

An Overview of Lab Tests Online

Prepared for the
**Clinical Laboratory Improvement
Advisory Committee**

September 18, 2003



Lab Tests Online is a ...

- Peer-reviewed
- Non-commercial
- Patient-focused

online resource for consumer information on lab tests and related topics.

www.labtestsonline.org



Vision

To create a comprehensive, accurate, dynamic, and interactive website to inform the public about clinical laboratory testing.



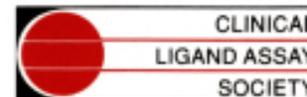
Prepared by the Professionals

- Spearheaded and produced by AACC
- Joined at the outset by 4 other professional societies (ACLA, ASCLS, ASM, CLMA)
- Now supported by 14 professional societies, including two Canadian associations (ASH, AMP, ASCP, CAP, CLAS, CSMLS, CSCC, NACB, NCCLS)

Collaborating Partners



Advancing Excellence



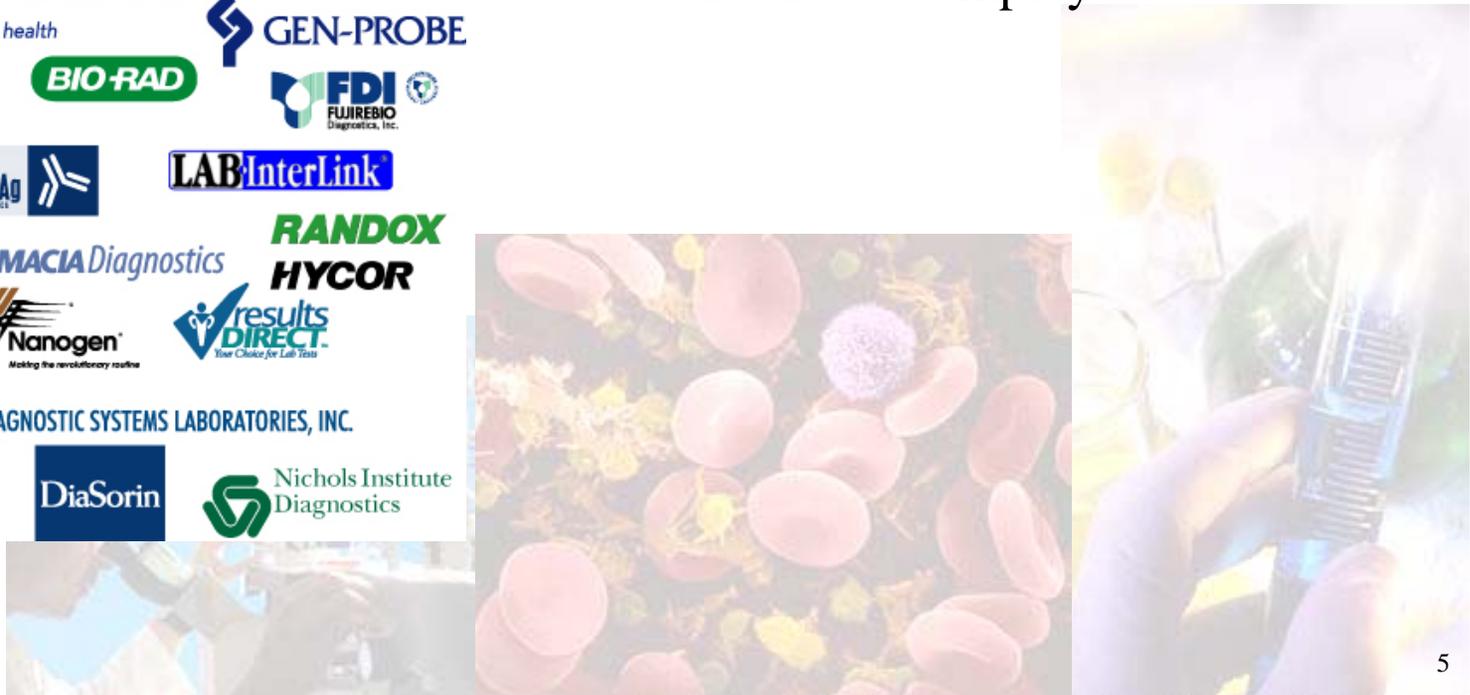
The LTO Editorial Review Board is comprised of representatives from each participating association.

