2021 MEDICAL LAB FORUMS

Four partial-day virtual events to the clinical audience that generate awareness and quality leads by presenting your solutions in a focused and educational way.

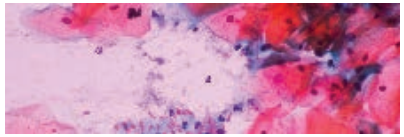
Our editor presents an exclusive report on the latest industry updates followed by your company's thought leader in a 15 minute presentation on a related topic of your choice. Presentations are pre-recorded and may include a Q&A video session with our editor, PowerPoint deck, a webcast, or existing company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

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.

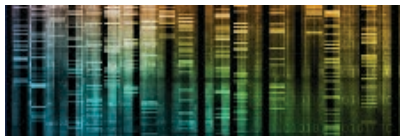
Thursday, June 17
Clinical Analytics and Data Management

MLO editors present findings from our Special Report research on Informatics in the Laboratory with focus on the creation of valuable clinical analytics useage 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.

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

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The Lab Directors Summit

WHERE: 4-STAR RESORT

WHEN: TBD 2021

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.