



CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER



2026 DIGITAL RATE CARD

CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

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

eDirects | Branded Message

Reach 50,000 lab professionals with your message.

Your branded e-blast goes directly to pathologists, lab directors, technologists, and hospital administrators from the CAP database.

Options:

- \$4,500 per blast
- \$4,300 6 or more per year
- \$4,100 12 or more per year

Reblast add-on option:

Maximize your campaign's reach with the opportunity to reblast your custom message and recapture readers' attention while increasing engagement. Reblasts are sent within 7 days of your initial email to recipients who did not open or did not click your content. **\$1,500**



Discover the Oncomine Comprehensive Assay Plus on the Genexus System [Explore now](#)

The Ion Torrent™ Oncomine™ Comprehensive Assay Plus on the Ion Torrent™ Genexus™ System is a complete, end-to-end comprehensive genomic profiling (CGP) solution that detects a broad range of genomic alterations from 517 genes, including single-nucleotide variants (SNVs), insertions and deletions (indels), copy number variations (CNVs), and fusions. Additionally, the assay detects genomic signatures such as homologous recombination deficiency (HRD), tumor mutational burden (TMB), and microsatellite instability (MSI).

Requiring as little as 20 minutes of hands-on time with two touchpoints, Ion Torrent™ technology and highly automated systems allow the reporting of CGP results as soon as the next day to support important insights in a timely manner. As a single vendor of sample-to-report solutions, including instruments, consumables, analysis, and support, Thermo Fisher Scientific helps simplify bringing in-house CGP to your laboratory regardless of your level of next-generation sequencing (NGS) experience.

Cardiac Advance Controls Detect Troponin with Greater Sensitivity

Test for Troponin Confidently with Cardiac Advance Controls

Try Bio-Rad's latest cardiac assessment control with optimized high-sensitivity troponin ranges, Cardiac Advance!

When testing at low levels of troponin, being confident in your results is difficult. Our new control improves on Cardiac Markers Plus LT to detect troponin even near the limit of detection.

Discover a new level of efficiency and performance with Cardiac Advance Controls, now with 10 highly tested cardiac analytes!

Enhance Your Cardiac Testing

Detect Troponin With Greater Sensitivity

Cardiac Advance has highly optimized high sensitivity troponin targets near the limit of detection. That means you can be more confident in test results with lower concentrations of troponin, allowing for faster assessment of patient outcomes.

Adhere to AACC and IFCC Regulatory Guidelines

Instrumentation

Moving the needle on fentanyl-related overdoses

Fentanyl exposure continues to rise in the U.S., yet the percentage of labs testing for fentanyl is low, at only about 5%. **Laboratory testing indicates 7 out of every 10 pills seized by DEA contain a lethal dose of fentanyl.** Monitoring trends in fentanyl exposure coupled with legislative testing mandates can help implement appropriate harm reduction strategies to minimize the risk of fentanyl overdose across the U.S.

A new white paper explores a multi-faceted approach to combatting fentanyl-related deaths and minimizing the risk of overdose nationwide.

Key strategies highlighted in the white paper include:

- Monitoring overdose rates due to illicit drug use
- Drug screening to identify fentanyl contamination
- Surveillance of fatal and nonfatal fentanyl overdoses
- Implementing harm reduction interventions and potential partnership opportunities

[Download the white paper](#)

* <https://www.dea.gov/onepill>

Whitepaper Download

Visit Tosoh at ADLM!

New and Proven Solutions for Immunoassay and HPLC HbA1c Testing

ADLM Booth #331

[READ MORE](#)

Tosoh Bioscience ADLM 2025

Tosoh Launches Our First Ever Speaker Series at ADLM!

At ADLM (booth #331) in Chicago, Tosoh will host a full line-up of industry experts to speak live on clinical diagnostic, educational and technology topics. Stop by our booth for the schedule.

[Tosoh ADLM Speaker Schedule](#)

Can't Attend?

Register now to receive the on-demand versions of the talks when available.

[Register!](#)

Tosoh Immunoassay and HbA1c Analyzers are built for precision and speed, allowing laboratories to perform complex testing quickly with high levels of accuracy.

Next Generation Systems for A1c and Immunoassay

GR01 HPLC HbA1c

The GR01 HPLC A1c Analyzer is Tosoh's next generation small footprint/high throughput solution for A1c testing using ion-exchange HPLC with variant detection. **GR01 is pending 510(k) clearance.**

AIA-CL300 Chemiluminescence Immunoassay

Tosoh's AIA®-CL Series of Chemiluminescent Enzyme Immunoassay Analyzers are fully automated diagnostic solutions that offer a spectrum of advanced features and benefits. **AIA-CL Series, including AIA-CL300, is being prepared for FDA submission.**

email: info.diag_am@tosoh.com
 phone: 800.248.6764
 address: 3600 Gantz Road, Grove City, OH 43123

TOSOH BIOSCIENCE

Conference Preview

Enhance Your Cardiac Testing

Detect Troponin With Greater Sensitivity

Cardiac Advance has highly optimized high sensitivity troponin targets near the limit of detection. That means you can be more confident in test results with lower concentrations of troponin, allowing for faster assessment of patient outcomes.