Funded by Corporations

Site Sponsors



- Sponsorships
- Promotional support
 - Links
 - Notices to employees



Focus on Content

- Detailed descriptions of more than 150 tests, (more test descriptions are being added)
- Condition descriptions cross-referenced by related tests



aPTT

[email this page](#) 
[print this article](#) 

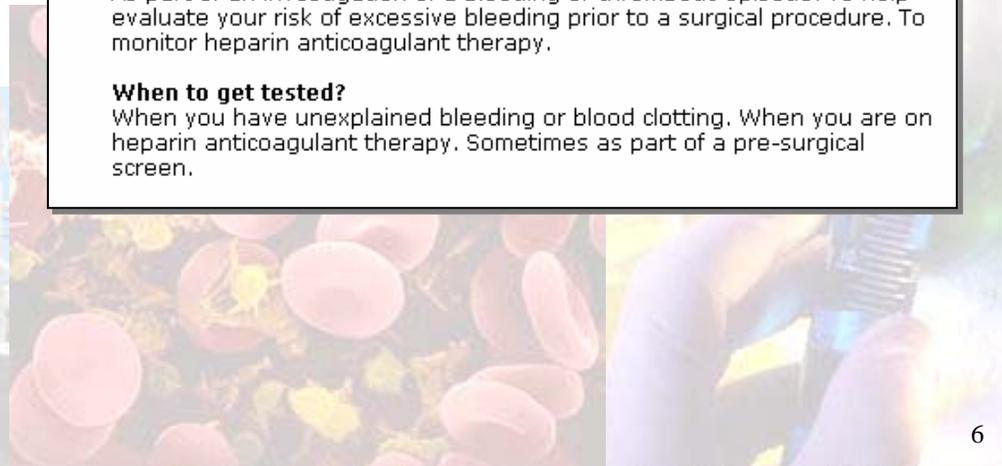
Also known as: Partial Thromboplastin Time, PTT, APTT
Formally known as: Activated Partial Thromboplastin Time (aPTT)
Related tests: [Prothrombin Time \(PT\)](#), [Fibrinogen](#), [Thrombin Time](#), [Lupus Antibody](#), [Activated Clotting Time \(ACT\)](#), [Coagulation Factors](#), [Platelet Count](#)

[At a Glance](#) [Test Sample](#) [The Test](#) [Common Questions](#) [Ask Us](#) [Links](#)

At A Glance

Why get tested?
As part of an investigation of a bleeding or thrombotic episode. To help evaluate your risk of excessive bleeding prior to a surgical procedure. To monitor heparin anticoagulant therapy.

When to get tested?
When you have unexplained bleeding or blood clotting. When you are on heparin anticoagulant therapy. Sometimes as part of a pre-surgical screen.



More Content

Reference Ranges and What They Mean

Test results are usually interpreted based on their relation to a reference range. This article will help to explain what a reference range is, what it isn't, and why test results and reference ranges should not be interpreted together in a vacuum.

How Reliable is Laboratory Testing?

Laboratory tests drive a large part of the clinical decisions our doctors make about our health, from diagnosis through therapy and prognosis. Given the crucial role that test data play in medical decision-making, we prepared this article to help you understand the key concepts and practices that are involved in making laboratory tests reliable.

The Universe of Genetic Testing

An increasing number of genetic tests are becoming available as a result of recent and rapid advances in biomedical research. It has been said that genetic testing may revolutionize the way many diseases are diagnosed. But genetic testing does not just help a physician diagnose disease. This article discusses genetic testing and the different reasons genetic tests are performed.

How Clinical Laboratory Tests Get to Market

As technology enables more rapid advancement in the laboratory sciences and as headlines tout the latest research, understanding how a test gets to market may help you to put such news into its appropriate context. We have prepared this article to help guide you through the process for a lab test to proceed from conception to market uptake.

Home Testing

As health care consumers continue to seek more convenience, particularly among chronic sufferers and the elderly, the home testing market is growing rapidly. Here's a glimpse at the market and the opportunities as well as the trade offs.

