

Portal

Put your message at a central point of access. The portal features print-friendly articles, links to the interactive magazine and online product guides, original content specially designed for Internet viewing, and daily updates of news and events pertinent to readers. Banners will rotate.

Leaderboard		Tower	
1X	6X	1X	6X
\$630	\$575	\$490	\$450
728 x 90 pixels		160 x 600 pixels	
jpg, gif, animated gif, and third-party tags			

Deadline: 5th of the month of publication

The screenshot shows the CAP TODAY website interface. At the top, there's a navigation bar with 'HOME', 'DIGITAL EDITION', 'PRODUCT GUIDES', 'JOBS', and 'ADVERTISING'. Below this, a featured article titled 'Painstaking process of drug monitoring' is highlighted with a photo of Dr. Tai Kwong and Barbara Melkejohn. To the right, a 'Top news' section lists several articles. Below the main content, there are sections for 'This Month's Issue', 'Magazine Issue Archive', 'CAP TODAY Hosted Webinars', 'Product Guides', and 'Quick Links'. A 'COMING SOON' banner for 'Optima HIV-1 Quant Assay' is visible on the right side.

<http://www.captodayonline.com>

The screenshot shows the digital edition of CAP TODAY magazine. The cover features the title 'CAP TODAY' and the subtitle 'PATHOLOGY • LABORATORY MEDICINE • LABORATORY MANAGEMENT'. The main article is 'Painstaking process of drug monitoring' by Karen Tera. Other articles include 'New tests, technologies at center of 2016 CAP checklist revamp' and 'Sed UTIs? 'Enhanced cultures' suggest so'. A sidebar on the left contains navigation links like 'ABSTRACTS', 'Q&A', and 'NEWSBYTES'. A 'GET MORE DONE WITH ONE TOUCH A1C TESTING' banner is also present.

Digital Edition

Leaderboards and tower banners on the digital edition remain on display throughout the magazine. Your welcome banner greets users at the cover page. Print advertisers can enrich their print advertising content with complimentary hyperlinks. New for 2017: embedded websites and videos can deepen your impact on readers.

The digital edition is distributed via e-blast notifications, the CAP TODAY portal, and the website for the College of American Pathologists. Banners will rotate.

	Leaderboard		Tower		Welcome		Embedded website or video
	1X	6X	1X	6X	1X	6X	—
Frequency	1X	6X	1X	6X	1X	6X	—
Rate	\$660	\$630	\$540	\$500	\$675	\$625	\$900
Size	728 x 90 pixels		160 x 600 pixels		300 x 250 pixels		—
Format	jpg, gif, animated gif, and third-party tags						Hosted URL

Deadline: 5th of the month of publication



E-direct

E-blast your branded message to 50,000 pathologists, lab directors, lab managers, lab administrators, chief technologists, section managers, supervisors, and hospital administrators selected from the CAP email list.

Materials needed:

- **HTML version** (please do not exceed 600 x 900 pixels) Images in gif or jpg format. You can embed the links or we can host them on our server.
- **Text version** (unformatted text document file, please include target URLs)
- **Subject line** (advantageous to limit length to 50 characters)
- **List of test emails**

Deadline: 7 business days prior to mail date

Design Tips

- 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.*
- 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. Buttons are attention-grabbing and prominent, even at a quick glance.

E-direct

\$3,500



1 test. 14 pathogens. All in about an hour.

A fast diagnosis of meningitis is essential, but difficult due to overlapping symptoms. The new FDA-cleared Meningitis/Encephalitis Panel helps with this medical emergency by detecting bacterial, viral or fungal infectious agents in about one hour. This can influence better patient management, leading to reduced healthcare costs and improved outcomes¹.

Learn more about the FilmArray Meningitis/Encephalitis (ME) Panel and BioFire's leading syndromic panels at FilmArray.com

1. Nolte FG. Clin Infect Dis. 2006; 43:1469-1467.

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The Fastest Way to Better Results.

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LabLeaders
WEBINAR SERIES

Tammy Bunting-Gaul
Director Network Management
Acute

LEARN MORE ABOUT A PAYER'S VISION FOR A HEALTHIER WORLD BY TRANSFORMING HEALTHCARE FOR THE BETTER

Next month, I'll be hosting an informative and insightful LabLeaders webinar designed to provide you with a payer's perspective on healthcare today.