Adhere to AACC and IFCC Regulatory Guidelines

New Product Launch

Unlocking Deeper Insights: HER2 in Breast Cancer with Digital Pathology

Roche invites you to join us for the "Unlocking Deeper Insights: HER2 in Breast Cancer with Digital Pathology" webinar.

Learning Objectives:

- Comprehensively review the levels of HER2 IHC expression.
- Examine the advantages of incorporating HER2 chromogenic in situ hybridization into the pathology laboratory workflow.
- Review the benefits and utility of AI assistive tools in HER2 scoring and assessment in breast cancer.
- Observe a demonstration of a HER2 scoring workflow incorporating digital and AI tools.

***Fully Digital Pathology software is intended for specific clinical applications and is for research and educational use for other applications. Please review the product labeling for compliance before utilization. Roche image analysis algorithms are for research use only. Not for use in diagnostic procedures.**

Speakers:

Dr. Angela Baldwin MD, MPH, FCAP, FNAME, Pathology Liaison, US Medical and Scientific Affairs, Roche Diagnostics

Dr. Audrey Bennett, MD, FCAP, Pathology Liaison, US Medical and Scientific Affairs, Roche Diagnostics

September 24, 2025 1:00 - 2:00 PM EST

[Register Now](#)

Webinar Promotion

EDIRECTS | BRANDED MESSAGE

CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

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

eNews

Our weekly eNews blasts are distributed to 140,000 CAP emails and contain feature articles from the latest issue of CAP TODAY. Your banner ad(s) reach readers eager for news and previews. Great for reaching a large audience, brand awareness, FDA clearance announcements and more!

► **Banner Size Options:** 300 × 250, 160 × 600, 600 × 160

- Top banner: **\$2,900** per blast
- Bottom banner: **\$1,500** per blast
- Combo—both banners **\$3,900** per blast
- Combo—both banners **\$3,600** per 6 or more blasts



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?"

Webinar: Determining copy number in inherited disorders by MLPA and copy number microarrays

Use of whole genome sequencing in diagnosing rare genetic diseases

I sense 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 Tuthill, 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.

Neurological Autoimmunity

Test kits for the detection and measurement of:

- Acetylcholine Receptor Autoantibody
- Aquaporin-4 Autoantibody
- Muscle Specific Tyrosine Kinase Autoantibody*
- Voltage-Gated Calcium Channel Autoantibody*
- Voltage-Gated Potassium Channel Autoantibody*
- Titin Autoantibody*

From the President's Desk

AI in pathology: excitement vs. fear

The use of artificial intelligence in medicine is spreading rapidly, but it's not entirely new. Tools that incorporate AI have been approved by the FDA since the mid-1990s, mostly for use in radiology and cardiology. Like all of our colleagues in medicine, we pathologists have been hearing a lot about AI lately. Some of us are excited about it, and most of us are familiar with the surge of hype claiming that AI will change everything about how we practice.

Subscribe

captodayonline.com

Clinical Chemistry | Clinical Pathology | Coagulation | Cytology
 Hematology | Hematopathology | Histotechnology | Immunoassay | Immunology
 Information Technology | Microbiology | Molecular Pathology | Pathology | Point-of-Care Testing

Single banners—two advertisers

Labcorp introduces AI-based laboratory test search tool

Labcorp recently launched Test Finder, a generative artificial intelligence tool that it developed in conjunction with Amazon Web Services. The tool, available on www.labcorp.com, is designed to simplify lab test selection by enabling health care providers to ask questions or describe ...

At AMP, latest on self-collection, avian influenza, and more

Avian influenza, self-collection, and diagnostic stewardship in the microbiology laboratory are three topics of many that can be explored at the Association for Molecular Pathology meeting in Boston this November. Andrew Pekosz, PhD, heads a research laboratory at Johns Hopkins University that studies the replication and disease potential of emerging respiratory viruses. In "Emerging public health threats: avian influenza A(H5N1) and the return of vaccine-preventable diseases," Dr. Pekosz, professor in the Department of Molecular Microbiology and Immunology, will share his findings about highly pathogenic avian influenza and encourage vigilance as flu season approaches.

Molecular autopsy to determine cause of sudden cardiac death

When someone dies suddenly and unexpectedly, a forensic autopsy is often performed to identify the manner and cause of death. However, up to 30 percent of autopsies fail to identify any underlying anatomic or toxicologic etiologies, and the autopsy classification may be sudden unexplained death. This is particularly concerning in young

Cepheid. A better way.