Coping with Test Pain, Discomfort, and Anxiety

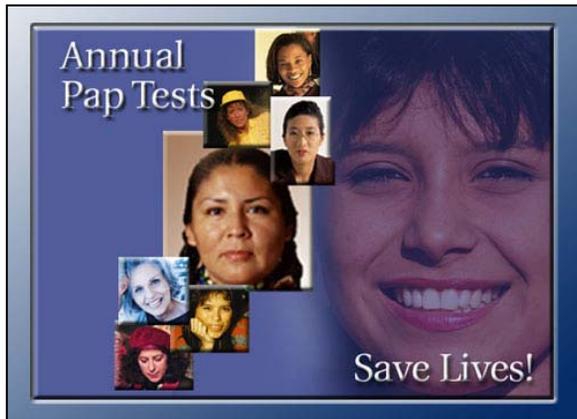
Nobody particularly enjoys having their blood drawn or providing a urine or stool sample, but a medical test conducted on a small sample collected from your body can give your doctor information that can help save or improve the quality of your life. This series of articles has some tips on how to approach the experience more positively and with less stress. Other titles in the series include Tips on Blood Testing, Tips for Children, and Tips for the Elderly.

Staying Healthy in an Era of Patient Responsibility

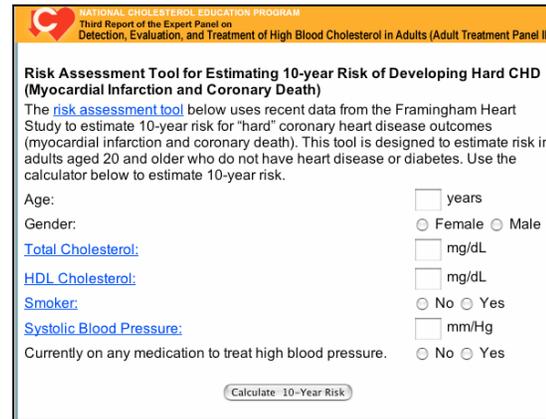
As health care consumers have been given more responsibility for their care, more attention has been given to the value of preventive medicine. This

- News summaries that track advances in testing relevant to the healthcare consumer
- In-depth articles on topics such as reference ranges, genetic testing, test reliability, and home testing
- Hundreds of links to related information and free services elsewhere on the web

Links to Other Services



CAP email reminders



NIH CHD Risk Calculator

- No need to recreate what others have built
- Links to hundreds of other web sites

