



2021 MEDIA SOLUTIONS

THE PEER-REVIEWED MANAGEMENT SOURCE FOR LAB PROFESSIONALS SINCE 1969



Analytics	LIS
Analyzers	Mass Spectrometry
Antimicrobial Resistance	Men's Health
Assays	Microbiology
Autoimmune	Molecular Diagnostics
Automation	Pathology
Biomarkers	PCR
Blood Banking	Pharmacogenomics
Cancer	POCT
Chemistry	QC/QA
Coagulation	Radiology
Controls/Reagents	Regulations
Diabetes	Salary Survey
Drugs-of-Abuse Testing	Sepsis
Flu/Respiratory	Software
Hematology	STIs
IHC	Urinalysis
Infectious Disease	Virology
Lab Management	Women's Health



2021 AUDIENCE

High engagement from a dedicated audience
with trust in MLO editorial expertise.



161,139

Average Monthly Audience

MAGAZINE
45,912

ENEWSLETTER
38,309

WEBSITE
72,589

SOCIAL
4,329

DECISION MAKERS

39%

LAB DIRECTOR

Lab Manager | Administrator | Supervisor | Section Manager
Dept. Head | POL Group Practice Manager | Administrator
MA | Nurse

14%

Chief | Asst. Chief Medical Technologist | MLT | MLS

17%

Pathologist | Physician

12%

Director | Manager Radiologist | Imaging

10%

POCC/POCT Coordinator | Compliance | QA Coordinator | Manager
Educator | Dept. Chair | Faculty | Phlebotomist | Nurse | Other

5%

Clinical Chemist | Microbiologist | Hematologist

2%

Hospital Admin. | Owner | Officer | Purchasing

1%

LIS | EMR | EHR Manager

PURCHASING STRENGTH

88%

of the audience are involved in
the purchasing process

DIAGNOSTIC LAB FACILITIES

81% Hospital Lab | Independent Lab
Group Purchasing Organization

7% Group Practice Lab | Physician's Office Laboratory
3% Government and Public Health Lab
Biomedical Industrial Lab
3% Medical School | Med Tech | CLS Ed Programs
2% Home Health Care Agency | Long Term Care Facilities
2% HMO/PPO | ACO-Accountable Care Organization
Other
1% Blood Bank
1% Free Standing Emergency Center/Amb Care Center
Urgent Care/Minute Clinic



PRODUCTS THEY RECOMMEND, SPECIFY, OR BUY

Barcode/Patient ID Systems
Blood Bank Supplies Blood | Collection Devices
Centrifuges
Certification and Education Programs
Chemistry Analyzers/Instruments
Chemistry, Reagents and Test Kits
Coagulation Analyzers
Coagulation, Reagents and Test Kits
Cytology/Histology, Tests and Instruments
Diagnostic Equipment and Instruments
Diagnostic Testing Services
Disinfectants and Sterilants
Employment | Staffing Services
Flow Cytometry Instruments and Test Kits
Genetic Testing, Reagents, Test Kits, and
Instruments
Hematology Analyzers
Hematology, Reagents, Test Kits, and Controls
Imaging Systems
Infectious Disease, Test Kits
Lab Automation Systems
Lab Furniture and Lighting

LIS Software
Microbiology, Media, Reagents, Test Kits |
Instruments
Microscopes/Digital Cameras
Molecular Biology, Reagents, Test Kits/
Instruments
Point-of-Care Testing
Protective Apparel | Gloves
Rapid Tests
Reference Lab Testing Services
Refrigerators | Chillers | Temperature Monitors
Safety Products
Slide Makers and Stainers
Specimen Collection Needles | Tubes |
Containers | Identification Products
Specimen Transport
Urinalysis, Reagents, Test Kits, and
Instruments
Waste Management and Disposal Products
Water Purification Systems
Product Oncology Testing Products
Product Mass Spectrometry

INFLUENCERS

CONTENT EDITORS



KRISTINE RUSSELL
EVP, Publisher
Executive Editor

Kristine has been leading healthcare publications for 30 years, directing editorial content, events, newsletters and innovative digital platforms. She has extensive experience in all facets of media delivery and targeted marketing.

