

***Asia-Pacific Federation for  
Clinical Biochemistry and  
Laboratory Medicine (APFCB)  
The Communications Committee (CMC)***

**1. The Communications Committee (CMC)**

The Communications committee shall be a standing committee of the Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine (APFCB) that reports to the Executive Board and is responsible for all of the publication activities of the APFCB. The committee is composed of one chair person, one secretary and two members. The president of APFCB is the ex-officio member. Apart from these ad-hoc task forces for specific projects can also be formed as needed from time to time.

The objective of the CMC is to communicate and promote the activities of APFCB at the national level of the member countries and at regional and international level. Accordingly it communicates the work of the APFCB to the representatives of members of APFCB, Chairmen and members of APFCB operating units and other organisations with which APFCB has relationships. It also extends its communications with clinical lab personnel, clinicians and health policy-makers of the region to provide continuing education in printed and electronic forms. The CMC publishes online the APFCB e-News once in a year and other educational tools including scientific monographs as needed. The CMC is responsible for the development and promotion of the APFCB website and coordination of the online activities of the APFCB primarily through the web site. In addition, the CMC prepares a public relations power point presentation to promote the APFCB and its activities, which can be used by APFCB travelling lecturers and by APFCB officers during lectures, seminars and workshops. THE CMC also promotes APFCB activates and the Clinical Biochemist Reviews by organizing booths

**2. Mission Statement:**

The mission of the Communications Committee is to:

- Communicate the work of the APFCB to the clinical laboratory experts, clinicians and health care policy makers in the member countries, in the region and worldwide.

- Provide information and educative material in the printed / electronic form. The National Societies and Full Members, Corporate and Affiliate Members are the target audience for all APFCB publications.
- Promote the image of the APFCB to its individual members, to the biomedical industry and to the region wide & world-wide health care community at large.

### **3. The members of Communications committee and Terms of Reference:**

The Communications Committee should consist of four members selected from the nominations received from the members' societies based on their experience and good track record in the communication and publication related work. The APFCB shall appoint the Chairman and Secretary from the Members. Apart from these, there will be corresponding members representing each national society of member country. The president of APFCB will be ex-officio member. Additional members may be co-opted as needed to form new sub-committees or working groups for specific assignments /projects.

### **4. Terms of Reference:**

The Communication Committee is responsible

- for carrying out public relations activity and production of paper and electronic material to be used for enhancing the professional image of the APFCB
- for the online publication process of APFCB news and other APFCB publications
- for making the APFCB and its activities more visible by establishing and maintaining an APFCB world wide web site
- to the APFCB EC to ensure the highest performance standards of its units, and for the activities of its members

The Communications committee will also ensure the continued production of the Council's Annual Report and shall coordinate the publication of all APFCB recommendations, position papers and documents. A register of documents, which catalogues all publications of APFCB, will be maintained.

### **5. Major Activities:**

#### *a. APFCB e-News:*

*APFCB e-News* is a section on the web-site which informs members of the activities of the Federation.

Editorial Board:

| Name           | Position   | Member Society |
|----------------|--|----------------|
| Praveen Sharma | Editor-in-Chief                                    | ACBI           |
| Leslei Lai     | Member   | MACB           |
| T.F.Ashavaid   | Member   | ACBI           |
| Aysha Habib    | Member   | PACP           |
| Joseph Lopez   | Immediate Past Editor-in-Chief (Ex officio member) | MACB           |

Pof. Chris Lam has expressed his inability to continue on the Editorial Board

*Terms of Reference*

- Gather and disseminate information about the activities of the Executive Committee and other committees and working groups of APFCB
- Publish news and information about the activities of APFCB Members and Corporate Members.
- Publish a calendar of all APFCB congresses and meetings.

*b. APFCB Website:*

The Communications Committee has taken up the work related to launching, coordination, maintenance and improvement of the APFCB website. The new vendor has been fixed. Dr.MVR Reddy (India) has been assigned the responsibility of being the web – editor. The site is expected to be launched in a month or two.

Information on the web-site will include:

- Membership information
- Member societies (organizations and individuals)
- Corporate members (companies and individuals)
- Members of EC and other Committees and working groups
- Congresses, meetings, symposia, APFCB Travel Lectures etc
- APFCB e- News

Future plans: Supporting the web-based distance-learning activities like webinars planned by the Education committee of the APFCB and a multidisciplinary approach to

patient care by obtaining educational material, making it available on the web site and by providing links to other relevant resources.

*c. Public Relations:*

*APFCB PR Slides:*

A PowerPoint presentation has been developed by Martin Fuhrer on APFCB and its activities for use at member society conferences and as APFCB regional and international meetings.

