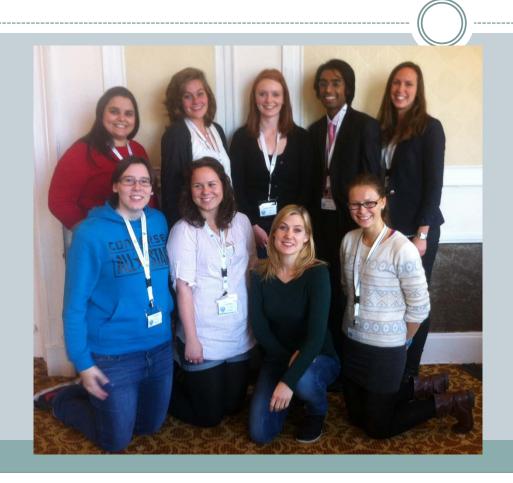
European Identity of Biomedical Science



STUDENT FORUM

Edinburgh, 2012

Overview of discussion topics

I) European identity of BMS

- a) What characterizes a profession in general?
- b) What should characterize our profession?
- c) Draft of the future BMS profession
- d) Who are the other professions we are in contact with?

II) Presentation of our identity

- a) To whom do we need to make ourselves more visible?
- b) What possibilities do we have to communicate our identity?

III) Marketing

I) European identity of BMS

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a) What characterizes a profession in general?

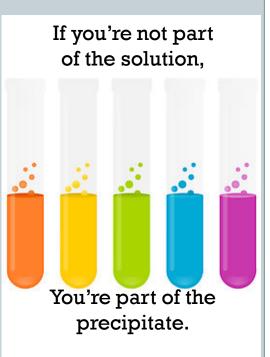
Paid occupation requiring specialist educational training.



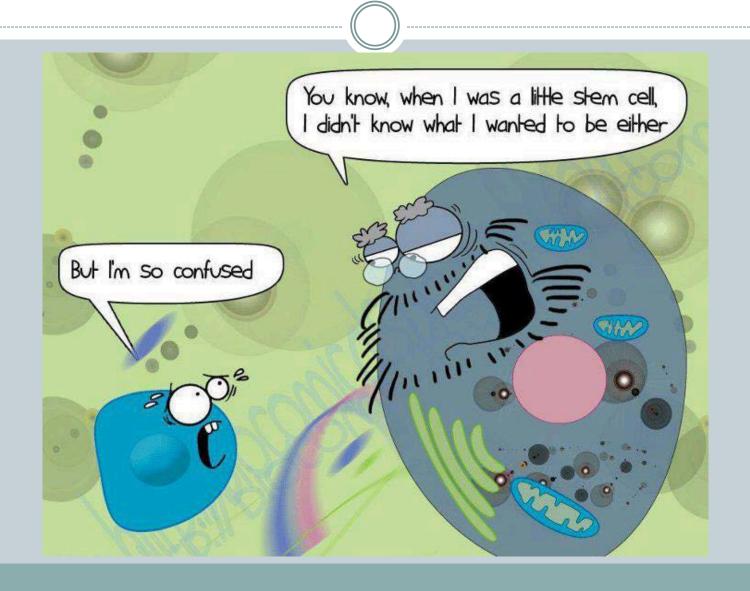
I) European identity of BMS

b) What should characterize our profession?

- Educational standards
- CPD
- Professional association: united in a society
 (esprit de corps) feeling of pride among members
- Professional licensing
- Self sufficient
- Code of ethics work and behave to specific standards
- Responsibility for your actions and for your colleagues



What does the future hold for BMS students?



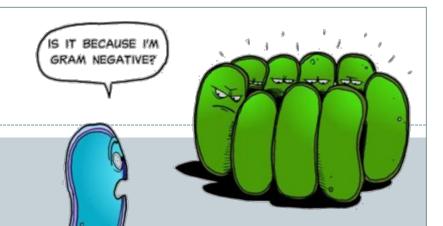
c) Draft of a professional profile for European BMS in the future



Profession: Biomedical Scientist

- Required education: Minimum BSc
- Basic tasks: All medical diagnostic/research processes
- Major employments: Hospital, research, public health, control POCT
- Advancement opportunities: MSc, PhD, consult & support, management, technical skills, research and development of diagnostic methods, teaching, etc.
- CPD: required for working as BMS
- Professional associations: mandatory membership

I) European identity



d) Who are the professions we are in contact with?