Cepheid's high-performing molecular test, Xpert Xpress CoV-2 plus, with up to 99% PPA* leaves no room for doubt.

Experience Diagnostic Confidence

LEARN MORE

© 2024 Cepheid. Xpert Xpress Diagnostic Medical Device. May not be available in all countries. *Sensitivity: Xpert Xpress CoV-2 plus, n=99.3% for anterior nasal swab specimens for PPA.

Combo—one advertiser

CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

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

Topical reCAP

Reach 140,000 CAP TODAY subscribers and position your organization as a trusted authority. With a personalized reCAP on your chosen topic, you'll connect directly with decision-makers.

- ▶ The reCAP includes two display banners (300 × 250 and 160 × 600), plus two CAP TODAY articles aligned with your focus area.
- ▶ Strengthen your presence even further by featuring one of your white papers or a press release—maximizing your exposure and reinforcing your expertise.

\$5,500 per blast

Show you are the expert on your topic!

CAP TODAY

Your Urinalysis reCAP

IS YOUR URINALYSIS WORKFLOW WORKING FOR YOU?



On value, preanalytics, and personnel in urinalysis
 Urinalysis reflex rules, reimbursement, instruments, research, and specimen handling and transport are some of what came up in the Jan. 15 roundtable with eight participants online and CAP TODAY publisher Bob McGonnagle leading the discussion. Our revised guide to urinalysis instrumentation is [here](#).

Tapping into the potential of urinalysis

Tried and true but also having untapped potential is how three industry insiders see urinalysis. Though traditional urinalysis serves its purpose well, they say, it's easy to envision the next level. "We tend to look at urinalysis with a fairly myopic view of counting particles and doing a dipstick," says Jason Anderson, MPH, MT(ASCP), senior product manager for urinalysis solutions, Sysmex America. "So what becomes the definition of urinalysis in the future?" he asks. "When we look at blood, it isn't plasma analysis, it isn't serum analysis. It's specific disease conditions, disciplines that use that fluid type."

[Read Article](#)

Stability of quantitative urine chemistry, test strips and particle count parameters in VACUETTE® Urine STB Tube at room temperature

The reliability of urinalysis results is extremely sensitive to preanalytical handling, i.e., sample collection, transport and storage. The delay between urine voiding and its examination significantly impedes diagnostic accuracy in many laboratories. This study examines the stability of quantitative urine chemistry, test strips and particle count analytes in the VACUETTE® Urine STB Tube up to 72 h.

[Read White Paper](#)

DISCOVER ROOM-TEMP SAMPLE STABILITY UP TO 72H

Women's Health reCAP

BD COR™
GX
PX
GX

What if you could expect more from your HPV assay – and boost efficiencies?

Impact of primary HPV testing on cytology lab statistical analysis

Cytology gynecologic statistical laboratory data must be analyzed in the context of changing screening modalities and patient populations. This is especially important with the increasing use of primary high-risk HPV screening because diagnostic metrics will be markedly different in that patient population.

Evaluation of the BD Onclarity™ HPV Assay on the high throughput BD COR™ System

The global molecular diagnostic business is expected to grow to an estimated USD 13.8 billion by 2026 with a compound annual growth rate of 7.1%. In the US that demand is driven, in part, by increased spending for the detection of infectious agents and the consolidation of testing into larger, more efficient testing facilities. The BD COR™ system is capable of working completely unattended with a daily walk-away time for HPV testing of approximately 7 hours. The system is capable of producing 330 results with just two interventions during the day, the first to load primary vials and reagents and the second in the afternoon to replenish consumables. [Review the full study here.](#)

Ancillary tests in gynecologic pathology—what and why

With serous ovarian carcinomas and other gynecologic tumors, it's molecular testing that increasingly sets the treatment course. "As pathologists, it's exciting to us," said Sadia Sayeed, MD, speaking at CAP22. "We're learning that the immunostains we're interpreting have greater implications than we ever thought they could." In a session on ancillary testing in gynecologic pathology, Dr. Sayeed, assistant professor of pathology and director of cytopathology, Virginia Commonwealth University Health, and Leslie M. Randall, MD, MAS, Dianne Harris Wright professor at VCU and division director of gynecologic oncology, VCU Health, reviewed the molecular classification of ovarian and cervical cancer and used their cases to highlight evolving practices in molecular diagnostics and treatment. One example: Treatments for low-grade and high-grade serous ovarian cancer are diverging, and next-generation sequencing can determine the grade when the pathology is equivocal.

Second of two parts. Part one:
[Spotlight on ancillary tests in endometrial cancer](#)

"Not only will NGS give you your definitive p53," Dr. Randall said, "it will give you other markers that will increase your confidence in the low grade versus high grade." Of the five common epithelial subtypes of ovarian cancer seen in Fig. 1, high-grade serous is by far the most prevalent. High-grade serous tumors are characterized by the p53 mutation most commonly and often are associated with the BRCA mutation, though "it doesn't necessarily have to be BRCA," she said. "It just has to be in that pathway." Mucinous tumors are driven by KRAS, "just like colorectal tumors."

