

NORTHERN CALIFORNIA  
SECTION



**AACC Northern California Local Section Meeting**

**PROMOTING THE VALUE OF CLINICAL LABORATORY TESTING**

**DAVID KOCH PHD**

**PRESIDENT OF AACC**

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**CHAIR, AACC NORTHERN CALIFORNIA LOCAL SECTION**

**AACC NATIONAL OFFICE UPDATE**

**JANET KREIZMAN**

**CHIEF EXECUTIVE OFFICER AACC**

**Wednesday, March 25th, 2015**

**Hong Kong East Ocean Seafood Restaurant**

**3199 Powell Street**

**Emeryville, CA 94608**

**Tel: 510-655-3388**

**6:00-6:30 pm Networking**

**6:30-7:15 pm Dinner**

**7:15-8:15 pm Dr. Koch's & Dr. Wu's Presentation**

**8:15-8:30 pm Ms. Kreizman's Presentation**

**\$35.00 includes Dinner & Presentations**

**NEW: \$15.00 Special Pricing for CLS & MLT Laboratory Professionals**

**Free for CLS Students**

**Non-members are always welcome!**

**PLEASE RSVP BY Friday, March 20th @ 5 pm to Bridgit Crews**  
**Email: [bridgit.o.crews@kp.org](mailto:bridgit.o.crews@kp.org) Tel: 510-231-5415 (leave message)**

**One hour of Category 1 ACCENT credit given**

Roughly 70% of all medical decisions are made on the basis of a clinical laboratory test, yet very few physicians and essentially nobody in the general public understands the work needed to generate a quality laboratory result. There are dire consequences if a mistake is made in the lab. Nobody will promote the value of our services except us. If we fail, it is likely that reduced reimbursement for lab tests will be in our future. In this presentation, we will discuss these concepts and present a methodology as to how we can promote our profession.

After attending this session, the participant will be able to:

- Understand the value of clinical laboratory tests in medical diagnoses and therapeutic decisions
- Comprehend how failures in quality management of laboratory tests can have catastrophic medical consequences
- Learn how future clinical laboratorians can engage physicians and their patients and stimulate students into joining the profession

**RSVP details:** Reservations should be made by 5:00 pm Friday, March 20, 2015. Call Bridgit Crews at 510-231-5415 or e-mail her at [bridgit.o.crews@kp.org](mailto:bridgit.o.crews@kp.org) (an email confirmation will be returned). Please state your name, the names of those attending with you, a phone number or e-mail address where you can be contacted, and whether you prefer beef, chicken or vegetarian for dinner. Payment may be made by cash or check (no credit cards) at the meeting.

**NOTE:** We are initiating a new pricing level for CLS & MLT professionals. As in the past, CLS students are welcome to attend free of charge. Please mention your CLS, MLT or student status when you call or e-mail your reservation. Non-members are always welcome.

**CE credit:** This program is approved by the American Association for Clinical Chemistry for one hour of Category 1 ACCENT credit toward the Clinical Chemists Recognition Award and recertification requirements for the NRCC. ACCENT Credit also accepted by the American Society for Clinical Laboratory Science (ASCLS), the American Association of Bioanalysts (AAB), the American Society for Microbiology (ASM), and California State Laboratory Field Services.

**Please Post This Notice in Your Laboratory!**