**Promoting Laboratory Visibility  
Guidance Document on Intended Use of Tools/Resources**

**Note:** Any tools and/or resources used from this Toolkit should be adapted for your own laboratory or health system, as appropriate.

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| Name of Tool/Resource | Description of Tool/Resource | How to Use this Tool/Resource |
| 1.0 Lab Visibility Overview\_v1\_072023 | Overview of Lab Visibility Pillar | Use this presentation to provide an overview of the “Promoting Lab Visibility” Pillar of the ASCP Negotiation and Advocacy Toolbox. |
| 1.1 Lab Visibility Intended Use\_v3\_0520205 | Resource for every Toolkit which includes each document included in the toolkit and its potential intended use by end-users | Use this document to better understand the documents and tools in each Toolkit and how they can be used to better advocate for your laboratory’s needs. |
| 1.2 Lab Visibility Supp Refs\_v2 | Additional references and resources relevant to each Toolkit | Use this document to obtain additional references and resources for each pillar topic. |
| 1.3 Newborn Screen Tacking (Lab OB)\_v1\_072023 | Tool to track outliers for Newborn Screening collections and submissions | Use this tool to work collaboratively with OB to improve processes. |
| 1.4 Quarterly Quality Report\_v1\_072023 | High-level scorecard reflecting the quality and services provided by the laboratory | Use this tool to share your quarterly metrics with Medical Directors and other departments as appropriate. |
| 1.5 Corrected Report Audit (Lab, Quality)\_v1\_072023 | Tool that allows laboratory to track corrected reports and follow up actions | Share this information with Organizational Quality to identify errors or trends and to improve reporting. |
| 1.6 Transfusion Medicine Statistics\_v1\_072023 | Sample Transfusion Medicine Metrics | Use to present key metrics at various committees and show to inspectors and senior administration. Also use to monitor trends and implement process improvements, if applicable. |
| 1.7 AM Lab Metrics\_v1\_072023 | Percent of AM lab draws that are collected, received, and/or resulted by 8 AM, 9 AM or any other defined time | Use to monitor % of AM draws resulted by a defined time frame (e.g. 8 AM, 9 AM) to expedite discharges by a defined time (e.g. 11 AM) and reduce Length of Stay (LOS). |
| 1.8 Turn-around-time Metrics\_v1\_072023 | Example of turn-around time dashboards for laboratory testing, various divisions. | Use these dashboards to present at various committees. The **Lab Turnaround Time KPI** measures the ability of your lab to process lab results. This is the base KPI for any lab and is a leading indicator for patient satisfaction. |
| 1.9 Test Utilization Metrics Vit D example\_v1\_072023 | Example of Test Utilization dashboards. User can filter by test, ICD10 code, physician, and other metrics. | Use to help give feedback of physician test utilization for specific tests such as Vitamin D, A1C, etc. Use to monitor overutilization of certain tests and help educate physicians and senior management. This also will help cut cost and help the bottom line of the health system. |
| 1.10 Blood Utilization Dashboards\_v1\_072023 | Sample blood utilization dashboards to present at transfusion committee and Medical Staff committees. | Share with IT to give them an idea of what is required when building Transfusion Guideline dashboards. This tool will help reduce unwarranted blood product transfusions. All providers will be encouraged to help the System achieve this goal by reviewing their own transfusion utilization data. |
| 1.11 Pre-Analytic Dashboards\_v1\_072023 | Monitors pre-analytical non-conforming events such as hemolysis, clotted, and contaminated specimens. | Use to help monitor the rate of individual phlebotomists to guide re-education and refresher training. Another use is to monitor nursing error rates and, if above the threshold, share results with the nurse educator to help with compliance.  Pre-analytical errors comparing Phlebotomists Vs. Nursing can be used to justify hiring additional phlebotomists to draw blood. |
| 1.12 Sample Microbiology Metrics\_v1\_072023 | Sample microbiology dashboards and metrics | Use to present key microbiology metrics at various committees including Quality Assurance committee, Emergency Department, and infection control. |
| 1.13 Sample Pathology Metrics\_v1\_072023 | Sample pathology dashboards and metrics | Use to present key metrics at various committees and to senior administration. Also, use to monitor trends and implement process improvements, if applicable. |
| 1.14 Transfusion Medicine Metrics\_v1\_072023 | Example of proposed transfusion guidelines for RBC and platelets | Incorporate in patient blood management program and clinical decision support to improve physician order practices. Present at transfusion committee and MED staff committee for approval. |
| 1.15 Inspection report out\_v1\_072023 | Results of inspection | Use this template to share your inspection summary to Organizational Quality and Provision of Care staff and demonstrate lab value to the organization. |
| 1.16 Transfusion report out\_v1\_072023 | Tool that presents metrics tracked in coordination with Organizational Quality or Provision of Care Coordinating Council | Present to organizational quality or Provision of Care Coordinating Council to provide updates and projects in progress. |
| 1.17 Blood draw center with Ihab | Video about blood donation | Sample video to use to explain the need and the importance of blood donation. Work with the internal marketing department to develop a video that you can play in the donor room while donors are waiting and/or share with internal employees as a part of blood donor campaign program. |