The BD COR™ System
GX/PX/GX

Are you getting the most comprehensive HPV test results?

[LEARN MORE](#)

[Subscribe](#)

TOPICAL RECAP

CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

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.

This exclusive eblast reaches 140,000 subscribers, offering you a unique opportunity to promote your brand at a highly competitive rate.

► eBlast includes:

Four 300 × 250 spots available, one/advertiser
\$1,700


High-impact, low-cost option

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

Publisher's Picks

Welcome to the second of CAP TODAY's Publisher's Pick eblasts for 2025. This series highlights the most impactful articles from the second quarter of the year, handpicked by me for their relevance and importance to diagnostics and laboratory medicine. While every article we publish is carefully curated for our loyal readership, these selections stand out as exceptional. — *Bob McGonnagle*

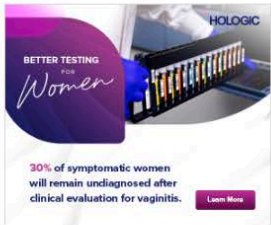



For myeloid malignancies, how WHO-HEM5 and ICC differ

How the World Health Organization fifth edition of hematolymphoid tumors and the International Consensus Classification differ for myeloid malignancies was highlighted in cases presented in a CAP24 session last fall.

Taking on low, ultralow HER2 breast cancer

Since the hunt began to identify low levels of HER2 in metastatic breast cancers, the action has revealed itself like the plot of a Henry James novel: Nothing much happens. Also, a lot happens. And each narrative thread is conveyed in hard-to-parse language.






Tumor marker testing in body fluids calls for caution

With few FDA-cleared or -approved methods for tumor marker testing in body fluids, it is the laboratory that's responsible for the tests. "A specimen arrives at your door, and you have to figure out what, if anything, you're going to do," said Jonathan Genzen, MD, PhD.

Not to be overlooked: lab administrative skill

The transition from pathology training to practice is not just about diagnostic skill and confidence in that skill but also laboratory administrative duties



PUBLISHERS PICKS EBLAST BANNERS

CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

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

Website Banners | captodayonline.com

At captodayonline.com, CAP TODAY delivers the trusted expertise of its print publication on a dynamic digital platform—the premier hub for clinical diagnostics professionals. Featuring the latest laboratory news, product announcements, videos, webinars, and white papers, the site offers a one-stop destination for industry knowledge. Readers who rely on CAP TODAY in print also turn to captodayonline.com for the same trusted insight, available anytime. Website banners are Run of Site (ROS) for maximum visibility.

Great for:

- Driving traffic to your site
- Brand awareness
- Event promotion

► **Subspecialty Sponsorship**

600 x 160
\$2,000 per year

► **Website Banner Pricing Tiers**

300 x 250 | 160 x 600 | 728 x 90

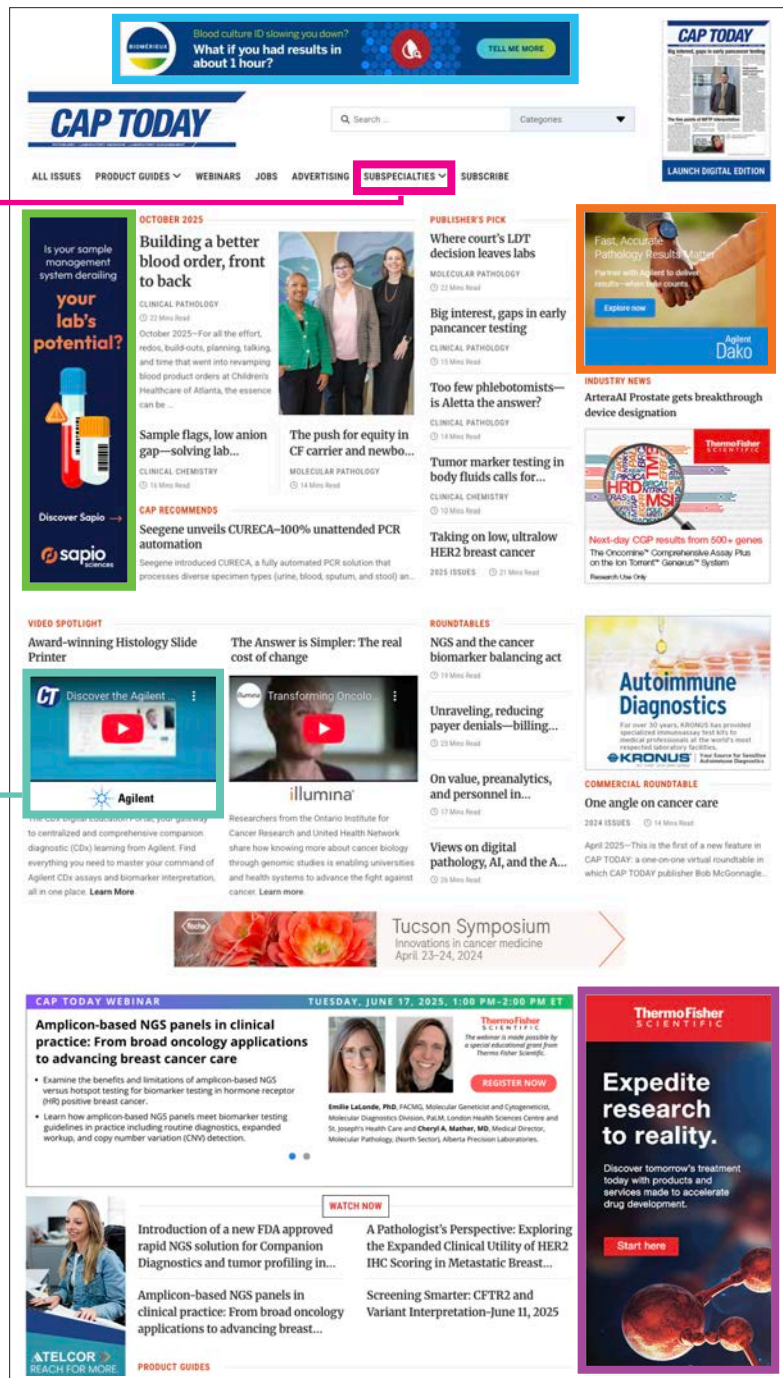
- \$1,700 per month/1 month
- \$1,500 per month/3 months
- \$1,300 per month/12 months

