



# 2021 MEDIA SOLUTIONS

THE PEER-REVIEWED MANAGEMENT SOURCE FOR LAB PROFESSIONALS SINCE 1969

The background of the page is a composite image. On the left, there is a large, blue, 3D-rendered DNA double helix. On the right, there is a photograph of a lab technician wearing a blue protective suit and a face shield, holding a test tube. Overlaid on the DNA helix is a network of white dots connected by thin white lines, resembling a molecular or data network.

**Analytics**  
**Analyzers**  
**Antimicrobial Resistance**  
**Assays**  
**Autoimmune**  
**Automation**  
**Biomarkers**  
**Blood Banking**  
**Cancer**  
**Chemistry**  
**Coagulation**  
**Controls/Reagents**  
**Diabetes**  
**Drugs-of-Abuse Testing**  
**Flu/Respiratory**  
**Hematology**  
**IHC**  
**Infectious Disease**  
**Lab Management**

**LIS**  
**Mass Spectrometry**  
**Men's Health**  
**Microbiology**  
**Molecular Diagnostics**  
**Pathology**  
**PCR**  
**Pharmacogenomics**  
**POCT**  
**QC/QA**  
**Radiology**  
**Regulations**  
**Salary Survey**  
**Sepsis**  
**Software**  
**STIs**  
**Urinalysis**  
**Virology**  
**Women's Health**

# 2021 AUDIENCE

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



## 144,128

Average Monthly Audience

MAGAZINE  
45,638

ENEWSLETTER  
36,225

WEBSITE  
57,918

SOCIAL  
4,347

## DECISION MAKERS

37%

LAB DIRECTOR

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

16%

Chief | Asst. Chief Medical Technologist | MLT | MLS

14%

Pathologist | Physician

12%

Director | Manager Radiologist | Imaging

11%

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

6%

Clinical Chemist | Microbiologist | Hematologist

2%

Hospital Admin. | Owner | Officer | Purchasing

1%

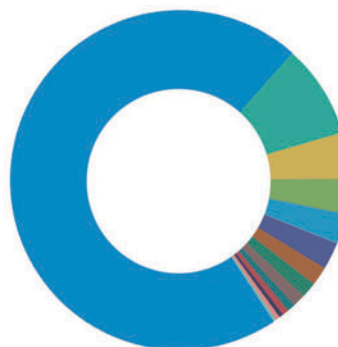
LIS | EMR | EHR Manager

## PURCHASING STRENGTH

88%

of the audience are involved in  
the purchasing process

## DIAGNOSTIC LAB FACILITIES



80% Hospital Lab

9% Independent Lab  
4% Physician's Office Laboratory  
3% Group Practice Lab  
3% Government and Public Health Lab  
3% Medical School/Med Tech/CLS Ed Programs  
2% Home Health Care Agency  
2% Other  
1% Blood Bank  
1% Biomedical Industrial Lab  
1% Free Standing Emergency Center/Amb Care Center  
<1% Group Purchasing Organization/HMO/PPO  
ACO/Accountable Care Org/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 (Software)

Lab Furniture and Lighting  
Laboratory Info Systems  
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  
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

# 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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## CONTRIBUTOR: MLO MDx SERIES



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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)	RT-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	CVS May 5-8 Savannah, GA 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	Joint ASCLS, AGT, SAFMLS Jun 27-July 1 Louisville, KY AACC Pre-Show Issue Clinical Spotlight: 35 words & image
AUG	Reducing Lab Errors	Cytokine Storm	Consumables	HAIs	Informatics	Retention in the Lab	Pharmacogenomics	Rapid Testing	AACC Jul 25-29 Anaheim AACC Issue Social Media Message
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	Semi-Annual Signet Ad Study
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, brand awareness and 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 with graphs 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/clicks report.*

**STATE OF THE  
INDUSTRY**



## 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 with graphs 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 with graphs 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 reports*



## 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 (invites through online delivery of final video), moderator, in-video poll, engagement metrics and full lead report*



## ROUNDTABLE

Casual 45-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 meet industry challenges.

