

CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

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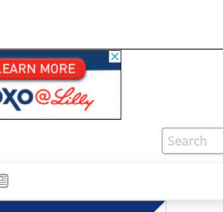
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Publisher's Picks eBlast Banners

CAP TODAY Publisher Bob McGonnagle: A Trusted Voice in Laboratory Medicine

For nearly four decades, Bob McGonnagle, the esteemed publisher of CAP TODAY, has been a prominent figure in the field of medical laboratory medicine. Recognized by pathologists, lab leaders, and industry experts alike, Bob's deep industry knowledge is as distinctive as his trademark bow tie.

Bob chooses the articles to include in the blast—those that readers seek out and visit most frequently. These topics evolve with the changing priorities of the laboratory world, ensuring our content remains relevant and impactful.

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Publisher's Picks

CAP TODAY

This is the second of CAP TODAY's Publisher's Pick eblasts which include my selections of the most impactful articles from the second quarter of this year. I've chosen each for the interest to diagnostics and laboratory medicine. Though all of our articles are of great interest to our loyal readers, these stand out to me as exceptional. — Bob McGonnagle



ADLM 2024 ATELCOR BOLD MOVE. BOOTH 1620

First looks and fast takes on LDT final rule

The FDA's final rule on laboratory-developed tests was released April 29 and published May 6. Shortly after, Compass Group laboratory leaders met online with CAP TODAY publisher Bob McGonnagle, who asked for their early reactions to what they heard and read. Among the categories for which the FDA has indicated its intent to exercise partial enforcement discretion are LDTs manufactured and performed by a laboratory that is ...

Digging into the interpretation of TSH results

In a time of wellness testing and high rates of levothyroxine prescribing for hypothyroidism, it may also be time to rethink TSH test result interpretation. Laboratory testing is more accessible now than it used to be and patients are more involved in their own care. "You're trying to give the patient access and ability to take care of their own health. But the double-edged sword is you can start over-ordering things, and the way we've designed lab testing was not made for that," says Joe El-Khoury, PhD.

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Next-gen sequencing—the anxiety, optimism, and goal

Laboratory-developed testing as it relates to next-generation sequencing was up first in the NGS conversation led online by CAP TODAY publisher Bob McGonnagle on March 19. Other topics: in-house NGS testing, artificial intelligence, and bioinformatics. "There's a reality now where bioinformatics is solid, stable, and reliable," said José Luis Costa, PhD, of Thermo Fisher Scientific.

How Duke's molecular diagnostics lab retains and trains

Too few people, too much to do. In that, Duke Health's molecular diagnostics laboratory is no different from any other laboratory. But competing for staff on the basis of money alone is out. "The reality is that in today's labor market, any molecular technologist can always find a job that pays more," says Barbara Anderson, PhD, MB(ASCP)™.



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Product Video

Establishing Best Practices in Quality Control Management
Quality control management in laboratories has become more complex in recent years. While juggling compliance requirements and navigating budget concerns have always been pain points for lab managers, new challenges—such as higher-than ever volumes of tests and supply chain uncertainty—must be addressed.
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The workshop will feature a presentation by James W. Snyder, PhD, D(ABMM), F(AAM), Professor, Department of Pathology and Laboratory Medicine, University of Louisville School of Medicine; "Diagnostic Stewardship in the Clinical Microbiology Laboratory," and by Coreen Johnson, PhD, MT (ASCP) from the Texas Children's Hospital-Department of Pathology; "LIAISON PLEX[®] Respiratory Flex Evaluation in a Pediatric Population."
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• Understand the utility of artificial intelligence (AI) and machine learning (ML) in the development of image analysis tools for digital pathology, and how they address the different aspects of AI development.
• Acquire foundational knowledge in the areas of DP infrastructure as well as underlying AI, machine learning and neural network approaches.
• Awareness of the importance of generating high-quality Ground-Truth (GT) for training, tuning, and testing of AI/ML methods.
• Insights into the value of standardization during algorithm development and the variables that can impact the performance of AI tools.
• Understanding of the pathologist's role in image analysis algorithm development.
• Interpret the importance of AI & Ethics in the development and deployment of these tools.
SPEAKERS
Christoph Guetter, PhD
Director of Algorithm Development at Roche
Salah Miri, PhD
Sub-Chapter Lead, DP Algo Pharma Services at Roche
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LDT thoughts offer nuance, and advice