300 x 500

- \$2,400 per month/1 month
- \$2,200 per month/3 months
- \$2,000 per month/12 months

► **Video**

\$2,500 per month



WEBSITE BANNERS

CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

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

Digital Edition Sponsorship

Maximize your brand's exposure with a CAP TODAY digital edition sponsorship. Your banner ads appear alongside every page of our online magazine, ensuring consistent visibility with a focused and engaged audience. Position your brand where laboratory leaders turn for insight.

Visit: captodaymag.com/captoday/library.

► **Sponsorship includes:**

- Four Desktop banners: 728 × 90 (2) and 300 × 250 (2)
- Two Mobile banners: 320 × 50
- eNews blast announcing the new issue

\$6,000 per month/3-month max

The screenshot displays the CAP TODAY digital edition interface. At the top, there is a navigation bar with the CAP TODAY logo and a search function. Below the navigation, there are several article thumbnails with titles such as "Building a better blood order, front to back", "Where court's LDT decision leaves labs", "Big interest, gaps in early pancreatic testing", and "Familiar but newer: ICI-associated colitis". A sidebar on the left lists "ISSUES" for October 2025, September 2025, June 2025, and May 2025. At the bottom of the main content area, there is a "Digital Edition" banner for "LIAISON PLEX® BSI Portfolio" by Diasorin. On the right side, there is a "Digital Edition Sponsorship" banner for "LIAISON PLEX® Respiratory Flex Assay" by Diasorin, which includes a "Read Article" button and a "Subscribe" button. A vertical banner on the far right edge of the page reads "DIGITAL EDITION SPONSORSHIP".

Digital Edition



Digital Edition eNews banner

DIGITAL EDITION SPONSORSHIP

CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

CAP TODAY Conversations

- Package one – CAP TODAY Conversations
- Package two – Sponsored Roundtable Discussion

► CAP TODAY Conversations

\$10,000

- Recorded Video conversations with company, KOL and the publisher of CAP TODAY, Bob McGonnagle.
- Focus Suggestions: Brand awareness, new product, education piece, white paper discussion, industry challenges, etc.
- 15–30 minutes conversation recorded via Zoom.
- You will receive a copy of the recording for your use.
- Recording will be posted on our website for one year.
- A transcript of the conversation will be posted on our website for one year.
- A print article in a future issue in our “CAP TODAY Conversations” section.

► Sponsored Roundtable Discussion

\$15,000

- Recorded Video conversations with company, KOL and the publisher of CAP TODAY, Bob McGonnagle.
- Focus Suggestions: Brand awareness, new product, education piece, white paper discussion, industry challenges, etc.
- 20–30 minutes roundtable style discussion recorded via Zoom with Q&A from audience following.
- CAP TODAY will handle promotion of the event.
- eBlasts, LinkedIn, and website posts.
- You will receive a copy of the recording for your use.
- You will receive the list of all attendees and their emails for a one-time use.
- Recording will be posted on our website for one year.
- A transcript of the conversation will be posted on our website for one year.
- A print article in a future issue in our “CAP TODAY Conversations” section.