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

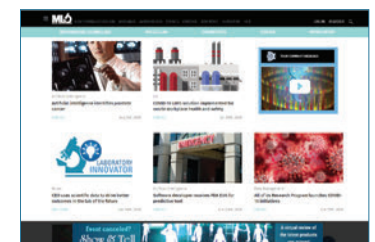
*Includes: Production, promotional program, engagement metrics, contact lead report and optional coordination of gifts sent prior to event*



## 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 offers engagement metrics to track views.

*Includes: Positioning within website and full online 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.

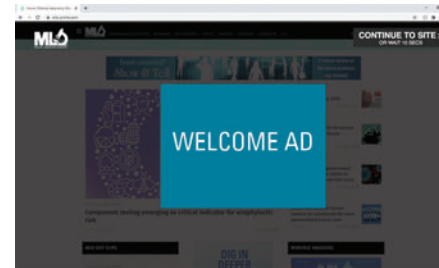
Digital programs are customized to your spend levels and discounts are available for multiple insertions.

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

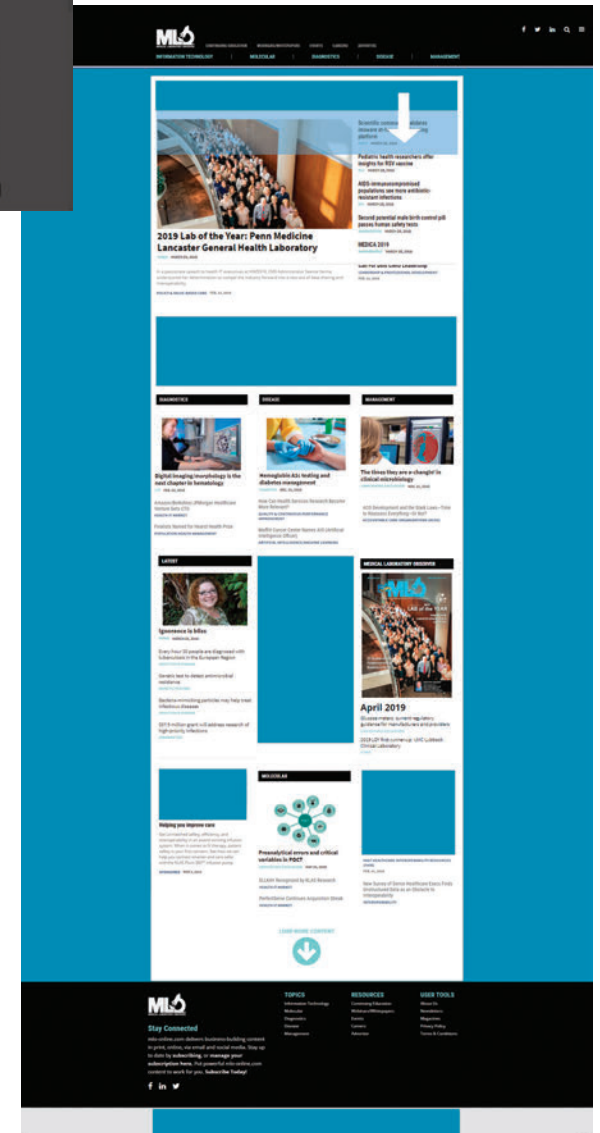
## NATIVE ADVERTISING

- ▶ 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

**74,934**

Average Unique  
Monthly Users



## 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 eNEWSLETTERS

Consistent email engagement with 45K+ subscribers daily via LABline and monthly with the MLO eProduct Insider



## 45K+

eNewsletter Reach

## 9%

Average Unique  
Open Rate

## 16%

Ad Average  
Total CTR

## LABline

LABline is deployed daily Monday-Friday  
Advertisers receive a monthly report with  
impressions and clicks.

*Sizes offered: 600x100, 300x250, or text ad  
with image, headline, 35 words, URL*

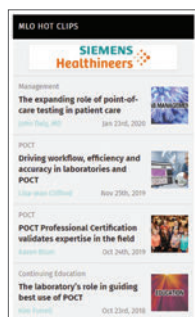
### LABline HOT CLIPS

Collection of previously published articles  
focused on one topic each month.

