

Labs Are Vital™ Presented to Australian & New Zealand Pathologists

Awareness-building educational website, 'Labs Are Vital™', will be presented to delegates at the Royal College of Pathologists of Australasia's annual 'Pathology Update' Conference, being held in conjunction with the 25th World Congress of WASPaLM, the World Association of Societies of Pathology and Laboratory Medicine, in Sydney 13 – 15 March, 2009.

The exciting new initiative, 'Labs Are Vital™' (www.labsarevitalglobal.com), is dedicated to creating greater awareness and appreciation of the importance of laboratory professionals in the Australian and New Zealand healthcare system.

Every day, laboratory professionals provide critical information that saves lives and helps control the costs of care in our hospitals. It is estimated that 60 – 70 per cent of health care decisions are influenced by laboratory run tests.

The President of the RCPA, Dr Beverley Rowbotham, says people underestimate the importance of pathologists in the delivery of quality healthcare.

“'Labs Are Vital™' provides a unique platform for professional associations, such as the College, the Australian Association of Clinical Biochemists (AACB) and the Australian Institute of Medical Scientists to work together to achieve a number of goals,” says Dr Rowbotham.

Foremost amongst these goals are:

- Highlighting the value of the laboratory professional, both within the healthcare system and to the general public;
- Addressing the issues that laboratories face today, from workforce changes to reimbursement strategies and laboratory utilisation;
- Serving as a community for laboratory professionals to exchange ideas and suggestions, working as a catalyst for positive change; and
- Promoting careers in laboratory science among students in Australia and New Zealand.

Launched in the United States by Abbott in 2006, 'Labs Are Vital™' has since been raising the profile of the work of laboratory scientists in Europe, South America, and now in the Asia Pacific region following the launch in Australia in late 2008.

“We are faced with a global laboratory workforce crisis and it's clear that there can be no single solution,” says Dr Rowbotham.

“Labs Are Vital’ can play a key role in conveying the solutions to the workforce crisis to the wider community”.

In addition, the RCPA will be promoting ‘Labs Are Vital’ through a series of careers days nationally in 2009.



The RCPA is the leading organisation representing pathologists in Australasia. Its mission is to train and support pathologists and to improve the use of pathology testing to achieve better healthcare.

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