What makes this **LabLeaders Webinar Series** a one-of-a-kind opportunity? I'll share with you how our company's vision for a healthier world is transforming healthcare through the triple aim of better health, better care and better cost. Plus, I'll also provide you with a better, deeper understanding of Aetna's laboratory network.

And to top things off, you'll learn how we're creating high-quality, better cost networks and empowering our customers with tools that enable them to make better healthcare decisions. Now, that's something you can truly benefit from.

Want in on the learning? No problem. Simply register today to join.

OUR HEALTHY PERSPECTIVE
Wednesday, September 7
1 p.m. EST

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Weekly solutions covering current topics in lab leadership, operations, healthcare reform, and more.

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Complimentary Webinar | Wednesday, June 29, 2016 | 1PM - 2PM EST

Fecal Matters: Clinical Impact and Cost Effectiveness of Molecular GI Pathogen Testing

Register at: xtalks.com/molecular-gi-pathogen-testing-ashx

Please join Nanosphere for this P.A.C.E.-accredited presentation by our expert panel and learn about the cost-effectiveness of molecular testing for GI pathogens and its impact on clinical care and laboratory efficiency.

What Can a Multi-Analyte Molecular Control do for Your Lab?

Bio-Rad now offers AmpliChek™ II, a quality control product to monitor the performance of in vitro laboratory nucleic acid testing procedures for the detection of Healthcare Associated Infections. Be more confident with your assay performance by monitoring the test process including extraction, amplification and detection with one control.

Stop searching for patient samples with the appropriate low positive levels. Click below to learn more about the quality and reliability AmpliChek™ II has to offer.

Take me to the product webpage

Bio-Rad Laboratories, 9500 Jarameno Road, Irvine, CA 92618 | 1-800-224-6723 | Unsubcribe
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Interactive Product Guide Sponsorship

The interactive version of CAP TODAY's product guides allows potential purchasers to view and compare instruments and software systems feature by feature. Many new purchases begin here.

<http://www.captodayonline.com/productguides>

Orchard Software Corp., Orchard Harvest LIS Laboratory Information systems, November 2015

Orchard Software Corp.
Kerry Foster
kfoster@orchardsoft.com
701 Congressional Blvd., Suite 360
Carmel, IN 46032
800-856-1948

Product Details

Name of laboratory information system	Orchard Harvest LIS
First ever/Most recent LIS installation (based on August 2015 survey deadline)	1993/August 2015
Last major product release or update for featured LIS	June 2015 (version 10.0)
Total No. of contracts for sites operating LIS	1,485
• Hospital/Independent lab contracts in U.S.	247/222
• Clinic or group practice contracts in U.S./Public health lab contracts in U.S.	866/24
• Contracts for other U.S. sites/Contracts for foreign sites	126 (nursing home, correctional facility, student health center, research lab, others)/0
• No. of these contracts that went live between August 2014–August 2015	61
Contracts signed but LIS not yet operational (hospitals/independent labs/other sites)	57 (8/19/30-physician office lab, health network, student health centers, public health department)
Total No. of sites operating LIS/No. of these sites that are outside U.S.	1,604/0
Percentage of high-volume* sites installed/Low-volume** sites installed	40%/60%
Provide list of installed client sites to potential customers on request	yes (partial list)
Clients restricted from sharing with others their experience with company or software	no
*generate <500,000 billed tests annually, or <200 bed hospitals, or <500 requisitions per day	
**HL7 2.5.1, LOINC, SNOMED, etc.	

Product guides:
Select Product Guide

Compare Products Now
Once your list of products is complete, click the compare all button below to create your comparison.
You have no items to compare.

Hematology analyzers, December 2015
1 **BEYOND A BETTER BOX™**
XN-Series Automated Hematology Analyzers
Meet the Future

Items 1 to 10 of 33 total Page: 1 2 3 4 Show 10 per page

Abbott Hematology, CELL-DYN Emerald™ Add to Compare Products

Abbott Hematology, CELL-DYN Ruby™ Add to Compare Products

Abbott Hematology, CELL-DYN Sapphire™ Add to Compare Products

Beckman Coulter, Coulter

Beckman Coulter, Coulter

Beckman Coulter, Coulter

Beckman Coulter, DxH Co

Beckman Coulter, LH 1500

Beckman Coulter, LH 780

Items 1 to 10 of 33 total

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4 August 4, 2016
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View and compare instruments and software systems feature by feature.

