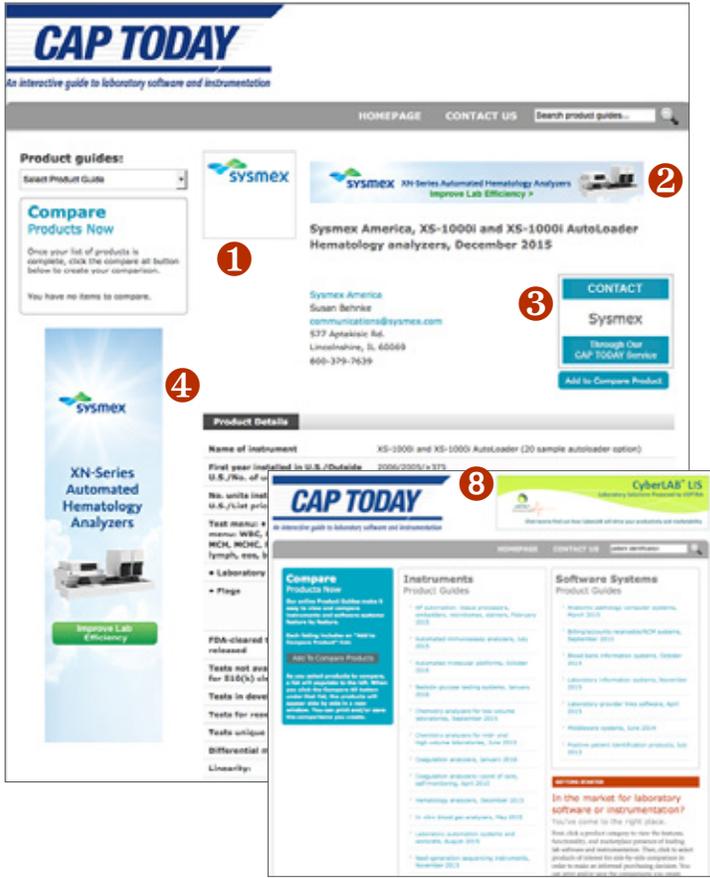
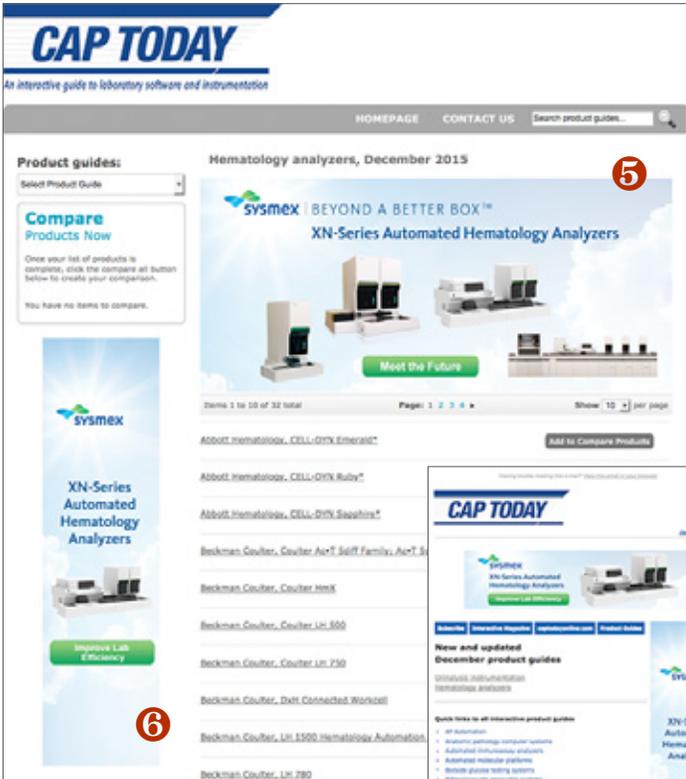


