

## **REPORT APFCB- COMMUNICATION AND PUBLICATIONS COMMITTEE (C-CP)**

**Prof (Dr.) Pradeep Kumar Dabla**  
**Chair, APFCB C-CP**

The APFCB Committee of Communication and Publications (C-CP) has the responsibility of developing, overseeing, reviewing, and addressing system-wide policies as well as issues pertaining to the organization's website and its online operations.

The committee is also responsible for the online publication of APFCB news and collaborates with member associations and corporate members to promote participation and wider dissemination of relevant online activities, educational material and resources for laboratory medicine personals. Through this mode C-CP directly supports novel ideas, encouragement and promotes member associations to develop policy and strategy that assist with broad goals for patient care. The new Chair of the Communication and Publications Committee for the term 2023-2025 was appointed in March 2023 by the APFCB-EB.

### **Members of the APFCB C-CP for this term are:**

- Dr. Pradeep Kumar Dabla (Chair), INDIA
- Dr. Deepak Parchwani (Web Editor), INDIA
- Dr. Ryunosuke Ohkawa, JAPAN
- Dr. Mingma Lhamu Sherpa, INDIA
- Dr. Alireza Lotfi Kian , IRAN
- Dr. Tze Wei Poh (Corporate - Beckman Coulter) (member till Dec2023)

Following their appointment, through the APFCB e-newsletter, social media, and official website, the newly C-CP team has strengthened the organization's online presence.

Over the course of the previous year, the C-CP maintained active communication and used electronic methods to promote the APFCB's operations to both its member societies in the Asia Pacific area and to nations under the umbrella of IFCC.

**In summary, the following heads outline the committee's operation in the preceding year:**

**1. APFCB Website - Maintenance & Management:**

The C-CP is in charge of creation, upkeep, and administration of the APFCB website. Since the present committee began its term, a new and dynamic APFCB website has been developed. The most recent details about webinars, online courses, and virtual conferences hosted by the APFCB, its member societies, and international professional bodies are regularly updated on the federation's website. Scientific publications, guidelines, and webinars (live & recorded) on a variety of interesting topics are also made available.

A substantial transformation has occurred since the previous version, including improved webinar exposure with ongoing updates; the creation of a quick link tab emphasizing APFCB Auspices on the home page, social media and news; upgrading of the announcement section, social media, visitors' stats and a designated space has been created for corporate partners.

***APFCB auspices calendar organized:***

As APFCB is committed to maintain and promote an exchange of information in the field for patient care by creating the links of communication between the involved parties. APFCB auspices granted for scientific conferences and meetings symbolize that the scientific conference or meeting is of a high scientific and/or educational level. Granting of APFCB auspices has been methodically set up and organized since the federation views it as a crucial area for its outreach.

## 2. Stewardship of APFCB Social Media Platform

Social media has become an indispensable part of our lives. In fact, it is a great online teaching-learning and publicizing platform for the federation. Everyone has at least one account in any one of the social media sites. This allows the federation to meet the target population who browse and connect with friends and colleagues via these social media platforms on a daily basis. This creates an opportunity for our federation to be even more user-centric information across the world.

The current C-CP set up newer social media profiles and revived the passive handles for the APFCB in an attempt to effectively communicate and distribute news, publications, nominations, awards, congress and updates on the federation's activities with national societies and clinical laboratory experts.

Under the current C-CP, the APFCB is not only officially readily available, but is actively disseminating the relevant information under the purview of APFCB on Facebook, Twitter, LinkedIn, Instagram and YouTube.

Links to the APFCB social media pages are as



The graphic features the APFCB logo (a blue hexagon with a white 'A' and 'F' inside) and the text "Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine" in blue. Below this, there are five QR codes arranged in a grid. Each QR code is accompanied by a social media logo: Facebook (top left), YouTube (top middle), Instagram (top right), LinkedIn (bottom left), and Twitter (bottom right). A central graphic shows a hand holding a smartphone with a QR code on the screen, with the text "Scan Me!" in orange. At the bottom of the graphic, a blue banner contains the text "Stay connected with us for our news and updates through social media" in white.

follows:(<https://www.apfcb.org/networking>)

Facebook Page: <https://www.facebook.com/APFCB/>

Twitter: [https://twitter.com/APFCB\\_LM](https://twitter.com/APFCB_LM)

Instagram: [https://www.instagram.com/apfcb\\_lm/](https://www.instagram.com/apfcb_lm/)

LinkedIn <https://www.linkedin.com/company/apfcb/>

YouTube: <https://www.youtube.com/channel/UCoiicTsnVX-C0jklgZHQ54Q>

### **3. Publication of online activities, educational material and resources**

In the era of digital connectivity, the publication of online activities, educational materials, and resources plays a pivotal role in fostering accessible learning environments. Through diverse platforms, educators can share engaging content, interactive exercises, and valuable resources, transcending geographical boundaries. This dissemination facilitates the democratization of education, empowering learners globally.

Amidst the ongoing surge in digital connectivity demand, the publication of online activities, educational materials, and resources is significantly enhanced through the continuous efforts of C-CP. We have provided diverse platforms to share dynamic content, interactive exercises, and valuable resources, creating a vibrant and accessible learning ecosystem.

(visit: [https://www.apfcb.org/continuing\\_education](https://www.apfcb.org/continuing_education)).