CAP TODAY CONVERSATIONS

COMMERCIAL ROUNDTABLE

External controls critical to crucial assays

Dr. Van Allen (Zygon) discussed the importance of external controls in the laboratory setting. She emphasized that while internal controls are essential for ensuring the accuracy of test results, external controls provide a critical check on the overall performance of the assay. She noted that external controls should be used for all critical assays, particularly those where the consequences of a false result are high. Dr. Van Allen also discussed the importance of documenting the use of external controls and the results of those controls. She stressed that this documentation is not only for the laboratory's own records but also for regulatory compliance. She mentioned that the CAP (College of American Pathologists) accreditation process requires laboratories to demonstrate the use of external controls for certain assays. Dr. Van Allen concluded by stating that external controls are a key component of a robust quality management system and are essential for ensuring the reliability of laboratory test results.

Dr. Van Allen, PhD (Zygon) is the Director of Laboratory Medicine at the University of Michigan. She is a board member of the American Society for Microbiology and the American Society for Clinical Microbiology. She has published numerous articles on laboratory medicine and quality management.

Infectious Disease & Immunology

Quest Diagnostics

McGonnagle

Dr. Van Allen (Zygon) and **Dr. Stortis (Quest)** discussed the challenges of infectious disease testing in the laboratory. Dr. Van Allen highlighted the importance of accurate and timely results for patient care, particularly in the context of emerging infectious diseases. She discussed the need for laboratories to maintain high standards of quality control and to use the most accurate and reliable assays available. Dr. Stortis, representing Quest Diagnostics, discussed the company's commitment to providing high-quality infectious disease testing services. He mentioned Quest's extensive network of laboratories and its investment in research and development to improve its testing capabilities. He also discussed the importance of collaboration between laboratories and healthcare providers to ensure the best possible patient outcomes. The discussion concluded with a call to action for laboratories to continue to improve their testing processes and to stay up-to-date on the latest advances in infectious disease testing.

Dr. Van Allen (Zygon) is the Director of Laboratory Medicine at the University of Michigan. She is a board member of the American Society for Microbiology and the American Society for Clinical Microbiology. She has published numerous articles on laboratory medicine and quality management.

Dr. Stortis (Quest) is the Senior Director of Infectious Disease at Quest Diagnostics. He has over 20 years of experience in the field of infectious disease testing and is a frequent speaker at industry conferences. He has also published several articles on infectious disease testing and quality management.

Roundtable Discussion

Modern ID Diagnostics: Clinical and Financial results require robust molecular controls

Wednesday, May 14, 2025, 12:00-12:30 PM CT

Dr. Van Allen (Zygon) and **Dr. Stortis (Quest)** discussed the challenges of infectious disease testing in the laboratory. Dr. Van Allen highlighted the importance of accurate and timely results for patient care, particularly in the context of emerging infectious diseases. She discussed the need for laboratories to maintain high standards of quality control and to use the most accurate and reliable assays available. Dr. Stortis, representing Quest Diagnostics, discussed the company's commitment to providing high-quality infectious disease testing services. He mentioned Quest's extensive network of laboratories and its investment in research and development to improve its testing capabilities. He also discussed the importance of collaboration between laboratories and healthcare providers to ensure the best possible patient outcomes. The discussion concluded with a call to action for laboratories to continue to improve their testing processes and to stay up-to-date on the latest advances in infectious disease testing.

Dr. Van Allen (Zygon) is the Director of Laboratory Medicine at the University of Michigan. She is a board member of the American Society for Microbiology and the American Society for Clinical Microbiology. She has published numerous articles on laboratory medicine and quality management.

Dr. Stortis (Quest) is the Senior Director of Infectious Disease at Quest Diagnostics. He has over 20 years of experience in the field of infectious disease testing and is a frequent speaker at industry conferences. He has also published several articles on infectious disease testing and quality management.

ZeptoMetrix | **CAP TODAY**

Roundtable Discussion

Modern ID Diagnostics: Clinical and Financial results require robust molecular controls

Wednesday, May 14, 2025, 12:00-12:30 PM CT

Dr. Van Allen (Zygon) and **Dr. Stortis (Quest)** discussed the challenges of infectious disease testing in the laboratory. Dr. Van Allen highlighted the importance of accurate and timely results for patient care, particularly in the context of emerging infectious diseases. She discussed the need for laboratories to maintain high standards of quality control and to use the most accurate and reliable assays available. Dr. Stortis, representing Quest Diagnostics, discussed the company's commitment to providing high-quality infectious disease testing services. He mentioned Quest's extensive network of laboratories and its investment in research and development to improve its testing capabilities. He also discussed the importance of collaboration between laboratories and healthcare providers to ensure the best possible patient outcomes. The discussion concluded with a call to action for laboratories to continue to improve their testing processes and to stay up-to-date on the latest advances in infectious disease testing.