Two roads diverged in a regulated wood—and here comes Joe Lennerz, MD, PhD, happy not to be traveling both. As Dr. Lennerz, chief scientific officer of BostonGene, considers this spring's final rule from the FDA that regulates laboratory-developed tests as medical devices, he's also kept an eye on the range of responses to the agency's actions. One path is, broadly speaking, reactive; the other, proactive.

AP lab panel on LDTs, digital path, workforce

Digital pathology, FDA oversight of laboratory-developed tests, and the workforce shortage took center stage when CAP TODAY publisher Bob McGonaghe convened a roundtable online to talk about anatomic pathology laboratories. The shortage of pathologists, in particular, "is even greater than one might realize because of generational expectations around work-life balance," said Andrew Bellizzi, MD, who applauds such balance but notes its significance.

Multomics study of renal cell carcinoma subtypes and a new treatment option

Renal cell carcinoma is one of the 10 most common cancers worldwide, and the most common subtype is clear cell renal cell carcinoma. Advances in single-cell and spatial sequencing technologies have enhanced the medical community's understanding of the tumor microenvironment in clear cell renal cell carcinoma (ccRCC). Yet correlating these findings with genomic and epigenomic data has been challenging due to limited sample sizes.

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Host response solutions to sepsis risk prediction

When emergency physician Chadd Kraus, DO, DrPH, of Lehigh Valley Health Network in Allentown, Pa., sees a patient who could have sepsis, he wants to know if there's an infection and, if so, how bad it is based on the patient's host response, what interventions are needed, and whether the patient will need to be hospitalized. Not as pressing for him? "What's the pathogen?"

Use of whole genome sequencing in diagnosing rare genetic diseases

L arge gene panels and exome sequencing are routinely performed in clinical practice to identify the pathogenic variants that cause inherited diseases. In many cases, these assays can identify the causal variants and provide a diagnosis. However, clinical exome sequencing, which examines the protein-coding region of every gene, only interrogates two percent of the genome, so some causal variants may elude detection.

A trio of magic potions to protect laboratories

A "grimoire" for laboratories—that's what J. Mark Tutthill, MD, of Henry Ford Health was asked to talk about at the Pathology Informatics Summit in May. Once he learned what the term meant, he got to work, and his book of magic for laboratories unfolded. He did not use a large language model to create his spells because "only a wizard" can teach such things, he said, which is why he consulted his 11-year-old grandson.

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AP and CP reporting—the needs, the caveats

Anatomic and clinical pathology reporting—what's working, what's missing. Three pathologists (all board certified in informatics) and representatives of three information system companies met on Oct. 18 with CAP TODAY publisher Bob McGonaghe to talk about reporting needs, the changes, what's optimal. This is the first half of their discussion.

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AP and CP reporting, from interfaces to IT wishes

Anatomic and clinical pathology reporting—what's working, what's missing. This is the second half of their discussion.