LTO serves as a destination -- and a hub

Integrates ASCLS Consumer Response Network

At a Glance

Test Sample

The Test

Common Questions

Ask Us

Links

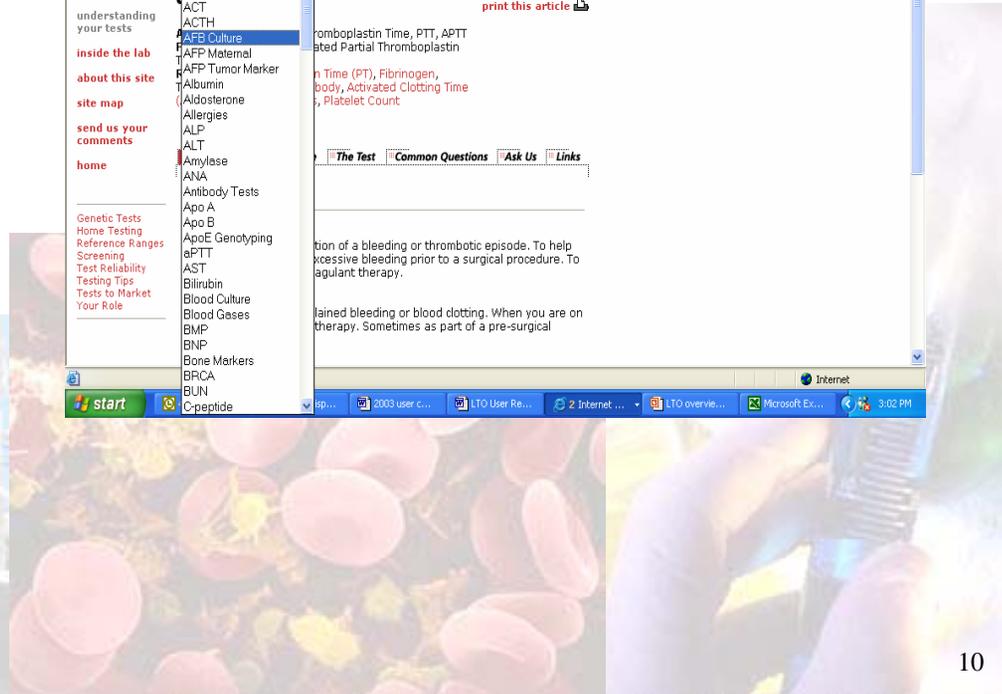
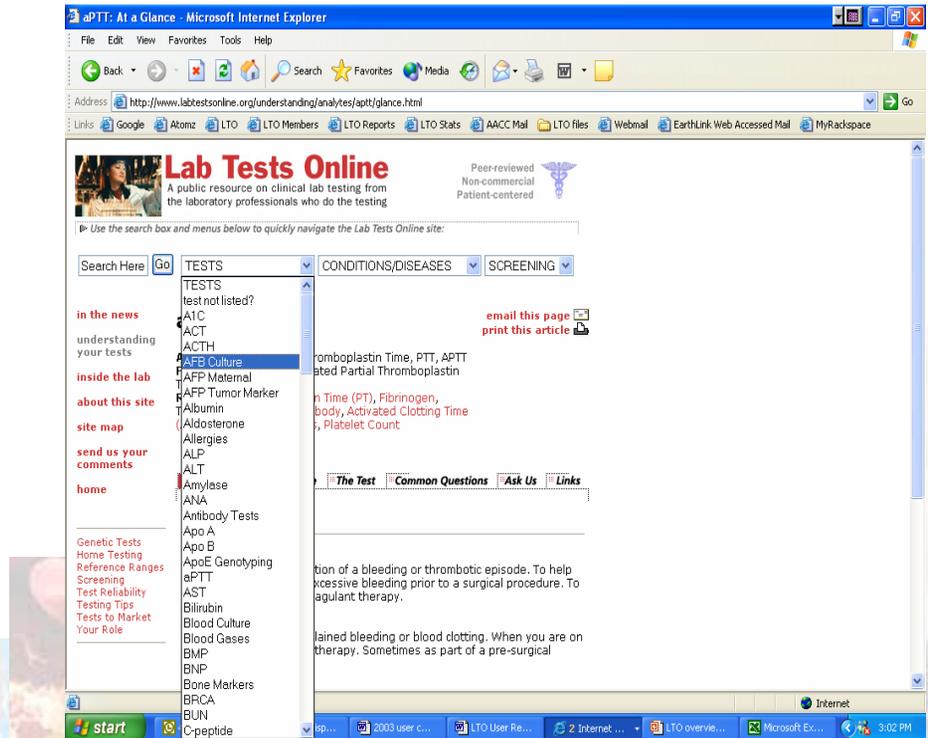
Ask A Question

If you still have a question about your test or need help interpreting the results of your test, you can visit the ASCLS web site to complete a lab testing information request form, and a certified clinical laboratory scientist will gladly help you! Your communication will be kept confidential. [Go there now.](#)



User Interface

- Described by the Washington Post as “a masterfully simple page”
- 81% of users surveyed would recommend the site



Cited In the Media*

(more than 40 million impressions)

National

- Wall Street Journal
- Washington Post
- US News & World Report
- Newsweek
- Business 2.0

Major Metropolitan

- Chicago Tribune
- Philadelphia Inquirer
- Oakland Tribune
- Detroit News
- Indianapolis Recorder
- Fort Worth Star-Telegram
- Newark Star Ledger
- St. Petersburg Times
- Orange County Register

Women's & Seniors

- Glamour
- Shape
- First for Women
- Ladies Home Journal
- Real Simple
- My Generation (AARP)
- Health
- Fitness
- Vitality

TV & Radio

- KSHB-TV, Kansas City
- KPRC-TV, Houston
- WJAR-TV, Providence
- WFLA-TV, Tampa
- KOAA-TV, Colorado Springs
- WGAL-TV, Lancaster

“... the best collection for patient information ...”