Dr. Van Allen (Zygon) is the Director of Laboratory Medicine at the University of Michigan. She is a board member of the American Society for Microbiology and the American Society for Clinical Microbiology. She has published numerous articles on laboratory medicine and quality management.

Dr. Stortis (Quest) is the Senior Director of Infectious Disease at Quest Diagnostics. He has over 20 years of experience in the field of infectious disease testing and is a frequent speaker at industry conferences. He has also published several articles on infectious disease testing and quality management.

Dr. Van Allen (Zygon) and **Dr. Stortis (Quest)** discussed the challenges of infectious disease testing in the laboratory. Dr. Van Allen highlighted the importance of accurate and timely results for patient care, particularly in the context of emerging infectious diseases. She discussed the need for laboratories to maintain high standards of quality control and to use the most accurate and reliable assays available. Dr. Stortis, representing Quest Diagnostics, discussed the company's commitment to providing high-quality infectious disease testing services. He mentioned Quest's extensive network of laboratories and its investment in research and development to improve its testing capabilities. He also discussed the importance of collaboration between laboratories and healthcare providers to ensure the best possible patient outcomes. The discussion concluded with a call to action for laboratories to continue to improve their testing processes and to stay up-to-date on the latest advances in infectious disease testing.

Dr. Van Allen (Zygon) is the Director of Laboratory Medicine at the University of Michigan. She is a board member of the American Society for Microbiology and the American Society for Clinical Microbiology. She has published numerous articles on laboratory medicine and quality management.

Dr. Stortis (Quest) is the Senior Director of Infectious Disease at Quest Diagnostics. He has over 20 years of experience in the field of infectious disease testing and is a frequent speaker at industry conferences. He has also published several articles on infectious disease testing and quality management.

Dr. Van Allen (Zygon) and **Dr. Stortis (Quest)** discussed the challenges of infectious disease testing in the laboratory. Dr. Van Allen highlighted the importance of accurate and timely results for patient care, particularly in the context of emerging infectious diseases. She discussed the need for laboratories to maintain high standards of quality control and to use the most accurate and reliable assays available. Dr. Stortis, representing Quest Diagnostics, discussed the company's commitment to providing high-quality infectious disease testing services. He mentioned Quest's extensive network of laboratories and its investment in research and development to improve its testing capabilities. He also discussed the importance of collaboration between laboratories and healthcare providers to ensure the best possible patient outcomes. The discussion concluded with a call to action for laboratories to continue to improve their testing processes and to stay up-to-date on the latest advances in infectious disease testing.

Dr. Van Allen (Zygon) is the Director of Laboratory Medicine at the University of Michigan. She is a board member of the American Society for Microbiology and the American Society for Clinical Microbiology. She has published numerous articles on laboratory medicine and quality management.

Dr. Stortis (Quest) is the Senior Director of Infectious Disease at Quest Diagnostics. He has over 20 years of experience in the field of infectious disease testing and is a frequent speaker at industry conferences. He has also published several articles on infectious disease testing and quality management.

Dr. Van Allen (Zygon) and **Dr. Stortis (Quest)** discussed the challenges of infectious disease testing in the laboratory. Dr. Van Allen highlighted the importance of accurate and timely results for patient care, particularly in the context of emerging infectious diseases. She discussed the need for laboratories to maintain high standards of quality control and to use the most accurate and reliable assays available. Dr. Stortis, representing Quest Diagnostics, discussed the company's commitment to providing high-quality infectious disease testing services. He mentioned Quest's extensive network of laboratories and its investment in research and development to improve its testing capabilities. He also discussed the importance of collaboration between laboratories and healthcare providers to ensure the best possible patient outcomes. The discussion concluded with a call to action for laboratories to continue to improve their testing processes and to stay up-to-date on the latest advances in infectious disease testing.

Dr. Van Allen (Zygon) is the Director of Laboratory Medicine at the University of Michigan. She is a board member of the American Society for Microbiology and the American Society for Clinical Microbiology. She has published numerous articles on laboratory medicine and quality management.

Dr. Stortis (Quest) is the Senior Director of Infectious Disease at Quest Diagnostics. He has over 20 years of experience in the field of infectious disease testing and is a frequent speaker at industry conferences. He has also published several articles on infectious disease testing and quality management.

Dr. Van Allen (Zygon) and **Dr. Stortis (Quest)** discussed the challenges of infectious disease testing in the laboratory. Dr. Van Allen highlighted the importance of accurate and timely results for patient care, particularly in the context of emerging infectious diseases. She discussed the need for laboratories to maintain high standards of quality control and to use the most accurate and reliable assays available. Dr. Stortis, representing Quest Diagnostics, discussed the company's commitment to providing high-quality infectious disease testing services. He mentioned Quest's extensive network of laboratories and its investment in research and development to improve its testing capabilities. He also discussed the importance of collaboration between laboratories and healthcare providers to ensure the best possible patient outcomes. The discussion concluded with a call to action for laboratories to continue to improve their testing processes and to stay up-to-date on the latest advances in infectious disease testing.