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LINDA WILSON
Managing Editor

Linda has been an editor in the healthcare industry for over 25 years. She specializes in many facets of medicine and healthcare operations that include information technology, nursing and clinical diagnostics.

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**HEALTHCARE
EXPERTISE**



**IDEA
DEVELOPMENT**



**DATA
INSIGHTS**

2021 EDITORIAL CALENDAR

	CONTINUING EDUCATION	CLINICAL ISSUES	LAB MANAGEMENT	INFECTION DIAGNOSTICS	EDUCATION	BEST PRACTICES	MOLECULAR DIAGNOSTICS	PRODUCT FOCUS	SHOW COVERAGE & FULL-PAGE AD BONUS
JAN	Immunodiagnostic Tests	HbA1C	RCM - Reimbursements	UTI	AI/ML in the Lab	QA/QC	Inflammatory Syndrome & COVID-19	Vitamin D	30% off ad in Jan with ad in Dec 2020 Social Media Message
FEB	HIV	Toxicology (Therapeutic & Drugs of Abuse)	State of the Industry: Clinical Analytics	Sepsis	Vascular COVID-19 ESR/CRP	Phlebotomy (POC)	PCR	Automation / Analyzers	Semi-Annual Signet Ad Study
MAR	Blood Disorders	Rapid Testing	Salary Survey	Emerging Diseases	LIS/EHR	PPE	COVID-19 Update	Chemistry Analyzers	CLMA Pre-Show Issue 60% of eProduct Insider
APR	Diabetes	COVID-19 Immunity	Lab of the Year	C. difficile	Certification Ready	State of the Industry: Best Practices in Lab Management	Autoimmune Diagnostics	COVID-19	CLMA Mar 21-23 Nashville CLMA Issue Clinical Spotlight: 35 words & image
MAY	Antimicrobial Resistance	Next-Generation Sequencing (NGS)	Lab Supply Forecasting	Virology	Lab Innovators Worth Watching	Developing QC Practices	Companion Diagnostics	Centrifuges	APHL May 17-20 Cleveland Clinical Spotlight: 35 words & image
JUN	Cardiac Biomarkers	Chemistry Advancements	Training and Cross-training	POCT	Analytics & Data Management	Immuno-Oncology Assays	Genotype Testing for Warfarin Response	Coagulation Analyzers	ASM Jun 3-7 Anaheim ASCO June 4-8 Chicago Clinical Spotlight: 35 words & image
JUL	Autoimmune/Allergy	Liquid Biopsies	State of the Industry: Disease Management	Group B Strep	Diabetes	Flow Cytometry	Genetics	Immunoassay Analyzers	Semi-Annual Signet Ad Study Joint ASCLS, AGT, SAFMLS Jun 27-July 1 Louisville, KY
AUG	Reducing Lab Errors	Cytokine Storm	Consumables	HAIs	Informatics	Retention in the Lab	Pharmacogenomics	Rapid Testing	AACC Pre-Show Issue Clinical Spotlight: 35 words & image
AUG	CLR 2021-2022 ANNUAL BUYERS GUIDE print, digital edition, online, industry shows					CLR FULL-PAGE AD BONUS: Free 5" listing in print + 30% off additional August MLO ad			
SEP	Flu/Respiratory	POCT	Utilization of Supplies and Equipment	Women's Health	Colorectal Cancer	Specimen Collection	Diagnosing Alzheimer's	Mass Spectrometry	AACC Sep 19-23 Anaheim AACC Issue - Social Media Message CVS Sep 27-30 West Palm Beach
OCT	Blood Pathogens	Breast & Ovarian Pathology	Lab Safety	Plasma & Platelets	Data Management	Immunohistochemistry	Emerging & Evolving Biomarkers	Hematology Analyzers	AABB Oct 16-19 Anaheim Clinical Spotlight: 35 words & image
NOV	Endocrinology	Prostate Cancer	Automation	HPV	Influenza	Hematology	State of the Industry: Molecular Diagnostics	The Changing Test Environment / New Tech	AMP Nov 18-20 Philadelphia MEDICA Nov 15-19 Dusseldorf Clinical Spotlight: 35 words & image
DEC	Antibodies	Controls/Reagents	Hall of Fame Test Products	STIs	Diabetes	Biomarkers	Tumor Markers	LIS Product Guide	Social Media Message