“... one of the best medical sites ...”

*A sampling of media outlets is included here

LTO and DAT in the Media*



BUSINESS 2.0
www.business2.com MARCH 2003

Patient, Heal Thyself

Do-it-yourself medical testing isn't just some crazy scheme for hypochondriacs and penny pinchers. It can help your doctor to better help you.

Here's how DAT works: You decide which tests you want ...
(www.labtestsonline.org can help you choose)



U.S. News & WORLD REPORT
MAY 19, 2003 www.usnews.com

Testing Made Easy

Direct-from-lab medical results can give patients more power, but they might also harm the unwary

... one useful resource is ...
www.labtestsonline.org. It offers reliable information on an exhaustive array of lab tests in plain English

* Excerpts from Business 2.0 and US News & World Report articles

Award-Winning

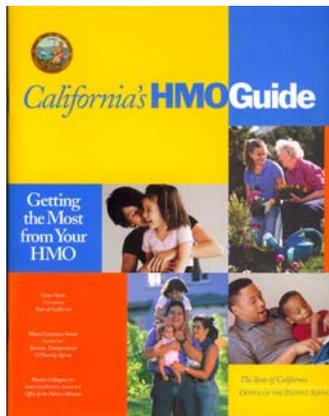


Lab Tests Online is one of six innovative projects (out of 357) to be recognized with the 2003 Summit Award by the American Society of Association Executives