Dr. Van Allen (Zygon) is the Director of Laboratory Medicine at the University of Michigan. She is a board member of the American Society for Microbiology and the American Society for Clinical Microbiology. She has published numerous articles on laboratory medicine and quality management.

Dr. Stortis (Quest) is the Senior Director of Infectious Disease at Quest Diagnostics. He has over 20 years of experience in the field of infectious disease testing and is a frequent speaker at industry conferences. He has also published several articles on infectious disease testing and quality management.

Register Now

CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

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

Commercial Webinars

CAP TODAY webinars are a trusted source for industry information and sharing of innovative ideas. For over 30 years, we have been bringing essential news to the clinical laboratory with our monthly magazine. Our webinars build on that foundation as a trusted news provider.

From webinar idea to final attendance lead information, CAP TODAY webinars are a complete turnkey program.

► **Includes:**

- Planning
- Print and digital promotional items and online registration
- Webinar – event and Q&A session moderated by CAP TODAY publisher Bob McGonnagle
- Registrations and Leads
- Webinar posted on captodayonline.com for one year

\$27,000

COMMERCIAL WEBINARS



Live webinar view

CAP TODAY Webinar
Shifting HERizons: Navigating the Evolving Landscape of HER2 in Breast Carcinoma
 Tuesday, June 10, 2025, 12PM-1PM ET

Raza Hoda, MD
Staff Physician, Cleveland Clinic
 Assistant Professor of Pathology
 Cleveland Clinic Lerner College of Medicine

Why should you register now for this webinar?
 Listen to a national thought leader discuss the importance of advancements in HER2 testing, including HER2 UltraLow.
 Brought to you by CAP TODAY
 Moderated by Bob McGonnagle, Publisher, CAP TODAY
 Presenter: Raza Hoda, MD

What will this webinar empower you to do?

- Review the role of HER2 in breast carcinoma, including its biological significance and impact on treatment decisions.
- Trace the evolution of HER2-targeted therapy and its influence on patient outcomes.
- Compare the progression of HER2 testing guidelines and their implications for clinical practice.
- Discuss HER2 Low, UltraLow, and Null categories, and interpret their emerging clinical relevance.
- Identify key diagnostic challenges in HER2 IHC interpretation and apply best practices to overcome them.

Register FREE of charge at <http://www.captodayonline.com/061025webinar>

CAP TODAY Print Ad

CAP TODAY Webinar
Screening Smarter: CFTR2 and Variant Interpretation
 Wednesday, June 11, 2025, 1 PM-2 PM ET

[Register Now](#)

Karen Rarigh, MGC, CGC
Assistant Professor of Genetic Medicine
 at Johns Hopkins University

Why should you register now for this webinar?
 Expanded genetic testing is playing an increasingly vital role in the management of Cystic Fibrosis (CF), helping to elevate the standard of care. With recent technological advancements, updated clinical guidelines, and a growing disease variant database, healthcare professionals are now better equipped to:

- Broaden access to CF care and reduce the burden on families
- Enhance accuracy in interpreting CFTR gene variants in clinical practice

• Presenter: Karen Rarigh, MGC, CGC
 • Moderated by: Bob McGonnagle, Publisher, CAP TODAY

What will you learn from this webinar?

- Explore how updates to the CFTR2 database and variant list can support clinical decision-making
- Learn about new recommendations for newborn screening programs aimed at improving timeliness, sensitivity, and equity in CF diagnosis
- Gain insights into the ACAG workgroup's guidance for minimizing bias and promoting consistency in CF carrier screening
- Participate in a live Q&A with our expert presenter

CAP TODAY does not endorse any of the products or services named within. The webinar is made possible by a special educational grant from Dvysr.

[Register Now](#)

eNews promotional eblast

CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

Website required materials

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

Banner sizes:

- 728 × 90
- 300 × 500
- 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 banners:

- 10–12 second maximum animation length (5–7 seconds recommended)
- 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)

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

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

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 visibility.

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

eDirect required materials

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

Test messages:

- A test message will be sent for your review and approval.
- On occasion, company firewalls may flag our test message because the word “TEST” is incorporated into the subject line. If you don’t receive your test message within 10 minutes of the send time, please let us know.

Reblast:

- reBlasts are sent within 7 days of the initial eDirect.
- reBlast subject lines must be included with the initial eDirect materials.

New to HTML:

- 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.
- You may also want to use a free version of the online tool Canva to create specialty headers.
- If you prefer to hire someone, Upwork is a great resource for freelance designers.

CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

Video required materials

Please submit these video materials by the 25th of each month:

- YouTube link or a download link to your video (your downloaded video will be uploaded to the CAP TODAY YouTube channel)
- 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

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.