2021 RESEARCH

Begin with research to create marketing strategies that position your brand against your competition and make stronger connections with your customers.



BRAND PERCEPTION

Better understand the market perceptions around your brand, product awareness, recall, purchase intent, and more. Gain valuable insight for positioning your brand and take your marketing strategy to the next level.

Includes: Collaboration with your team to develop up to 10 questions, survey production, deployment to a select audience, detailed report and royalty-free usage



STATE OF THE INDUSTRY

Take advantage of our exclusive research results on a specific topic, published four times a year. As a sponsor of the final report written by our editors for print, digital edition and online, you take the leadership position for that topic.

Jan: Clinical Analytics
Apr: Best Practices Lab Management
Jul: Disease Management
Nov: Molecular Diagnostics

Includes: Your full page ad or advertorial Q&A page in print and digital edition plus your logo on the State of Industry eBook blast with impressions and clicks report.



HOT BUTTON INSIGHT

Measure top pain points, industry impacts and future outlooks on a specific topic. Results provide readers with a clear understanding of the topic, and help them benchmark their position on the topic relative to their peers.

Includes: Collaboration with your team to develop up to 10 questions, survey production, deployment to a select audience, detailed report and royalty-free usage



CUSTOM RESEARCH

Gain intelligence to form a robust business strategy, get market feedback on product concepts, or reach a deeper understanding of your customers. We deliver the critical ingredients — research expertise, our trusted brand, and a rich audience database to bring the data to life.

Includes: Collaboration with your team to develop up to 15 questions, survey production, deployment to a select audience, detailed report and royalty-free usage

2021 LEAD GENERATION

Choose from multiple options to generate leads and ensure your funnel stays full.
Programs conform to universal privacy laws, utilizing opt-in forms to generate highly-qualified leads.



VIDEO

Video is not just desirable today, it's a necessity with a perfect pairing of modern delivery and thought leadership. Engage new prospects while generating new leads.



LONG FORM CONTENT

In-depth technical information developed to educate and impact the daily work of your customer. Establish industry expertise with your solutions and nurture leads for great ROI.



SHORT FORM CONTENT

Share expertise in a Q&A with our editor, enlighten customers with TopTips, or project leadership by co-branding a published article to develop new connections and leads.



CUSTOM DIGITAL

Take your marketing strategy to the next level with laser-focused targeting to customers in need of your solutions.



EVENTS

As in-person events make a comeback, virtual events continue to generate the leads you need to keep your funnel full. We offer a section of events designed to meet your goals.

2021 VIDEO

Bring your solution to life with our platforms and proven techniques in video to generate engagement and deliver lead quality and quantity for any budget.



QUICK CHAT

Video in a short 10-15 minute format of Q&A between our editor and your customer representative and/or end-user. Perfect for product introductions, single solutions and brand updates.

Includes: Production, moderator, promotional program, contact leads and engagement report



WEBINAR

Explain complex concepts to engage professionals with research results, educational insight or in-depth solutions to a specific problem. Final webinar runs 45 minutes followed by 15 minutes of audience Q&A.

