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Media Release

Pathologists take new pathway

The Royal College of Pathologists of Australasia (RCPA) has responded to the growing preference for online media by launching its newsletter, *E-PathWay*.

President of the RCPA, Associate Professor Paul McKenzie, says that market research strongly supports the view that medical and non-medical consumers want easy access to information when it suits them.

“We know that most people don’t have time to pore over long articles, so each edition of *E-PathWay* features four stories that highlight different aspects of Pathology,” says Professor McKenzie.

In every edition of [E-Pathway](#), at least one of the features will have current relevance for readers.

“In our first issue this month, our feature article is ‘*Floods and bugs – what you need to know*’. That article is in direct response to the recent devastating floods in Queensland, New South Wales, Victoria and Tasmania.

“In the next issue there will be a feature on the Christchurch earthquake and how, despite two out of three pathology labs in the city being destroyed, the acute needs of patients were still met by pathology services in the city,” says Professor McKenzie.

The [RCPA](#) sees *E-PathWay* as an important tool in spreading the message that, while pathologists are not people you engage with every day, medicine would be back in the dark ages without pathology.

Professor McKenzie says that, because much pathology testing is done remote from the patient, it can easily slip off the public and political radar.

“With *E-PathWay*, we are sending a positive message that pathology is vital to everyone’s life. *E-PathWay* has stories everyone can relate to,” says Prof. McKenzie.

E-PathWay replaces the RCPA’s hard copy magazine, *PathWay*, which has been published since 2004. Anyone can [subscribe](#) to *E-PathWay* to receive monthly editions by email.

ENDS:

Media enquiries:

Dr Debra Graves
CEO – RCPA
0417 218 528

or

Martin Powley
S2i Communications
0417 803 890