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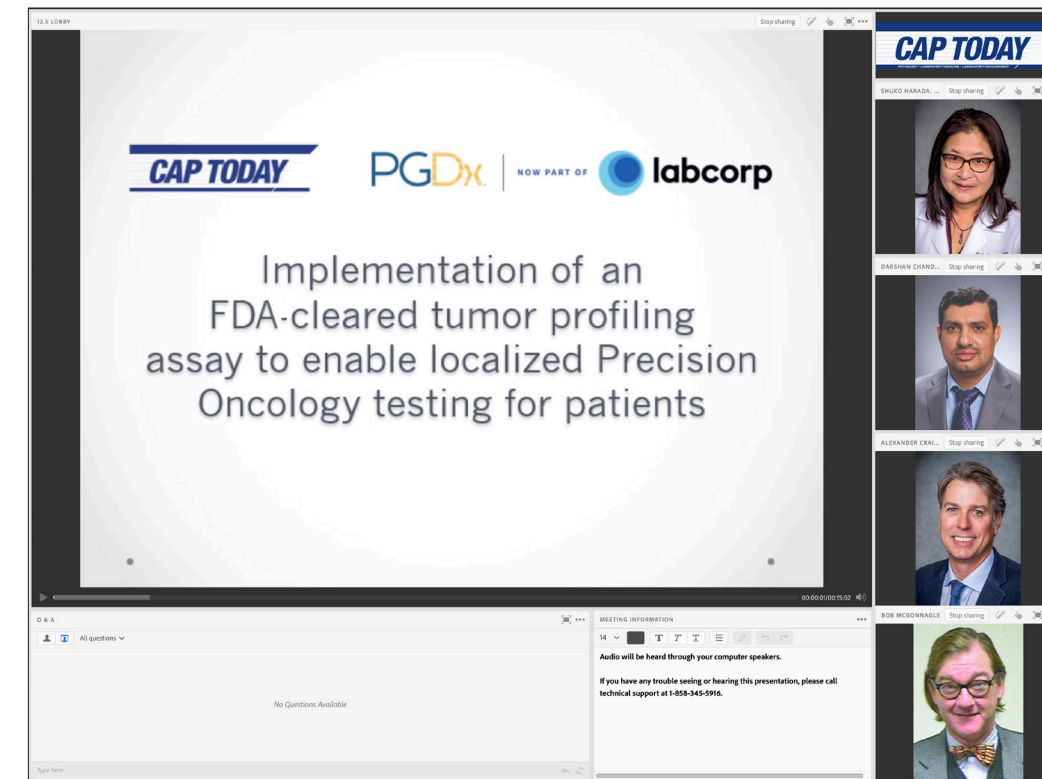
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Website required materials

Please submit website banners—and **click URLs**—by the 25th of every month.

Banner sizes:

- 728 × 90
- 300 × 250
- 160 × 600

Accepted banner formats:

- animated gif
- gif
- jpg
- third-party tags
- HTML5

Banner size recommendations:

- 150 kB Initial load
- 300 kB subload
- 50 kB file size

Animated banner recommendations:

- Under 20 frames maximizes the number of times a viewer sees the entire message.
- 15 frames per second (4-6 frames at 1 FPS is optimal)
- 30-second animation length (includes looping with 3x loop max)

Note: Animated banners that exceed the limits of our recommendations will require additional time to load and may significantly reduce viewability.

Digital Edition Sponsorship required materials

Please submit digital edition banners—and **click URLs**—by the 15th of each month.

Banner positions and sizes:

- Four desktop banners: 728 × 90 (2) and 300 × 250 (2)
- Two mobile banners: 320 × 50 (2)
- Since some of the banner positions are displayed at the same time, we recommend unique banners be provided for each position.

Accepted banner formats:

- animated gif
- gif
- jpg
- third-party tags
- HTML5

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- 30-second animation length (includes looping with 3x loop max)

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Please submit the following eDirect materials at least five days prior to the mail date to allow for testing and for resolving any unexpected design issues:

- HTML file
- Subject line text (maximum 150 characters)
- Preview line (minimum 60 characters; maximum 150 characters) – optional
- List of email addresses the test message will be sent to for review and approval
- List of email addresses the eDirect will be sent to on the mail date

Design recommendations:

- Table layouts (critical to maintaining your design across multiple mail clients and browsers)
- To avoid Outlook rendering issues, include MSO conditional comments, inline CSS, and HTML symbol entities; remove CSS buttons, background images, and floating images and type
- Inline styles (even when using CSS in the header)
- Width maximum of 600 pixels

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- A test message will be sent for your review and approval.
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- If you’re unsure how to create an HTML blast, we suggest you sign up for a free account with MailChimp; it’s the marketing platform we use. Their drag and drop tools make it easy to create your HTML. Once you’re finished, you can share your template with us at mlindsa@cap.org.
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- Headline (maximum of 70 characters)
- Descriptive text for beneath the video (maximum of 250 characters)
- Learn more click URL
- Logo

Note: The recommended length is 30–60 seconds.