Includes: Production using your slides, promotional program of invites through online delivery of final video, moderator, in-video poll, engagement and full lead report



ROUNDTABLE

Casual 30-minute format with single sponsor chatting with your 8-12 customers on the topic of choice. Great for insight, real-world solutions and new ways to resolve industry challenges.

Optional: Happy Hour Event with a bottle of wine sent to participants prior to event

Includes: Production, promotional program, engagement metrics, contact lead report and optional coordination of incentive sent prior to event



IN-ARTICLE VIDEO

Place your video message within the editorial content on our website. This solution delivers a much higher than average click-through rate and delivers engagement report to track views.

Includes: Positioning within website and engagement report of impressions/clicks only



2021 LONG FORM CONTENT

Complex topics require detailed content that addresses specific needs to accelerate decision making. Our content specialists can help develop editorial to leverage interest among industry decision makers.



EXECUTIVE BRIEF

Staff-written article with up to three industry leaders on the topic of your choice. Published in print and digital edition, and promoted by email with leads.

Includes: Collaboration with editor on project goals, timeline, and editing of article with up to 2,500 words, royalty free. Logo on each spread of the article. Company description and logo on dedicated email promoting the article. Wallpaper ad, 970x90 ad and company description on dedicated article web page for 90 days. Full report of quality leads

WHITEPAPER

Introduce emerging technologies, expand on a complex topic and engage prospects to accelerate purchasing decisions.

Includes: Editorial collaboration, production of final report, asset hosting, promotional program, full-contact leads

Optional: Your existing whitepaper with us providing asset hosting, audience, promotion, leads

RESEARCH ROUND-UP

Take your research results to the next step with an article developed by our staff that addresses an industry problem. Article appears online with full promotional support.

Includes: Editorial collaboration, production of final report, asset hosting, promotional program, full-contact leads

CASE STUDY

Bring to the forefront an outside perspective. Showcase success stories from real customers to deliver an authentic representation of your solutions and the challenges they can solve.

Includes: Editorial collaboration, production of final report, asset hosting, promotional program, full-contact leads

EBOOK

Deliver know-how in a fully designed eBook format. Leverage our existing high-performing evergreen articles on a compelling topic relevant to our audience, and/or supply your own content and ads that we will format and deploy for you.

Includes: Editorial collaboration, production of final report, asset hosting, promotional program, full-contact leads

2021 SHORT FORM CONTENT

Easy to execute content types and condensed deliverables make short form content a go-to for savvy marketers. Deliver the highlights while positioning your brand as a source for helpful information.



ASK THE EXPERT

Shine a light on your thought leadership expertise and position your brand with this asset developed from an interview conducted by our editor. Available as a print/digital page or online only.

Includes: Collaboration with editor, page design, asset hosting, company logo and description on promotional email to select audience, 970x90 ad on dedicated web page for 90 days, full contact leads

TOP TIPS

Share 5 to 10 tips or steps to help our audience better understand a topic or guide them towards a purchase decision. Available as a print/digital page or online only.

Includes: Page design, asset hosting, company logo and description on promotional email to select audience, 970x90 ad on dedicated web page for 90 days, full contact leads

ARTICLE SPONSORSHIP

Take ownership of a highly relevant topic by sponsoring one of our current or past evergreen articles with promotion across all our online channels.

Includes: Company logo and description on dedicated email to select audience, 970x90 ad on dedicated web page for 90 days, full engagement report of impressions/clicks only

2021 CUSTOM DIGITAL

Narrow your focus to zero in on target prospects with highly effective messaging to keep you top of mind.



CUSTOM EMAIL

Target high-level lab professionals with your HTML message. Based on your objectives and goals, our team will set up and deploy a dedicated email to the decision makers you choose. Full reporting metrics provided and privacy compliant.

Includes: Deployment to select audience, full engagement report
Optional: leads with gated online form



PODCAST

Engage our audience with your thought leadership via an MP3 interview recorded between our Editor and your senior executive on the topic of your choice to be shared online with leads.