| 1.18 How to properly label specimens | Video on proper labeling of laboratory specimens | Use to educate nurses and specific areas (e.g. Emergency department, etc.) on the proper labeling of blood specimens. Can use during nurse orientation or roll out internally with the help of your marketing department to educate all nurses and help lower the number of improperly labeled specimens. Accurate patient identification and correct specimen labeling are critical patient safety issues in healthcare. Inaccurately identified specimens can lead to delayed or wrong diagnoses, missed or incorrect treatments, blood transfusion errors, and additional laboratory testing. |
| 1.19 Proposed Plasma Transfusion Guidelines with Refs\_v1\_072023 | Transfusion Guidelines for Plasma transfusion | Incorporate in patient blood management program and clinical decision support to improve physician order practices. Present at the transfusion committee, MED staff committee and other committees for input and approval. |
| 1.20 Proposed Transfusion Guidelines RBC and Platelets with Refs\_v1\_072023 | Example of proposed transfusion guidelines for RBC and platelets | Incorporate in patient blood management program and clinical decision support to improve physician order practices. Present at transfusion committee and MED staff committee for approval. |
| 1.21 Microbiology Specimen Labeling\_v1\_072023 | Proper labeling of microbiology specimens | Use to communicate internally and/or with outreach clients on the proper labeling of microbiology specimens. |
| 1.22 Leaders Rounding on Internal Customers\_v1\_072023 | Sample rounding form | Use this form and questions when rounding with managers and directors within the organization. This will help you gain insight on what is and is not working well and improve. Start rounding with areas that your lab interacts with the most such as the operating rooms, and/or you can use it to round with your outreach customers. |
| 1.23 Blood Utilization Campaign Screensaver\_v1\_072023 | Sample blood utilization or patient blood management screen saver | Roll-out as part of a marketing campaign plan to educate physicians and other healthcare providers regarding blood utilization. Transfusion of the smallest effective dose of red blood cells (RBCs) is recommended because liberal transfusion strategies do not improve outcomes when compared to restrictive strategies. Unnecessary transfusion generates costs and exposes patients to potential adverse effects without any likelihood of benefit. Clinicians are urged to avoid the routine administration of two units of RBCs if one unit is sufficient and to use appropriate weight-based dosing of RBCs in children. |
| 1.24 Elevate Lab Visibility\_v1\_072023 | Presents tools to enhance laboratory visibility | Use to elevate and sustain laboratory visibility internally within the health system, as well as externally. Identifies tools that you can use to advocate for your lab and efficiently run a clinical lab. |
| 1.25 Lab Value Template\_v1\_072023 | Sample presentation template with key metrics to include to demonstrate the value of the lab. | Use to communicate the value of the lab to senior management, to gain trust and help justify needs for the lab. |
| 1.26 TMMC\_Clinical Lab Presentation\_v1\_072023 | Sample PowerPoint highlighting key improvements and metrics about the Torrance Memorial Clinical Laboratory (a ASCP/JCC recognized [Leading Laboratory](https://www.jointcommission.org/what-we-offer/accreditation/health-care-settings/laboratory-services/leading-laboratories/)). | Use as an example on what to present as a brief overview about your clinical lab to highlight laboratory value, innovation, and quality. |
| 1.27 Leading Lab Presentation\_v1\_072023 | Presentation about elevating the profile of the laboratory (presented by Torrance Memorial Clinical Laboratory - a ASCP/JCC recognized [Leading Laboratory](https://www.jointcommission.org/what-we-offer/accreditation/health-care-settings/laboratory-services/leading-laboratories/)). | Presentation that includes key slides and ideas that you can use to elevate and sustain the profile of your lab. |
| 1.28 Lab Newsletter\_v1\_072023 | Quarterly lab newsletter | Use to communicate important changes such as new tests, obsolete test, new reference ranges, new technology both internally and externally. A newsletter can enhance trust between your laboratory and physicians. It can help brand your laboratory as a trusted resource and build expectations of what services you provide. Consult your marketing departments, as they may have templates already used within the organization. |
| 1.29 Sample Lab Newsletter | Quarterly lab newsletter  (example from Torrance Memorial Medical Center) | Use to distribute internally and externally to communicate important changes such as new tests, obsolete tests, new reference ranges, new technology. A newsletter can enhance trust between your laboratory and physicians. It can help brand your laboratory as a trusted resource and build expectations of what services you provide. |
| 1.26 Medical Laboratory Scientist (MLS) Presentation\_v1\_072023 | PowerPoint about the MLS profession | Use to present at high schools, colleges, career days to promote the MLS profession. |
| 1.27 Lab Visibility – Volunteer Newsletter Template | Newsletter example | Used to communicate important updates and changes both internally and externally. A newsletter can enhance trust between your laboratory, physicians, and the community. It can help brand your laboratory as a trusted resource and build expectations of what services you provide to the hospital and community. This example from ASCP provides highlights of volunteer opportunities, spotlights on laboratorians, awards and scholarship opportunities. Consult your marketing departments, as they may have templates already used within the organization. |
