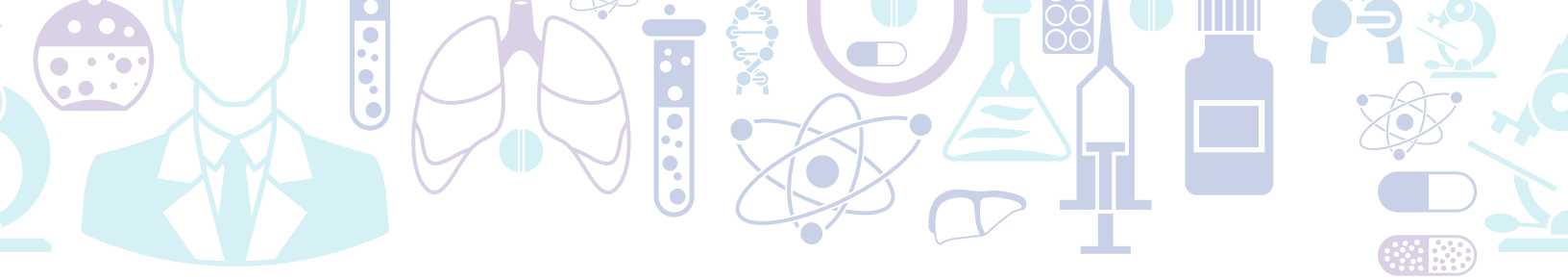
There are two types of screening tests for cervical cancer: cytology-based screening, known as the Pap test or Pap smear, and HPV testing. The main purpose of screening with the Pap test is to detect abnormal cells that may develop into cancer if left untreated. HPV testing is used to look for the presence of high-risk HPV types in cervical cells; these tests can detect HPV infections that cause

cell abnormalities, sometimes even before cell abnormalities are evident.

Although HPV infections are extremely common in women under 30, they usually go away on their own before they cause problems. Therefore, the most recent medical guidelines now recommend that women ages 21 through 29 should be screened with a Pap test every 3 years, and only be tested for HPV if their Pap results are abnormal.

Cervical cancer is most common in women who are older than 30, because HPV infections are more likely to be persistent at this stage. That's why the new guidelines state that women ages 30-65 should be screened every 3 years with a Pap test alone or every 5 years with Pap and HPV co-testing. Our doctors have adopted this protocol.

Since bringing HPV testing in-house in January, we've been averaging about 900 of the tests a month. We also can do HPV genotyping as needed to identify which specific HPV types a patient may be infected with, as opposed to just testing for the presence of HPV. Because we already had an annual



test volume in the range of about 150,000, this new test meant the addition of a full-time clinical laboratory assistant to process the tests. But our physicians and patients appreciate the fact that we have this capability, because now they can get results for this screening in a very timely manner, allowing us to deliver care in the best manner possible.

While the Pap test alone significantly reduced cervical cancer mortality, as the adoption of co-

testing continues to increase, cervical cancer rates are continuing to decline. It's just another way that we as healthcare professionals — including those of us in the lab — can help women take charge of their health.

inSights SPOTLIGHT:

LABORATORY EXCELLENCE AWARD



LIFEBRITE LABORATORIES

ATLANTA, GA

LABORATORY DIRECTOR:
MICAHEL D. DAVIS, PH.D

LABORATORY MANAGER:
RAYMOND GODWIN

LifeBrite Laboratories holds itself to the highest standard of clinical laboratory testing to ensure that patient results are reported correctly and with the fastest turn around in the industry by implementing the most efficient laboratory processes available. Our mission is simple: to provide better patient care and quality reporting with the goal of increased patient benefit and a decreased risk of hospitalization due to improper administration of prescribed medications.

The LifeBrite team has been carefully selected to ensure that the most talented and highly skilled specialists in the industry are working diligently to constantly review and improve all laboratory testing procedures, reporting efficiency, and remain at the forefront of clinical laboratory advancement. Medical necessity and overall patient benefit drive our progress toward more and more specialized medication compliance confirmations. We believe that if the patient's health remains the top priority and that virtue is instilled within each of our testing personnel, physicians will have a much more useful tool in combating chronic illnesses. This will, in turn, allow the physician to ensure that they better serve their patients by confirming that they are compliant with their recommendations.

We are confident that, with time, the

usefulness of our focus on medical necessity and patient care will allow for the development of effective and efficient care throughout the healthcare industry. With our detailed attention to the quality and accuracy of our reporting, we hope to set a new standard for patient care and medical necessity driven laboratory testing for decades to come.