UPDATED July 2016:
Chemistry analyzers for mid- and high-volume labs

Instruments
Product Guides

- AP automation, February 2015
- Automated immunoassay analyzers, June 2015
- Automated molecular platforms, October 2015
- Bedside glucose testing systems, January 2016
- Chemistry analyzers for low-volume laboratories, April 2016
- Chemistry analyzers for mid- and high-volume labs, July 2015
- Coagulation analyzers, January 2016
- Coagulation analyzers—point of care, self-monitoring, March 2016
- Hematology analyzers, December 2015
- In vitro blood gas analyzers, May 2016
- Laboratory automation systems and workcells, August 2015
- Next-generation sequencing instruments, November 2015
- Urinalysis instrumentation, December 2015

Software Systems
Product Guides

- Anatomic pathology computer systems, February 2016
- Billing/Accounts receivable/RCM systems, May 2016
- Blood bank information systems, October 2015
- Laboratory information systems, November 2015
- Laboratory provider link software, April 2016
- Positive patient identification products, July 2013

Compare Products Now

BPA WORLDWIDE BUSINESS

Sponsorship Banners	Rate	Size	Format
Large Banner (1)	\$12,180	690 x 300 pixels	jpg gif animated gif third-party tags
Tower (2)		160 x 600 pixels	
Listing Banner (3)		468 x 60 pixels	
Two Complimentary E-blast Banners (4) (5)		468 x 60 pixels and 160 x 600 pixels	jpg, gif

Single product guide may contain multiple sponsorships.

Individual Banners	Rate	Size	Format
E-blast Standard Banner (4)	\$2,350	468 x 60 pixels	jpg, gif
E-blast Tower (5)	\$1,800	160 x 600 pixels	
Home Banner (6)	1X	468 x 120 pixels	jpg gif animated gif third-party tags
	\$635		

Deadline: 5th of the month of publication

CAP TODAY
An interactive path to laboratory software and instrumentation

Compare Products Now
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Instruments
Product Guides

- AP automation, February 2015
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Compare Products Now

BPA WORLDWIDE BUSINESS

Electronic Table of Contents

eToC Banners and Towers

Reaching 50,000 readers per mailing, the eToC notifies readers about new featured stories and offers an interactive table of contents. Put your message before users eager for news and previews.



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Orchards WhitePapers**

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July 2016



In praise of the path less traveled: public health labs

Jan Bowers—For those who crave variety in their work and have a penchant for the unusual, Paul Bachner, MD, has a career message: Don't overlook public health. As medical director of the Division of Laboratory Services for Kentucky's public health department from 2013 to July 2015, Dr. Bachner expected the unexpected.

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Poisoning, overdose: Better technology, workflow improve patient odds

Anne Paxton—As pronouncements by fictional detectives go, one of the most famous is Sherlock Holmes' declaration to Dr. Watson: "When you have excluded the impossible, whatever remains, however improbable, must be the truth."

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July 2016 Index

- For certain thyroid lesions, the shift is on
- Laboratory 2.0: Changing the conversation
- Making the best of PD-L1 IHC testing



Good News: You're automating your lab.
Best News: We've done it >1400 times. [Learn more](#)

August 2016



Missed UTIs? 'Enhanced cultures' suggest so

Kevin B. O'Reilly—The long-held belief that urine is sterile is facing a serious challenge from new research combining sequencing techniques and an enhanced urine culturing protocol to uncover an array of uropathogens hitherto unseen in microbiology laboratories.

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New tests, technologies at center of 2016 CAP checklist revamp

Anne Paxton—For an intriguing window into laboratory medicine and how it's changing, you might take a look at the revisions in the 2016 edition of the Laboratory Accreditation Program checklists, released in August.

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- New tests, technologies at center of 2016 CAP checklist revamp
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- Add-ons, consults spared cuts in proposed fee schedule: Dip in revenue, many technical component codes in for a hit
- ABP seeks volunteers to help shape next-generation MOC
- Cytopathology and More: The evolving management of LSIL in Pap tests
- In situ hybridization: more harmony across checklists
- Q & A column
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- Anatomic Abstracts
- Molecular Abstracts
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	Standard Banner	Tower	Standard Banner/ Tower Combo
Rate	\$2,350	\$1,800	\$3,800
Size	468 x 60 pixels	160 x 600 pixels or 120 x 600 pixels	
Format	jpg, gif An animated gif may be submitted, but most mail clients will only display the first frame.		

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