Includes: Collaboration with our Editor, production of MP3, asset hosting, promotion through email and web, gated form for leads, full contact reporting
Optional: Send us your podcast and we'll provide the audience and promotion



4.4K+



3.6K+



16.5K+

SOCIAL

Drive higher CTR% and conversions using Facebook, Twitter and LinkedIn. We'll manage your campaign using your banner, video, or native ads and create targets based on our website visitors.

Includes: Deployment of your banner, native, or video in social channels, engagement report



AMPLIFY

Accelerate the decision-making process by guiding prospects with this 3-step lead nurturing program. We'll leverage three unique email promotions and landing pages to engage our audience based on your specific criteria, narrowing down to the highest quality leads possible.

Includes: Design and deployment of emails, gated form, full lead report on second and third deployments.
Optional: Collaboration with Editor to develop three unique email messages:
1. Industry problem 2. End-user commentary 3. Your solution

2021 EVENTS

Whether virtual or in-person, events deliver the audience to create connections and generate quality leads by highlighting your solutions in a direct and personalized way.



SHOW & TELL

Aggregate your premium content into a digital hub designed to accelerate decision making through an immersive experience where prospects can self-educate and content binge.

Includes: Dedicated web page with logo, company description and up to 6 assets – your MP4 webcast, whitepapers, product demo, announcements, event materials. We'll set up an eEmail, print and web promotional program and deliver an engagement report for 90 days

Optional: Additional assets (more than basic 6)

Optional: Gate some or all your assets to generate qualified leads



MLO LAB DIRECTORS SUMMIT

The third annual summit is a unique opportunity providing you with a pre-screened audience of high-level Lab Directors from facilities that you select and who want to hear from you.

48 hours of face-to-face meetings, presentations, roundtable meals, and fun activities deliver an agenda of dynamic engagement within the perfect environment to establish solid relationships. Engage with 40-50 highly qualified, senior-level decision makers from lab facilities that are part of a hospital system with 100 beds or more. You'll know exactly who they are before they arrive, along with their product requirements for the next 6 to 18 months.

A personalized agenda provides time for meetings, presentations, roundtables, interactive meals and fun activities within a productive 48 hours without the crowds, distractions, booths or hidden fees. Your resort room, airport transfers, all meals, audio/visual equipment, small group meetings, one-to-one meetings, special events, and yes, even your bar tab is included in one all-inclusive price.

Supplier participation is limited for minimal competition. Reserve your position today to ensure your input on the lab directors we invite to the event.

WHERE: 4-STAR RESORT

WHEN: TBD 2021

2021 WEBSITE

MLO-ONLINE.COM delivers maximum engagement and exposure with large intuitive ads and rich media across all devices.



192,326

Average Monthly
Page Views

74,934

Average Unique
Monthly Users

Opportunities include run-of-site or channel-specific pages.

Ads reposition on refresh depending on number of impressions and length of campaign.

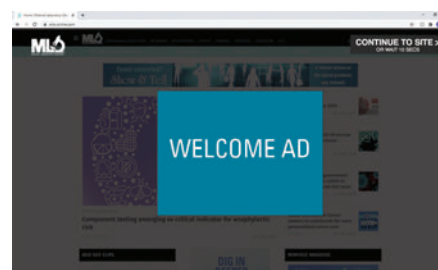
Digital programs are customized to your spend levels and discounts are available for multiple insertions.

Sponsorships of individual channel pages are available.