| What’s My Next Website | ASCP What’s My Next website | ASCP’s website to provide helpful education and [roadmaps](https://www.whatsmynext.org/wp-content/uploads/2024/02/11-231066-JP_Membership_WMN_Career-Roadmap-Updates.pdf) on laboratory career pathways, [one-pagers](https://www.whatsmynext.org/?page_id=690) on different laboratory careers, videos from laboratory heroes, etc. This website has excellent promotional materials to support external advocacy as you help to bring awareness of clinical laboratory career paths to high school students, college students, career fairs, STEM events, and other public-facing laboratory visibility events. |
| ASCP\_Medical Laboratory Careers\_Road Map | One-pager handout on medical laboratory science career pathways | Use this excellent one-pager handout to promote lab professions to high school students, college students, science teachers, school counselors and other stakeholders interested in laboratory science career pathways. |
| Histotechnician | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of a histotechnician. |
| Medical Laboratory Assistant | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of a medical laboratory assistant. |
| Medical Laboratory Technician | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of a medical laboratory technician. |
| Phlebotomist | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of a phlebotomist. |
| TM\_Histotechnologist | Promotional one-page flyer | This one-pager (developed by Torrance Memorial Medical Center) can be used to promote the profession of a histotechnologist. |
| TM\_Phlebotomist | Promotional one-page flyer | This one-pager (developed by Torrance Memorial Medical Center) can be used to promote the profession of a phlebotomist. |
| Cytologist | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of a cytologist. |
| Histotechnologist | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of a histotechnologist. |
| Medical Laboratory Scientist | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of a medical laboratory scientist. |
| Pathologists’ Assistant | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of a pathologists’ assistant. |
| Anatomic Pathologist | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of an anatomic pathologist. |
| Clinical Pathologist | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of an clinical pathologist. |
| Medical Laboratory Director with Doctoral Degree | Promotional one-page flyer | This one-pager (designed by ASCP and available through the “What’s My Next” campaign website) can be used to promote the profession of a medical laboratory director with a doctoral degree. |
| TM\_Career\_flyer\_Pathology | Promotional one-page flyer | This one-pager (developed by Torrance Memorial Medical Center) can be used to promote the profession of a pathologist. |
| Building Lab Advocates | Presentation on how to build a cadre of laboratory advocates | This presentation provides tips on how medical laboratories and lab professionals can promote lab medicine careers. |
| MLS Program Brochure Template | MLS Program Brochure Template | This template can be used to promote and explain the role of the MLS. It can be modified to include information about local MLS programs to share at career fairs, conferences, or other student-facing public events. |
| ASCP\_Patient and Family Guide\_Checklist | Checklist document to support ASCP Patient and Family Guide to Laboratory Testing | This checklist is intended to be  used in conjunction with the  “Patient & Family Guide to  Laboratory Testing: Frequently  Asked Questions (FAQ):  Understanding Your Lab Test  Results” guide. Both the guide  and the checklist are designed for patient and family advocates, and other members of the healthcare team, as they discuss what laboratory tests mean to patients and their families. |
| ASCP\_Patient and Family Guide to Lab Testing | *ASCP Amazing Lab Race Champion’s Vault resource (winner-contributed content)* - FAQ Guide | This guide is designed for patient and family advocates, as well as other members of the healthcare team, to describe the role of laboratory tests, the testing process, and what lab results mean for a patient’s care to patients and their families. |
| ASCP\_Patient and Family Guide to Lab Testing\_Editable | *ASCP Amazing Lab Race Champion’s Vault resource (winner-contributed content)* - FAQ Guide in an editable format | This guide is designed for patient and family advocates, as well as other members of the healthcare team, to describe the role of laboratory tests, the testing process, and what lab results mean for a patient’s care to patients and their families. This version of the resource can be modified to add specific info for labs or healthcare systems. |
| Navigation Guide for MLS Program Title Change | How-to Guide to changing educational program title changes | This how-to guide outlines the steps necessary to adopt and support MLS nomenclature in educational program titles. |
| ASCP Lo-Fi Laboratory Engagement Guidebook | How-to Guide for setting up easy, impactful laboratory engagement activities for students | This practical guide is designed to help lab professionals and science educators plan and execute engaging, cost-effective outreach activities in public or institutional settings - such as career fairs, science festivals, small booths, classrooms, and more.  Inside, you'll find:  - **Ready-to-go activity ideas** that are portable, visually appealing, and suitable for a range of audiences  - **Materials checklists** to streamline setup and ensure you’re outreach-ready  - **Suggested demonstration scripts** tailored for high school and college-level students to spark interest and curiosity in the lab sciences. |