*Current and Future PR plans:*

- Develop a new PR brochure targeted to the general public, governments, industry, etc. is being developed.
- Establish a communication process among the committee members and member society representatives to update and work on agreed upon activities and initiatives.
- Organization of APFCB Congress Booths, make formal presentations at local and regional conferences and exhibit & promote 'Clinical Biochemist Reviews'.

## **6. Expenses:**

The Chairman of the Communications Committee shall submit an annual budget to APFCB EC for approval. Depending on the financial situation of the Federation, the budget will allow for the following items:

- Travelling expenses necessarily incurred by full members of the Committee for travel undertaken on Committee business.
- Expenses associated with the activities of the Committee and Co-opted members' expenses

Additional Committee costs such as secretarial assistance, postage, stationary, etc.

Members of the Committee should be encouraged to obtain travelling expenses from outside sources wherever possible; however, sponsorship by industry should be made known to Council for record purposes.

## **7. Scheduling of the meetings of the Congress Committee**

The key to successful operation is communication, and it is essential that the Committee members communicate regularly. The Committee should take the opportunity presented by national and other meetings in the region to meet as often as possible.

## 8. Minute and Reports

- a. Copies of the Minutes of Committee Meetings should be sent to the Secretary of the APFCB and to full, ex-officio and co-opted members of the Committee.
- b. A report of the activities of the Committee will be made by its Chairman/Secretary to Council prior to each Council Meeting in time for circulation to Council members with the Agenda.

## 9. Communications Committee Chair and Members 2010-2013

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| Chair                                   | <b>Dr Praveen Sharma</b><br><a href="mailto:praveensharma55@gmail.com">praveensharma55@gmail.com</a>           |
| Secretary                               | Dr MVR Reddy<br><a href="mailto:redmvr@gmail.com">redmvr@gmail.com</a>   |
| Member                                  | Hwan Sub Lim<br><a href="mailto:capt95@hitel.net">capt95@hitel.net</a>   |
| Member                                  | H Weerawarna<br><a href="mailto:chandraw@sltnet.lk">chandraw@sltnet.lk</a>                                     |
| Ex - Officio member                     | Prof Dr Leslie Lai (APFCB President)   |
| Corresponding Member (AACB, Australia)  | Sandra Klingberg<br><a href="mailto:sandra_klingberg@health.qld.gov.au">sandra_klingberg@health.qld.gov.au</a> |
| Corresponding Member (CSLM, China)      | Guan Ming<br><a href="mailto:guanming88@yahoo.com">guanming88@yahoo.com</a>                                    |
| Corresponding Member (HKSCC, Hong Kong) | Dr Liz Yuen Yuet-Ping<br><a href="mailto:yuenyp@ha.org.hk">yuenyp@ha.org.hk</a>                                |
| Corresponding Member (IACC, Indonesia)  | Yusmiati Liau<br><a href="mailto:yusmiati@prodia.co.id">yusmiati@prodia.co.id</a>                              |
| Corresponding Member (JSCC, Japan)      | Hitoshi Chiba<br><a href="mailto:chibahit@med.hokudai.ac.jp">chibahit@med.hokudai.ac.jp</a>                    |
| Corresponding Member (MAML, Macau)      | Terry Wan Chi Chung<br><a href="mailto:terrywan@ssm.gov.mo">terrywan@ssm.gov.mo</a>                            |

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| Corresponding Member (MACB, Malaysia)     | Tengku Marinah Tengku Ashraf<br><a href="mailto:tmarinah@yahoo.com">tmarinah@yahoo.com</a> |
| Corresponding Member (PSCP, Pakistan)     | Dr Samina Ghayur<br><a href="mailto:sameena.ghayur@yahoo.com">sameena.ghayur@yahoo.com</a> |
| Corresponding Member (PAMET, Philippines) | Luella Vertucio<br><a href="mailto:luella18@yahoo.com">luella18@yahoo.com</a>              |
| Corresponding Member (SACB, Singapore)    | Sharon Saw<br><a href="mailto:Sharon_saw@nuhs.edu.sg">Sharon_saw@nuhs.edu.sg</a>           |
| Corresponding Member (ACBSL, Srilanka)    | H Weerawarna<br><a href="mailto:chandraw@sltnet.lk">chandraw@sltnet.lk</a>                 |
| Corresponding Member (CACB, Taiwan)       | Min-Long Lai<br><a href="mailto:Lai@ucl.com.tw">Lai@ucl.com.tw</a>                         |
| Corresponding Member (TACB, Thailand)     | Assist.Prof.Busaba Matrakool<br><a href="mailto:busaba12@gmail.com">busaba12@gmail.com</a> |
| Corresponding Member (VACB, Vietnam)      | Hoang Thu Ha   |