- Who are the line managers (direct report/boss) of BMS?
 Specialists (e.g. doctors, chemists, biologists), BMS, pharmacists (Portugal, Belgium)
- Who are our cooperation partners? Lab aides, nurses, doctors, consultants, technicians/IT, suppliers, diagnostic companies, porters, secretaries, quality/health managers, educational institutions, etc. ...analysers ©
- Who are doing same or similar job to BMS? (Who could replace us?)
 Lab aides, biologists, chemists, automation
- Who reports to us? Who are we the boss of? Lab aides, BMS

II) Presentation of our identity

II) Presentation of our identity

a) To whom do we need to make ourselves more visible?

| Government | Other Health Care professionals | Patients | Public |
|--|--|---|---|
| Assure contacts of the Regional Association with Government | Socializing (private basis) | Patient contact e.g. taking (blood) samples | Find a common and easy name for the profession |
| Management positions in Health Ministry especially for BLS | Contacts between students of other HC professions | Introduce ourselves to patients | Use marketing strategy |
| | Include other HCP in lab based scientific projects | Advertising profession within the hospital | Presence in media (TV, local newspaper, books,) |
| | Attenance in interdisciplinary conferences | | Attract Students for BLS education |
| | Lab visits | | Lab visits |

II) Presentation of our identity

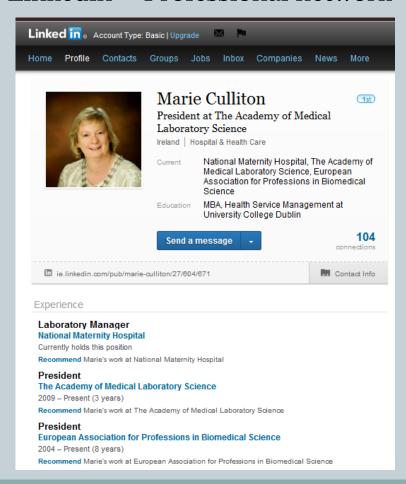
- b) What possibilities do we have to communicate our identity?
 - How can we make ourselves more visible?
 - Hospitals:
 - Info to patients (e.g. brochures in waiting areas)
 - Pictures of BMS on e.g. the outside wall of the lab
 - "Take a walk in my shoes"
 - Role models? (we want famous BMS!)
 - Interdisciplinary common activities (starting at educational level)

11) Presentation of our identity – Social Networks

Profile badges on Facebook



Linkedin – Professional network



III) Marketing

III) Marketing - Slogans

- "Biomedical Scientists. We save lives!"
- "Biomedical Scientists. We have never seen your face but we know your cells!"
- "BMS, working to find the solution."
- "Biomedical Scientists. Not only rats in the lab."
- "Biomedical Scientists. The disease detectives."
- "We find the right blood bag for you. Biomedical Scientists."

III) Marketing -Badges





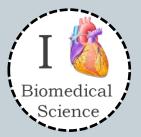




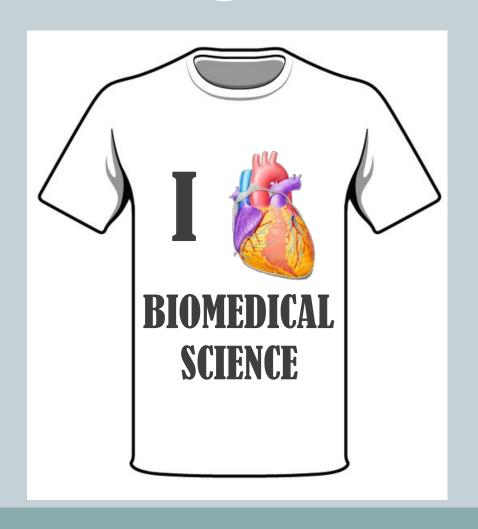
Disease Detectives







III) Marketing – T-shirts



III) Marketing – Bags



III) Marketing – Brochure

European Association for Professions in Biomedical Science



Website: www.epbs.net











What is a Biomedical Scientist?

Biomedical scientists work in healthcare and carry out a range of laboratory tests and techniques on tissue samples and body fluids to help clinicians diagnose diseases and monitor the treatment of patients.

Their work is extremely important for many hospital departments and the functions they carry out are wide ranging. From cancer screening to diagnosing RIV, from blood transfusion for surgery to food poisoning and infection control, biomedical scientists are the foundation of modern healthcare.

The work of a biomedical scientist must be accurate and efficient because patients' lives may depend on their





In which areas do they work?

- Microbiology;
 Clinical chemistry.
- Transfusion science
 Hematology:
- Immunology; • Virology;
- Public Health;
 Neurosciences
- Genetics and Molecula
 Transplantation;
 Endocrinology;
- Endocrinology;
 Quality Control;
- Oncology;
- on;

This is a continually changing, dynamic profession with long term career prospects including management, research, education and specialised laboratory work.

Although some of the analytical work may be of a routine auture, many of the let's are challenging and demanding. Modern pathology and biomedical work edual complex investigations, requiring a keen eye for defaul and the ability to provide a quality service despute personer from high deadlines and a high volume of work. The ability to work effectively as part of a team is an important personal quality for the role.

http://www.ibms.org/go/biomedical-science



Thank you so much for your contribution!