CHANNELS INCLUDE

Information Technology
Molecular
Diagnostics
Disease
Management

SOURCE: Google Analytics 2020



STANDARD BANNER ADS

- ▶ Leaderboard - Top & Sticky Bottom
- ▶ Billboard
- ▶ Medium Rectangle
- ▶ Half Page

RICH MEDIA ADS

- ▶ Reskin Wallpaper
- ▶ Pushdown Leaderboard
- ▶ In-Article Video
- ▶ In-Banner Video
- ▶ Expanding 300x250 and 300x600

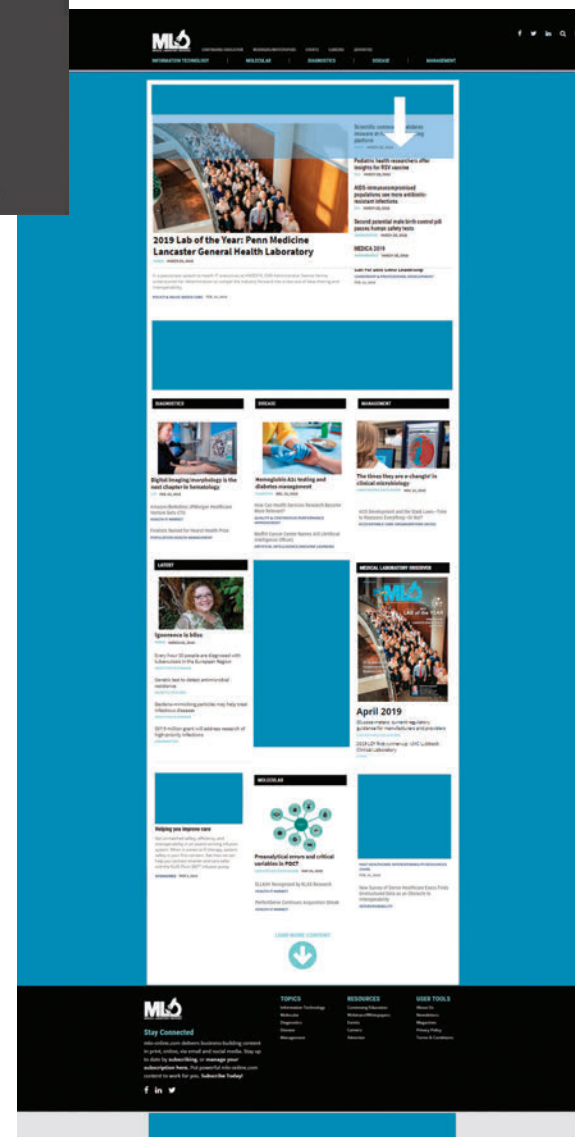
NATIVE ADVERTISING

- ▶ Native Ad
- ▶ Native Ad Sponsored Content

AUDIENCE EXTENSION

- ▶ In-depth Document

PRODUCTION SPECS:
helpcenter.endeavorb2b.com



2021 NATIVE ADVERTISING

Establish credibility, gain views for your content and drive traffic to your website or landing pages.



WEBSITE

192,326

Average Monthly
Page Views

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Average Unique
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NATIVE ADS

Feature your high-performing content on [MLO-online.com](https://mlo-online.com)

Native ad placements benefit from our highly trafficked channels that attract qualified lab professionals. Native ads rotate through site using your text + image. Deliverables include an image + text with URL that links back to your website. Labeled as Sponsored Content.

NATIVE ADS + SPONSORED CONTENT

Your content in our channels.

Sponsored Content with native advertising placements showcase your content in our channels, replicating form and function and attracting users. Sponsored Content + Native Ad deliverables include one article posted on our site and native ad deliverables (above) to drive traffic to your article page. Labeled as Sponsored Content.

NATIVE ADS + TAKEOVER PAGE

Your content displayed on a dedicated web page on our site.

Own the page with your content and an enhanced display, encouraging deep engagement and built to drive traffic back to your site. Native ads serve throughout our site to drive qualified professionals to your takeover page on our site. Deliverables include native ads (above) linked to your article on a dedicated page on our site with your leaderboard, medium rectangle and half page banner ads. Labeled as Sponsored Content.

2021 MAGAZINE Digital Edition & Print Edition

High-quality content that drives powerful brand awareness, targeting medical lab directors and managers involved in the efficiency, safety, ongoing education, regulatory adherence, and cost-effectiveness of the lab.