Interactive product guides



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	1	2	3	4	5	6	7	8
	Logo block	Listing banner	Direct inquiry listing button	Listing tower	Directory listing large banner	Directory listing tower banner	Sponsored e-blasts	Home banner
Tab ad purchase	✓							
Logo block @ \$200	✓							
Listing banner @ \$400		✓	✓					
Logo block + Listing banner @ \$600	✓	✓	✓					
E-blast banner @ \$2,435							✓ choose one size	
Sponsorship @ \$12,180	✓	✓	✓	✓	✓	✓	✓ includes two sizes	
Home banner @ \$610-\$635								✓

Materials needed	No	Yes	No	Yes	Yes	Yes	Yes	Yes
Banner size	125 x 125 px	468 x 60 px	—	160 x 600 px	690 x 300 px	160 x 600 px	160 x 600 px 468 x 120 px	468 x 120 px
Acceptable formats	jpg, gif	jpg, gif, animated gif, 3rd-party tags	—	jpg, gif, animated gif, 3rd-party tags	jpg, gif, animated gif, 3rd-party tags	jpg, gif, animated gif, 3rd-party tags	jpg, gif	jpg, gif, animated gif, 3rd-party tags

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CAP TODAY

November 20, 2015

1



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"When you start talking about novel biomarkers, it's like drinking from a fire hose," says James Januzzi Jr., MD, the Hutter Family professor of medicine, Harvard Medical School, and senior faculty at the Harvard Clinical Research Institute.

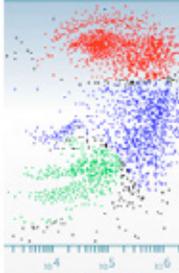
For heart failure markers, what looks hopeful?

Karen Titus—When it comes to novel biomarkers for heart failure, being new is not enough. How do they perform relative to the natriuretic peptides? Do they add prognostic as well as diagnostic information? Are they useful for treating and monitoring patients? [continue reading ...](#)

From the President's Desk: Travel that's worth the trouble

While distance learning has its place, nothing beats personal experience. Travel takes time and time is money, but cost is primarily a short-term metric. Sometimes you just have to get up and go. Our annual meeting is great fun. There's nothing like spending a few days with 1,300 pathologists in one hotel. [continue reading ...](#)

BD Flow Cytometry Solutions for the Clinical Lab



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Inside the current issue

- Analyze this: data shines within and without
- For heart failure markers, what looks hopeful?
- 3 new NGS Surveys on CAP 2016 PT launchpad
- Leveraging urinalysis for value-based health care
- From the President's Desk: Travel that's worth the trouble
- Value of targeted NGS in a diagnostically challenging case of CMML
- Laboratory information systems product guide
- Mislabeling, wrong-blood-in-tube errors rare but there
- For proven natriuretic peptides, still much to be learned
- Next-gen sequencing settling in, making its mark
- Next-generation sequencing instruments product guide
- 28 given awards for notable and longtime service
- Departments: Q & A | Clinical Abstracts | Anatomic Abstracts | Molecular Abstracts Newsbytes | Marketplace | Put It on the Board

Quick links to interactive product guides

- Anatomic pathology automation
- Anatomic pathology computer systems
- Automated immunoassay analyzers
- Automated molecular platforms
- Bedside glucose testing systems
- Billing/accounts receivable systems
- Blood bank information systems
- Chemistry analyzers (low-volume labs)
- Chemistry analyzers (mid/high-volume labs)
- Coagulation analyzers
- Coagulation analyzers—POC, self-monitoring
- Hematology analyzers
- In vitro blood gas analyzers
- Lab automation systems and workcells
- Laboratory information systems
- Laboratory-provider links software
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CAP TODAY

September 25, 2015

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Noninvasive prenatal testing (NIPT) helps reduce the need for invasive procedures.

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RECESS and ABLE were well carried-out studies, but they have not answered every question about possible risks created by older RBCs, says Harvey G. Klein, MD, chief of the National Institutes of Health Clinical Center's Department of Transfusion Medicine.

