

Midwest and East: Alex Pacheco | 402-290-8203 | alex@captoday.org West and East: Lori Prochaska | 402-290-7670 | lori@captoday.org

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CAP TODAY

Diagnostic Stewardship in Acute Infectious Gastroenteritis: What Can Real-World Data Tell Us? Tuesday, October 24, 2023, 1:00 PM-2:00 PM ET



Ferric C. Fang, MD Professor of Laboratory Medicine Microbiology and Medicine University of Washington School of Medi

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- Explore challenges in diagnostic testing for acute infectious gastroenteritis See how real-world data shows us the impact diagnostic testing can have on o

Discuss the role of diagnostic stewardship in optimizing diagnostic testing for

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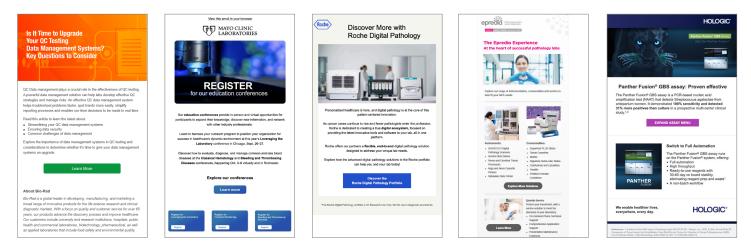
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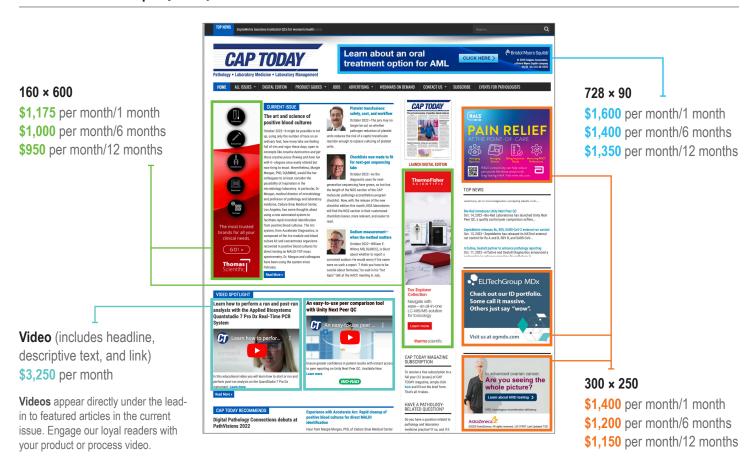
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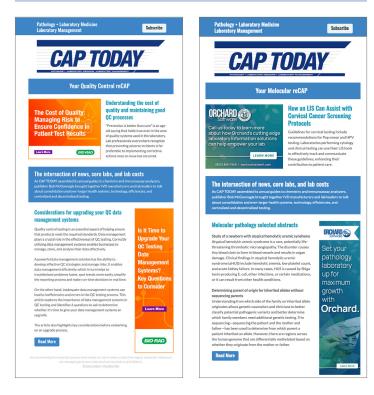
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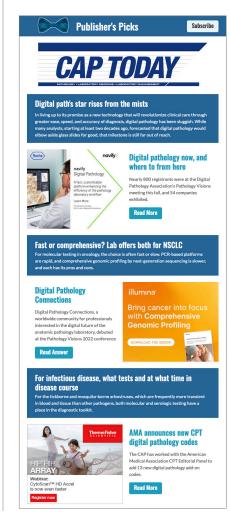
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Four 300 x 250 spots

\$1,500 each



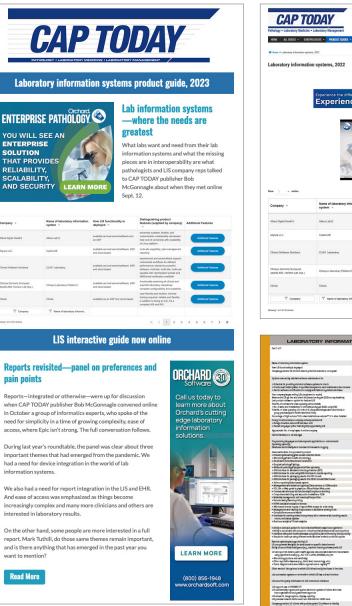
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Coagulation, Anatomic pathology computer systems, Urinalysis, Billing, NGS, Chemistry/Immunology analyzers low-volume and POC, Chemistry/Immunology analyzers mid-to high-volume, Hematology, LIS



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- 1/4 tabloid print ad in listing pages
- 728 × 90 on product guide page
- Video on product guide page
- 1 eNews combo blast announcing when the guide is available online

\$12,000 per year

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Please submit product guide banner—and click URL—by the 25th of each month.

Banner sizes - Product Guide page:

- 728 × 90
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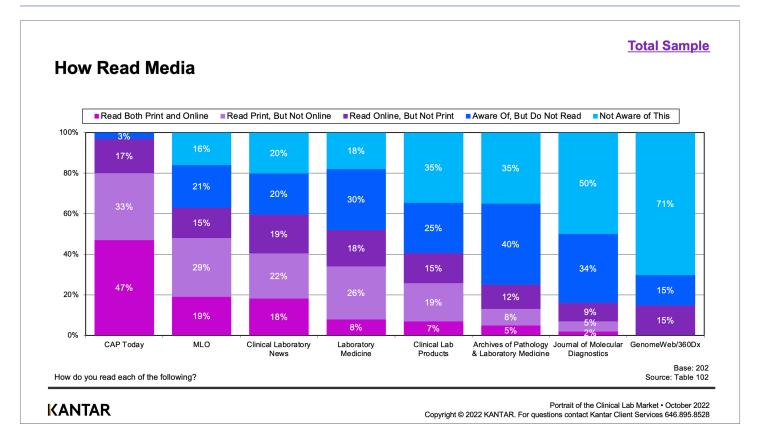
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