### **4. Practices to promote education and relevant activities of the federation**

The homepage of the APFCB website and social media platforms are used to publicize all forthcoming events. The C-CP also notifies members of impending events and extends blast email invitations to them. The C-CP is relentlessly working to meticulously update and expand the list of members in its database.

### **5. Publication of APFCB eNews**

C-CP takes charge of the online publication of APFCB eNews (<https://www.apfcb.org/#newsletter>). The chair of the C-CP who was appointed in March 2023 has been given the responsibility of being the Chief Editor of the APFCB eNews.

The newsletter is published twice a year and can be found on the APFCB website as an e-book. It can also be accessed as a PDF version. As per convention of the newsletter's biannual publication schedule, two editions were released in the year 2023:



In keeping with convention, **paintings of Dr. Tan It Koon**, the organization's founder and former president, was used as the front cover of both issues (**Issue 1: A Bunch of Ripening Bananas with Flower Bud Still Attached** and **Issue 2: A Beautiful View of the Three Gorges in China**).

The published APFCB News (Volume 1 and 2) includes myriads of information, ranging from delineating annual reports from members societies showcasing their efforts in adding scientific knowledge to laboratory medicine, expert opinion in laboratory quality management & artificial intelligence, special reports from IFCC Global Medical Lab Week celebrations 2023 & sustainable green labs.

A feature piece on Tony Badrick (APFCB President), authored by Dr. Pradeep Kumar Dabla (Chief editor of APFCB eNews), was published in APFCB eNews 2023 Issue 2 in recognition of the honor he received by his appointment as “Member of the Order of Australia” for his services and immense contribution towards the community and science.

**Industry partners** have shown great enthusiasm while sharing reports for industry voice whether triage testing or non-invasive prenatal testing (NIPT). Their active engagement underscores a commitment to advancing cutting-edge technologies and practices, fostering innovation, and collectively shaping the future landscape of diagnostic and prenatal healthcare.

An additional fascinating feature of the APFCB eNews 2023 is the increased visibility of young scientists and it is always thrilling to share efforts by young scientists. The full report on the 2nd IFCC Young Scientists' Forum organised in conjunction with IFCC World Lab Euro Med Lab 2023 in Rome was made available in the second issue.

To standardize article submissions to the APFCB news, the C-CP team drew up a guideline for the submission of reports, articles and corporate advertisements. These guidelines are accessible on the APFCB website homepage via this link: <https://www.apfcb.org/Submission%20Guidelines%20APFCB%20News%20050721.pdf>.

A key new feature added to APFCB eNews is the **clinical case discussion** due to its inevitable importance in clinical medicine and practice as an instructive example to people who might encounter similar problems.

The APFCB eNews features compelling **quiz and expert papers**, offering a rich source of knowledge in the field of clinical chemistry and laboratory medicine. The quiz engages readers in testing their understanding of crucial topics, while expert papers delve into the latest advancements and insights. This combination ensures a comprehensive learning experience, keeping professionals abreast of developments in laboratory medicine and promoting continuous education within the APFCB community. It serves as a valuable platform for sharing expertise and fostering collaborative growth.

## **Recommendations for the upcoming year:**

The committee will further explore under the following headings in 2023-2024 to expand the APFCB network:

- **APFCB Webinar platform:**

Marshall McLuhan in 1964 quoted that through digital communication the world is becoming a global village. It is a concept that says that communication has become instantaneous due to technological evolution. The same notion has now come into existence as learning/re-learning also shifted to the digital arena. With this concept and considering the increased activities/requirements and best marketing techniques, we propose to organize a series of webinars to reach our target audience.

A webinar permits many virtual functionalities in a sense that a fully-managed webinar platform provides the organizers with numerous sets of interactive features that not only make learning easy, but also networking. Another characteristic that makes webinars an exceptional choice is that they can reach a wider audience without any limitations. Some of the most eminent advantages of webinars include simpler way to gather wider audience, easy availability of high-profile guests, cost-effective learning method, encourages interaction, great flexibility & convenience for all, excellent way to grow network and not to exclude branding & customization.

## **Social media expansion**

By connecting on social media handles that the target population uses on a daily/regular basis, it enables us to meet them where they are and gives our federation the chance to disseminate the information worldwide. Major benefits of social media for our system includes, but not limited to, a communication channel for networking, for creative demonstration, connecting with experts, as a marketing tool, access to information and to

publish news and update. Because of this, it is necessary to use these social media channels aggressively for outreach.

### **e-Mail Marketing**

E-mail marketing is a type of direct digital marketing method that uses emails to engage with a target audience. It involves sending promotional or informational content. APFCB can use e-mail marketing typically to create brand awareness and generate leads and presence at an international forum cost effectively.

### **To utilize the APFCBe News as a platform for APFCB activities:**

In the forthcoming issues of APFCB News 2024, C-CP intends and purposes to publish the APFCB Clinical Cases in batches of 2 to 4, considering that case studies are one of the cornerstones of medical progress and may provide novel ideas in the field.

**As members of the Committee on communication and publications, we continue to take pride in APFCB and its strive for continuing improvements.**

**Report by:**

**Team APFCB C-CP**

**Chair: Prof (Dr.) Pradeep Kumar Dabla**