45.6K+

100% Audited
Print Subscribers

123K+

Print Reach
with Pass-along

10.6

Average Years
Spent Reading

84%

Read 3
out of 4 Issues

Source: Reader Profile Study
July 2020

B/W GROSS RATES - RUN OF BOOK (15% agency discount available)

SIZE	1x	3x	6x	9x	12x	18x	24x	36x
Full	\$ 5,685	\$ 5,561	\$ 5,440	\$ 5,312	\$5,090	\$4,942	\$4,818	\$4,717
2/3	\$ 4,323	\$ 4,223	\$ 4,115	\$ 3,997	\$3,875	\$3,726	\$3,582	\$3,537
1/2 Isl	\$ 3,953	\$ 3,880	\$ 3,774	\$ 3,679	\$3,599	\$3,519	\$3,458	\$3,412
1/2	\$ 3,147	\$ 3,086	\$ 3,002	\$ 2,914	\$2,840	\$2,734	\$2,684	\$2,648
1/3	\$ 2,413	\$ 2,344	\$ 2,289	\$ 2,237	\$2,189	\$2,135	\$2,103	\$2,082
1/4	\$ 1,850	\$ 1,812	\$ 1,760	\$ 1,707	\$1,679	\$1,639	\$1,608	\$1,584
1/6	\$ 1,532	\$ 1,486	\$ 1,441	\$ 1,398	\$1,363	\$1,315	\$1,276	\$1,244
1/8	\$ 1,160	\$ 1,125	\$ 1,091	\$ 1,058	\$1,032	\$ 996	\$ 966	\$ 942
Spread	\$11,124	\$10,790	\$10,467	\$10,153	\$9,848	\$9,553	\$9,266	\$8,988

COLOR	AD	SPREAD	COLOR	AD	SPREAD
2 Color-standard	\$615	\$1,135	3 or 4-color process	\$1,150	\$2,000
2 Color-PMS	\$915	\$1,525	Metallics	\$1,200	\$1,970

All rates above are based on payments by check, ACH, or wireless transfer
Check with your Sales Contact for rates with other forms of payment

COVERS & SPECIAL POSITIONS

- Inside Front Cover: add 20% to full-page frequency discount
- Inside Back Cover: add 15% to full-page frequency discount
- Back Cover: add 25% to full-page frequency discount
- Guaranteed Positions: add 10%

CLOSING DATES & FREQUENCY DISCOUNTS

- Published monthly
- Closing the 1st of the month prior to publication. Materials due one week later
- Cancellations are not accepted after the closing date
- Publisher reserves the right to select position
- Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed, and subject to production limitations
- Inserts are accepted as supplied or as Publisher-printed

BONUS: All print advertisers receive free link to their website on our monthly "It's on the way" e-newsletter announcing the new issue



PRODUCTION SPECS:
helpcenter.endeavorb2b.com

2021 CLR Annual Buyers Guide

List your company, products, and services in MLO's annual reference and buyers guide published in August – in print and online for a full year.



Your listing in CLR reaches thousands of MLO and CLR web visitors ... plus MLO magazine subscribers ... plus conference attendees throughout the year.

COMPANY LISTING INCLUDES

- ▶ Web listing of your color logo, 100 words, your contact information, and list of products... cross-referenced and searchable three ways by:
 1. Company 2. Test 3. Equipment, Products, Services
- ▶ CLR print edition, mailed to 45k+ MLO subscribers in August
- ▶ The CLR digital edition is emailed to 45k+ subscribers and remains online all year at both mlo-online.com and clr-online.com.

NEW ADVERTISERS Sign up for a new username and password here:
<https://www.clr-online.com/Admin/NewUser.aspx>

PREVIOUS ADVERTISERS If you don't have your username/password, your Sales Contact will email them to you so you can make changes online to your previous listing.

