



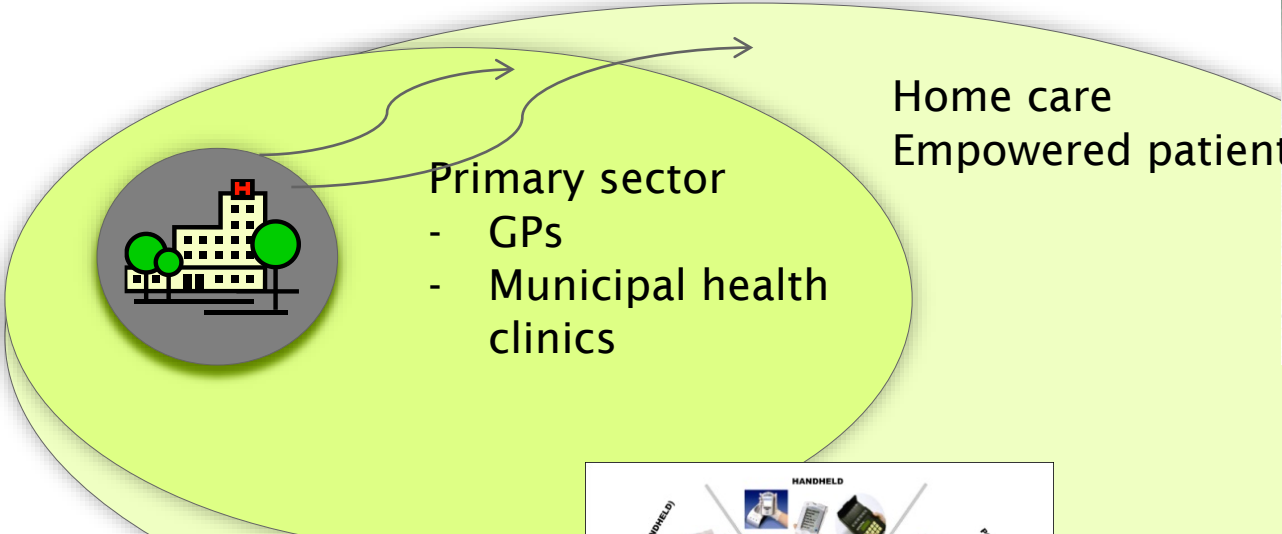
danske bioanalytikere

ACTIVISM AND LOBBYISM

Branding the BLS Profession as a Diagnostic Partner



WE ARE RUNNING A RACE





CAN YOU SEE
YOURSELF?

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CAN YOU SEE
YOURSELF?

As an Activist
of the Profession?

ACTIVITIES



IN THE MIDDLE THE LONG RUN

2006-2009

2009-2012

2012-2015

TO BECOMING THE DIAGNOSTIC PARTNER

Identity Project



Diagnostic Partner Project



Branding Campaign



AND WE ARE STILL RUNNING TOWARDS



BECOMING THE DIAGNOSTIC PARTNER

- A Diagnostic Partner Diploma Module - Spring 2015
- Pilot project in a municipal health care center
 - Testing and monitoring citizens with chronic diseases
 - Efficiency and quality in blood sampling
- A national quality program on POCT
- Collective agreement 2015 – joint vision for GP tasks and organization
- Candidate Degree – 2016

SIGNITURE STORY

We BLS are world champions at taking samples, analyzing them and finding the correct results. 80% of all diagnoses are based on our analyses.

But our knowledge of test processes, efficiency improvement and quality assurance can be utilized in new ways – to the benefit of both patients and the health care system.

So use us – we don't sting.
Not all the time - anyway.