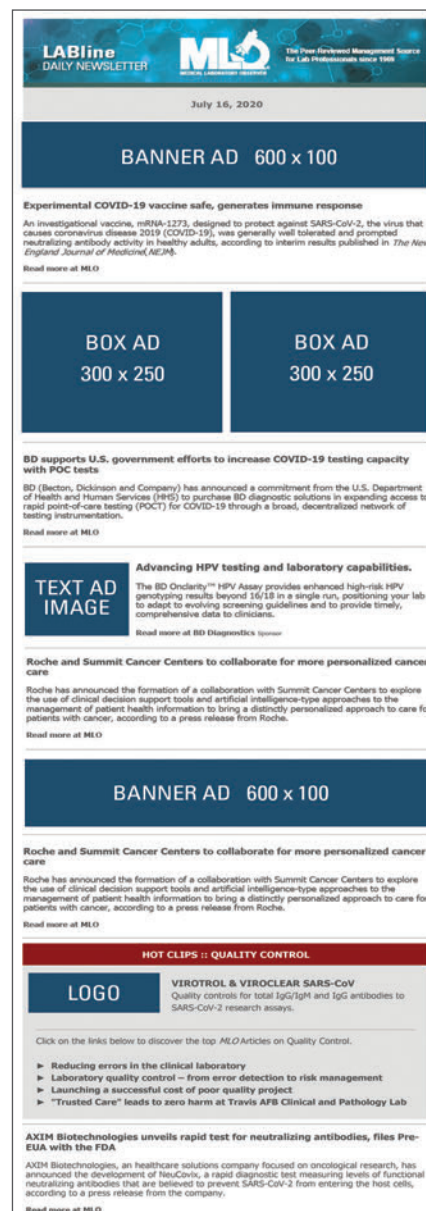
*Includes: your logo, headline, and 10  
words for LABline.*

*Optional: 300x250 banner on MLO website*

JAN: Women's Health  
FEB: HIV/Hepatitis  
MAR: Diabetes  
APR: LIS/Software  
MAY: HAI/Sepsis  
JUN: MDx  
JUL: Blood Banking  
AUG: Pathology/AP  
SEP: QC/QA  
OCT: Sponsor's Choice  
NOV: Flu/Respiratory  
DEC: Cancer



PRODUCTION SPECS:  
helpcenter.endeavorb2b.com



**LABline**  
DAILY NEWSLETTER

July 16, 2020

**BANNER AD 600 x 100**

**Experimental COVID-19 vaccine safe, generates immune response**  
An investigational vaccine, mRNA-1273, designed to protect against SARS-CoV-2, the virus that causes coronavirus disease 2019 (COVID-19), was generally well tolerated and prompted neutralizing antibody activity in healthy adults, according to interim results published in *The New England Journal of Medicine* (NEJM).

Read more at MLO

**BOX AD 300 x 250**

**BOX AD 300 x 250**

**BD supports U.S. government efforts to increase COVID-19 testing capacity with POC tests.**  
BD (Becton, Dickinson and Company) has announced a commitment from the U.S. Department of Health and Human Services (HHS) to purchase BD diagnostic solutions in expanding access to rapid point-of-care testing (POCT) for COVID-19 through a broad, decentralized network of testing instrumentation.

Read more at MLO

**TEXT AD IMAGE**

**Advancing HPV testing and laboratory capabilities.**  
The BD Onclarity™ HPV Assay provides enhanced high-risk HPV genotyping results beyond 16/18 in a single run, positioning your lab to adapt to evolving screening guidelines and to provide timely, comprehensive data to clinicians.

Read more at BD Diagnostics | Sponsor

**Roche and Summit Cancer Centers to collaborate for more personalized cancer care**  
Roche has announced the formation of a collaboration with Summit Cancer Centers to explore the use of clinical decision support tools and artificial intelligence-type approaches to the management of patient health information to bring a distinctly personalized approach to care for patients with cancer, according to a press release from Roche.