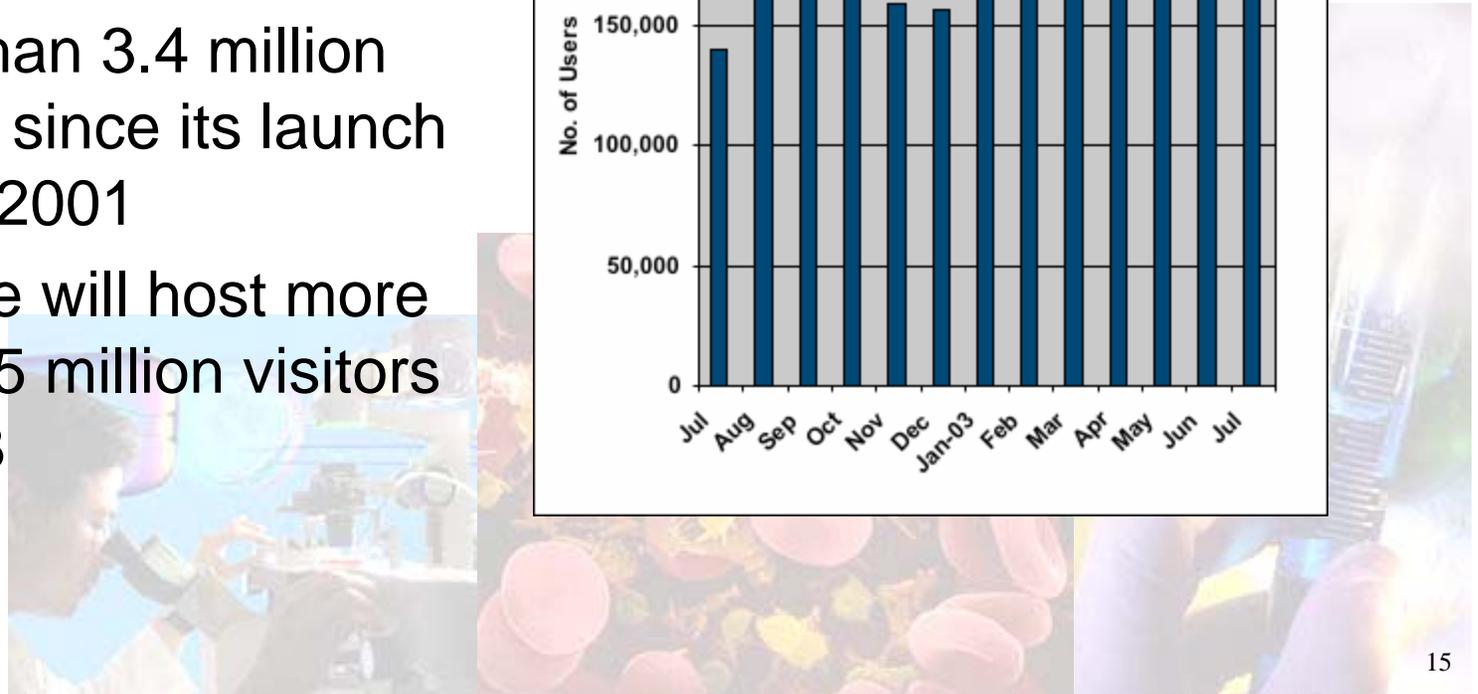
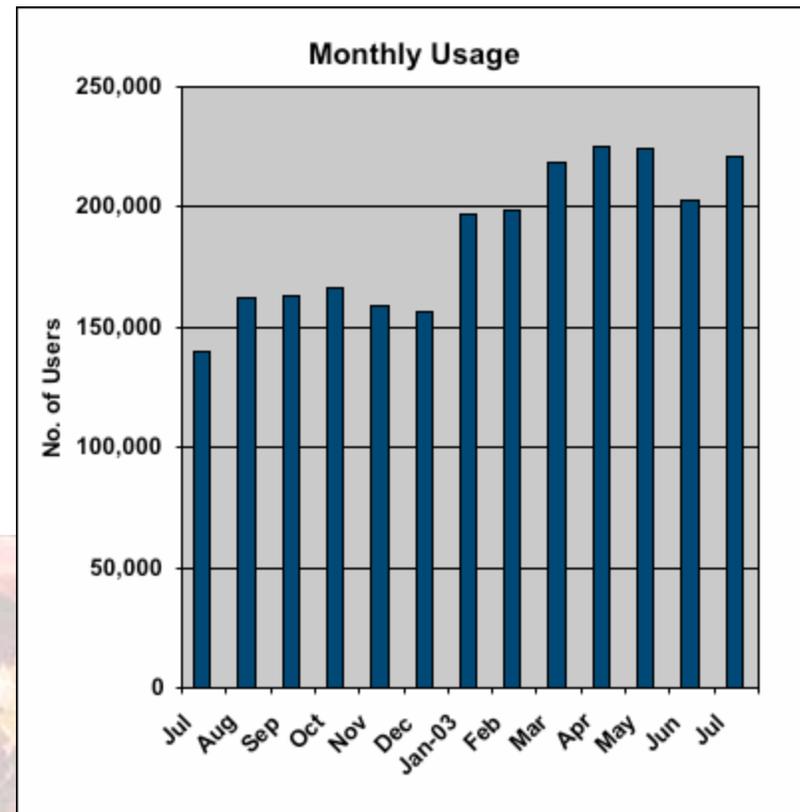
Well-Connected

- LTO pages rank #1 or in the top five on Google for a range of search terms
- LTO is the most popular site listed under Yahoo for “Consumer Medical Advice”
- Over 1000 sites on the web link to LTO, including Newseek and the NIH National Library of Medicine
- LTO is cited in a number of print resources, including California’s *HMO Guide*



Increasingly Popular

- Avg monthly traffic:
Jan-Jul '03 = 212,000
Jan-Jul '02 = 112,000
- The site has hosted more than 3.4 million visitors since its launch in July 2001
- The site will host more than 2.5 million visitors in 2003



Internationalizing Content

- Partnered with Association of Clinical Biochemists to launch Lab Tests Online/UK
 - Localize content
 - Share technology
 - Build on LTO brand
- Exploring a similar model in other countries
 - Sweden
 - Spain, Germany, Italy
 - Latin America

Lab Tests Online UK



What Next?

- More content -- “magic number” of test descriptions
- “On the horizon” -- news watch for new tests
- Upgrade site navigation and features
- Make review of existing pages routine
- Expand awareness of and traffic to LTO

5.5 million adult Americans seek health information online every day