

2021 Medical Lab Professionals Forums with leads

JOIN US in these four partial-day virtual events in 2021 as we present an exclusive MLO report on the latest clinical industry updates, followed by break-out sessions focused on specific product solutions.

Our editor will introduce your company's thought leader for a 15 minute presentation on a related topic of your choice. Presentations are pre-recorded and may include a Q&A video session with our editor, PowerPoint deck, a webcast, or existing company video that illustrates how specific lab solutions can improve the efficiency and efficacy in today's lab environment.

SPONSOR A FORUM OF YOUR CHOICE

SILVER SPONSORS RECEIVE:

- ▶ All contact leads from the live and on-demand registrants from MLO's 115,000 digital audience
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- ▶ Royalty-free use of the presentation

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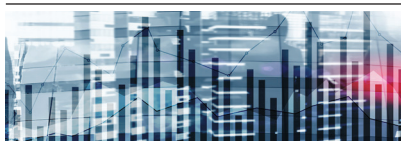
- ▶ *All of the SILVER assets PLUS*
- ▶ Full page Forum Recap by our editors developed from your presentations and published in MLO magazine, Digital Edition, and MLO website.
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All SILVER & GOLD for \$12,000 net / Forum



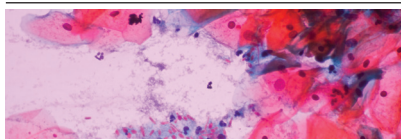
Thursday, March 25 COVID-19 and the Lab: Testing, Supplies & Management

Discussions on the latest in COVID-19 testing, supplies, and related operational processes, beginning with an MLO presentation on updates to the COVID-19 laboratory process, test types, mediums, regulatory updates and reimbursement strategies.



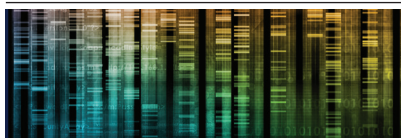
Tuesday, May 18 Clinical Analytics and Data Management

MLO editors present findings from our Special Report research on Informatics in the Laboratory with focus on the creation of valuable clinical analytics usage and data management, followed by valuable related solutions for healthcare laboratories.



Tuesday, August 17 Disease Management

According to the CDC, clinical laboratories provide the foundation for accurate and timely disease diagnosis, prevention, and control to improve the health and safety of patients. MLO explores how lab professionals can help with disease management programs (DMPs) developed at their facilities.



Wednesday, Dec 1 Molecular Diagnostics for the Future Clinical Lab

Using research data gathered from our exclusive State of the Industry report on Molecular Diagnostics, we explore the rising role of MDx and its importance in today's clinical laboratory's efficacy.