Read more at MLO

**BANNER AD 600 x 100**

**Roche and Summit Cancer Centers to collaborate for more personalized cancer care**  
Roche has announced the formation of a collaboration with Summit Cancer Centers to explore the use of clinical decision support tools and artificial intelligence-type approaches to the management of patient health information to bring a distinctly personalized approach to care for patients with cancer, according to a press release from Roche.

Read more at MLO

**HOT CLIPS :: QUALITY CONTROL**

**LOGO**

**VEROTROL & VIROCLEAR SARS-CoV**  
Quality controls for total IgG/IgM and IgG antibodies to SARS-CoV-2 research assays.

Click on the links below to discover the top MLO Articles on Quality Control.

- Reducing errors in the clinical laboratory
- Laboratory quality control – from error detection to risk management
- Launching a successful cost of poor quality project
- "Trusted Care" leads to zero harm at Travis AFB Clinical and Pathology Lab

**AXIM Biotechnologies unveils rapid test for neutralizing antibodies, files Pre-EUA with the FDA**  
AXIM Biotechnologies, an healthcare solutions company focused on oncological research, has announced the development of NeuCovix, a rapid diagnostic test measuring levels of functional neutralizing antibodies that are believed to prevent SARS-CoV-2 from entering the host cells, according to a press release from the company.

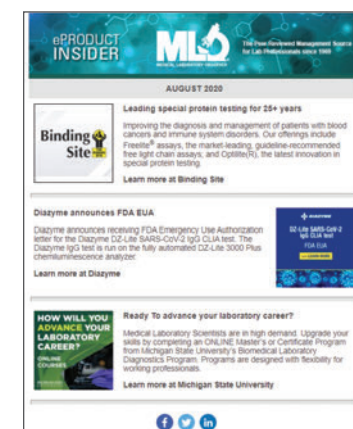
Read more at MLO

## eProduct INSIDER

Share your product with a relevant, engaged audience each month. This product-only newsletter reaches 45K+ subscribers, with advertisers receiving a monthly report of impressions and clicks.

**Show Issues:** Discount for print advertisers in CLMA, AACC, AABB and AMP show issues

*Includes: your product image, headline, 35 words, and URL  
Due 20th of prior month*



**ePRODUCT INSIDER**

AUGUST 2020

**Leading special protein testing for 25+ years**  
Improving the diagnosis and management of patients with blood cancers and immune system disorders. Our offerings include: FreeCell® assays, the market-leading, guideline-recommended free light chain assays; and OptiCell® (the latest innovation in special protein testing).

Learn more at Binding Site

**Binding Site**

**Diazyme announces FDA EUA**  
Diazyme announces receiving FDA Emergency Use Authorization letter for the Diazyme DZ-Lite SARS-CoV-2 IgG CLIA test. The Diazyme IgG test is run on the fully automated DZ-Lite 3000 Plus chemiluminescence analyzer.

Learn more at Diazyme

**HOW WILL YOU ADVANCE YOUR LABORATORY CAREER?**  
Medical Laboratory Scientists are in high demand. Upgrade your skills by completing an ONLINE Master's or Certificate Program from Michigan State University's Biomedical Laboratory Diagnostics Program. Programs are designed with flexibility for working professionals.

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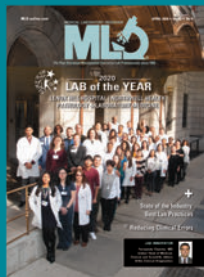
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# 2021 LAB of the YEAR

## 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](mailto: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:**  
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## WHAT WE ARE LOOKING FOR

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

## SUBMITTING AN ARTICLE

- ▶ The primary audience is clinical laboratory directors or decision-makers at various levels, mostly with hospital-affiliated labs. The writer can assume our readers have some knowledge of the topic, but not as much as they might wish to or need to have, including the latest knowledge. Try to avoid “medicalese” without oversimplifying the article.
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one 300 dpi. high resolution photo.

- ▶ Send any figures or any graphics as high-resolution attachments, rather than “embedded” in the document. Figures or tables should be referred to by number in the text so we know where to place them in the layout.
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