CLR listings are purchased for print by the inch. A print listing is published by COMPANY in alphabetical order, with up to 50 free cross-references in the CLR Index by CATEGORY. (Choose from 4,900 Index Categories of tests, equipment, products and services). The same information is then published online for one year, searchable three ways.

LISTING RATES

Standard print size (1 column x 5" deep listing): \$1,115 net

Listing includes color logo, contact information, 100 words, and up to 50 FREE Index category references.

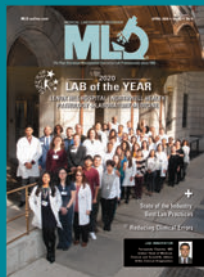
Additional inches: \$195 (30-35 words per inch and 10 FREE Index category references per inch purchased).

Full page CLR print advertisers receive FREE 5" listing + 30% off additional ad in MLO August issue.



2021 LAB of the YEAR

CALL FOR ENTRIES



MLO's Lab of the Year (LOY) award coincides with National Medical Laboratory Professional Week and allows medical laboratories to demonstrate their contributions to quality patient care. Submissions will be judged on measurable achievements in six areas. A panel of judges selected from MLO's Editorial Advisory Board will review all submissions to select the winner and two runners-up, all of whom will be featured in the April 2021 issue of MLO. At the time of their notification, winning laboratories will be asked to submit photographs according to an electronic standards format.

Submissions due by Monday, JANUARY 10, 2021

Send submissions to: lwilson@mlo-online.com

RULES TO NOMINATE YOUR LAB:

All nominations must be original and exclusive to MLO and not have been submitted – either original or edited – to any other publication or online media outlet currently or within the previous year. Nominations for the MLO Medical LOY Award 2021 will be accepted only from employees of the laboratory system; utilizers of the laboratory's services; and its non-vendor affiliates.

Nominated organizations must be willing to share information regarding annual performance. For the nomination, highlight as many specific, measurable achievements and goals that were met over the past year.

Submissions must include the following nominee information: (a) Name, (b) Address, City, State and Zip, (c) Telephone number and (d) Email address AND the following nominated

laboratory information: (a) Institution name, (b) Address, City, State and Zip, (c) Telephone number, (d) Email address, (e) Number of full-time equivalents, (f) Scope of responsibilities, and (g) Size of facility, number and types of tests performed.

ENTRIES WILL BE JUDGED ON THE FOLLOWING AREAS:

Customer service How the laboratory has handled lab tests and distribution of the results for internal customers, such as hospitals, physicians as well as patient safety and outcomes. **Productivity** – How the laboratory has increased output, improved service levels, and enhanced quality, cost savings and patient benefits. Has the use of technology helped contribute to productivity improvements?

Teamwork How well laboratory staff members work together; how they work to make the group greater than the sum of its parts.

Education and training How well the laboratory prepares staff to do a safe, cost-effective, efficient job; how well it prepares members for career advancement. Do you have quality control measures and standards in place or an individualized QC plan program?

Strategic outlook Does the department have a strategic plan? What does it entail? What are its elements of innovation, creativity and originality?

Lab inspections What are the results of your laboratory inspections and/or accreditations?

Please note there are no limits on the length of your entry. It is helpful to document any claims made. Documentation can include charts, PowerPoint presentations, Word docs, Excel spreadsheets, photos, etc.

FOR MORE INFORMATION: <https://www.mlo-online.com/events/article/21119516/mlos-lab-of-the-year-award>

2021 EDITORIAL GUIDELINES



Medical Laboratory Observer is written for key laboratory management professionals and staff in hospital laboratories, independent clinical laboratories, integrated delivery networks, blood banks, physician office labs, government labs, and emergency care centers.

Please send queries and abstracts to:
editor@mlo-online.com

WHAT WE ARE LOOKING FOR

Exclusive, informative, nonpromotional, original content. All MLO feature articles are peer reviewed.

SUBMITTING AN ARTICLE

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