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)

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

- 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
More Content

- 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

- 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

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 Tribue
- Philadelphia Inquirer
- Oakland Tribunbe
- 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*

**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)

**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
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