

Lab Tests Online Making the Case for Sponsorship

Lab Tests Online is the premiere noncommercial patient education resource about clinical laboratory testing. It is a unique philanthropic educational enterprise involving the entire clinical laboratory community-- all the major professional laboratory associations as well as leading companies in the *In Vitro* Diagnostics field. As you consider sponsoring the site, please keep in mind the following:

1. Lab Tests Online educates patients about tests, including cholesterol, CRP, and apolipoprotein tests, quad screening, CF gene mutation testing, and hundreds more. We often hear from our users that the information we provide helps them be better advocates for themselves and their relatives, so that they can talk with their doctors in more detail about needed tests, test results, and their implications. Sponsorship of this valued public service is a shining example of good corporate citizenship and directly associates our sponsors with one of the most respected health sites on the web. We encourage our sponsors to take advantage of this relationship in their marketing and pr materials.
2. Visited more than 1.2 million times a month, regularly cited – and occasionally spotlighted – by health writers in the media, and recognized with numerous awards and kudos, Lab Tests Online raises the visibility of the laboratory profession and the importance of laboratory medicine in our healthcare system. The site has won the prestigious Communicator Award of Distinction, the Aesculapius Award of Excellence, and the Summit Award for outstanding public service. In addition, *Prevention* magazine called Lab Tests Online one of the “smartest health sites on the web” and the site has been the focus of positive reviews in the Washington Post, Consumer Reports on Health, and numerous other publications.
3. Elevated visibility has significant implications in terms of policymaking and long-term financial stability in the diagnostics market, and promoting interest in laboratory careers. Two articles that appeared in AACC's *Clinical Laboratory News* explain this perspective in more detail, but can best be summarized in a statement that one sponsor made early on in explaining his company's support: “Lab Tests Online floats everyone's boat.” The two articles can be accessed at
 - <http://labtestsonline.org/members/lab%20visibility.pdf>
 - <http://labtestsonline.org/members/promotingLab.pdf>
3. Lab Tests Online is a product of the laboratory community, both the professionals who comprise it and the companies that support it. The site's success is based on the ongoing collaboration of 19 leading laboratory organizations, including AACC, ASM, ASH, AMP, ASCLS, ASCP, and CAP, representing the vast majority of laboratory professionals in the US and Canada. These organizations contribute to the editorial development and promotion of the site through their members, who are engaged in the site and actively promote it to their patients, family, friends, and colleagues. About 14% of survey respondents said they had found the site through countertop displays placed in waiting rooms by members of the collaborating associations.

Corporate sponsorships provide the majority of the funding to Lab Tests Online. Sponsorship of the site is brought to the attention of the members of partnering associations in several ways, including but not limited to

- The home page and sponsors page on Lab Tests Online

- Pages in the "members" section of the the site (www.labtestsonline.org/members/)
- Exhibit panels at the AACC annual meeting
- Ads placed in member publications such as *CLN*, *CAP Today*, and *Laboratory Medicine*. Our most recent ad can be viewed at http://www.labtestsonline.org/pr/LTO_thx08.jpg.
- The Lab Tests Online Update, an e-newsletter that goes out to more than 3000 subscribers 4-6 times a year. This email lets subscribers know what new information can be found on the site.

4. Lab Tests Online is now a global standard for patient information on laboratory testing, and is educating the world about lab testing via separately-funded sites in the UK, Australia, Spain, Germany, Poland, Hungary, Italy, Greece, and the Czech Republic. As the engine that drives this expanding network of sites, AACC brings to these countries the same level of visibility for the laboratory profession, and enhances the status of Lab Tests Online here in the States. Each of these international sites is derived from the original Lab Tests Online and is translated to the country's native language (or adapted to the local brand of English). The US site provides the content, credibility, and experience to help each new national version to a successful launch. Ongoing editorial collaboration led by AACC ensures that the sites present a scientific standard to the world community.

Become a Sponsor

Sponsorship is recommended as follows based on corporate revenue:

<i>Revenue</i>	<i>Sponsorship</i>
Over \$1 billion	\$30,000
\$500 million - \$1b	\$25,000
\$250m - \$500m	\$20,000
\$100m - \$250m	\$10,000
\$50m - \$100m	\$5,000
Less than \$50m	\$2,500

To become a sponsor, let AACC know the level at which your company wishes to contribute. Contributions of \$20,000 or more are considered "premiere" level. Premiere sponsors are invited to participate on the Lab Tests Online Business Advisory Board. This Board receives previews of Lab Tests Online activities and serves as an advisory panel on the business development of the site.

AACC hopes that the information provided here is helpful as you consider becoming a sponsor of Lab Tests Online. We are confident that you would find the investment to be a worthwhile one.