Trials show no benefit from fresher red cells

Anne Paxton—Whether transfusion recipients are better off receiving fresher red blood cells has probably been the most pressing and controversial question in blood banking in the past several years. So much so that enormous randomized, prospective trials involving patients in the U.S., Canada, Europe, Australia, and Africa have been comparing outcomes from RBC units of different duration in a variety of patient subpopulations. [continue reading ...](#)

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Fast and Accurate ID of Micro-organisms



Inside the current issue

- Full-court collaboration in transition to IQCP
- Integrating AP and radiology
- Trials show no benefit from fresher red cells
- PT failures: steps to preventing a cease testing
- From the President's Desk: Partnerships for patients
- Delta checks as safety net: how used, how useful?
- Billing/Accounts receivable/RCM systems product guide

	1	2	3
	Above-the-fold	Wide tower	Original tower
@ \$2,460	✓		
@ \$2,000		✓	choose one
@ \$4,100	✓	✓	choose one
Banner size	468 x 120 pixels	160 x 600 pixels	120 x 600 pixels
Acceptable formats	static gif*, jpg		

*An animated gif may be submitted, but most mail clients will only display the first frame.

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- ✓ **Call to Action**
A good call to action should be clearly defined and easily discernible at a glance. It should also be more descriptive than "click here"; use command verbs to make it clear just what clicking a link or button will lead to: Learn more about [this product], Download the PDF.
- ✓ **Layout and Purpose**
 - ☀ Your e-direct layout should stay within 600 pixels wide, since many email clients provide a preview window that isn't very wide. Generally, the shorter your e-direct is, the better it will perform. Email is increasingly read on-the-go, by busy people, on different types of devices. Write e-directs for a distracted audience, make it clear which content is most important, and make calls to action easy to perform.
 - ☀ Because most email clients block images by default, using images for text can create problems: 1) Image-based e-directs look like spam; 2) Your content is invisible, so people don't know your message unless they load images; 3) You're adding to the e-direct's file size, which will lengthen the image display time.
 - ☀ Buttons should be used for primary actions in your e-direct. They're the best way to define an item that requires reader action. They're attention-grabbing and prominent, even at a quick glance.

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Orchard Analytics: Harvest the Power of Healthcare Data to Reduce Costs & Improve Patient Outcomes

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Orchard Analytics Supports Healthcare's New Value Paradigm

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- Reduces LOS for faster reimbursement 15% supports payment for MAL to ICD and its ICD follow-up in 13 weeks
- Proving value brings additional revenue of \$60,000 and increases patient satisfaction by adding P&C consultative test

Orchard Analytics delivers into your facility's data by looking at the whole picture and incorporating lab data with other data sets to maximize downstream cost savings.

The Orchard School of Medical Analytics: April 11-14, June 6-9, or October 3-6, 2015

Orchard Analytics offers a course in medical analytics designed to nurture data-driven pathologists and other analytic-minded leaders who are interested in increasing the value and contribution of healthcare data. This course.com, led by Dr. Brad Brimhall, gives pathologists and laboratory leaders a unique advantage: the ability to look toward the future and uncover new analytic opportunities within their facility that will benefit their organization and patients.

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Mail client compatibility

- ✓ **Microsoft Outlook**
 - ☀ Outlook doesn't recognize CSS position and float. Therefore, images with built-in white space will work most consistently when placed within a table.
 - ☀ Outlook ignores in-line styles, such as font-family and link color. Best to be redundant and use both in-line and embedded declarations. But even then, the results may remain inconsistent.
 - ☀ To create an e-direct so that it renders correctly in Outlook, access online resources such as: http://www.emailonacid.com/images/blog-images/downloads/2014/wp_outlook.pdf

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\$600	\$540	\$460	\$430	\$460	\$430	Rate
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jpg, gif, animated gif, and 3rd-party tags						Acceptable formats

	①		②		③	
	Leaderboard		Tower		Welcome	
Frequency	1X	6X	1X	6X	1X	6X
Rate	\$645	\$620	\$520	\$485	\$635	\$610
Banner size	728 x 90 pixels		160 x 600 pixels		300 x 250 pixels	
Acceptable formats	jpg, gif, animated gif, and 3rd-party tags					

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