Topical reCAP required materials

Please submit the following reCAP materials at least five days prior to the mail date:

- Two banners (can be the same size) and click URLs
- Topical reCAP category (used for the eNews banner and email subject line)
- Two CAP TODAY articles of your choice
- One customer content piece: white paper or press release with content related to the topic and 2–4 sentences of summary text that will be included in the eNews announcement
- List of email addresses the test message will be sent to for review and approval
- List of email addresses the Topical reCAP will be sent to on the mail date

Banner sizes:

- 300 × 250
- 600 × 160
- 160 × 600

Accepted banner formats:

- animated gif
- gif
- jpg
- png

Note: If you choose to include an animated gif, the first frame should contain the most important information.

Publisher’s Picks eBlast Banner required materials

Please submit the banner—and **click URL(s)**—at least five days prior to the mail date.

Banner size:

- 300 × 250

Accepted banner formats:

- gif (static)
- jpg

For more information and availability contact:

West: Lori Prochaska | 402-290-7670 | lori@captoday.org
Midwest: Alex Pacheco | 402-290-8203 | alex@captoday.org
East: Lori Prochaska and Alex Pacheco | lori@captoday.org and alex@captoday.org
Sales and Support: Nicole Quackenbush | 402-960-2869 | nicole@captoday.org
 Kristen Anderson | 402-290-6486 | kristen@captoday.org

Product guide sponsorship required materials

Please submit all materials by the 25th of the month.

The Product Guide Sponsorship includes a banner and/or video on the Product Guide page, Print ad, and eNews announcement.

Product Guide page:

Includes a single banner or a banner and a video

- Banner size options: 728 × 90 or 300 × 250
- Video: See below

Print ad:

- High resolution PDF for ¼ tabloid vertical ad (see Print Mechanical Requirements for specifics)

eNews announcement:

- 600 × 160 or 160 × 600
- 300 × 250

Accepted banner formats:

- animated gif
- gif
- jpg
- third-party tags
- HTML5

Video (optional):

- Provide video or external link from YouTube
- Headline (maximum of 70 characters)
- Descriptive text for beneath the video (maximum of 250 characters)
- Learn more click URL
- Logo

Note: The recommended length is 30 to 60 seconds.

eNews blast required materials

Please submit eNews banner(s)—and **click URL(s)**—at least five days prior to the mail date.

eNews Combo Banners:

- Two banners (they can be the same or different sizes).
- If submitting two URLs, specify which is associated with each banner

eNews Single Banner:

- Submit one banner along with a click URL.

Banner size options:

- 300 × 250
- 600 × 160
- 160 × 600

Accepted banner formats:

- gif (static)
- jpg

Note: If you choose to include an animated gif, the first frame should contain the most important information.

CAP TODAY

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Advertising Packages

Maximize Your Reach with a Strategic Mix of Digital and Print

Research shows that the most effective way to engage our audience is through a balanced combination of digital and print media. While digital platforms provide the convenience of easy, instant access to information, many readers still prefer the tactile experience of sitting down with a printed magazine. They connect deeply with the stories and advertisements, often retaining more information from the print format.

By leveraging both mediums, you can ensure your message resonates with our audience in the most impactful way. Combining digital and print in a comprehensive package not only amplifies your reach but also offers significant cost savings.

- New Product Launch
- Webinar Promotion
- Brand Awareness
- Trade Show Promotion

Contact your Representative for custom packages and pricing.