

**MICHIGAN LABORATORY
SYSTEM ADVISORY
GROUP (LSAG)
“LEAVE A LEGACY”
CAMPAIGN
FINAL REPORT**

U60/CD303019

Michigan Department of Community
Health
Bureau of Laboratories

Contact: Patty Clark, M.P.H.

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Background

The Michigan Department of Community Health (MDCH) Bureau of Laboratories (BOL) held its initial Laboratory System Improvement Program (LSIP) meeting in March 2009 with 57 attendees from state and local public health; clinical and commercial laboratories; academia; agricultural, environmental and veterinary laboratories; professional organizations; infectious control practitioners; and military personnel. One of the outcomes of this meeting was a recommendation for the formation of the Michigan Laboratory System Advisory Group (LSAG) which held its first meeting in November 2009, with 45 people in attendance. The last LSAG meeting occurred in September 2010 with 32 attendees, mostly from state public health. The current and dire forecasted laboratory workforce shortage was identified as an issue that affected the entire public health laboratory system. Workforce shortage was identified as an LSAG activity. Meeting participants also discussed the reason for lack of participation from laboratory system partners and determined our Laboratory System was having an “Identity Crisis” in that most system partners did not recognize themselves as partners or had no experience with the concept of a Laboratory System.

Proposal

In order to recharge our system and contribute to one of the system-wide priority issues, we proposed to convene an LSAG meeting entitled “Leave a Legacy.” The keynote speaker for this meeting would provide a motivational talk to inspire attendees to leave a legacy for future system leaders including participation in the Michigan Laboratory System Advisory Group. We would also use this funding to create a video tour of the state laboratory including personal testimonials from system partners who recognize the value of the state laboratory. Funding was also requested to create a display board demonstrating the various components of the State Laboratory System in an appealing visual graphic format. Both the video and the display board were to be shown during the “Leave a Legacy” meeting and would be used afterward at system partner conferences.

Virtual Tour Video

The Michigan State University Communication Arts and Sciences Department was contracted to create a virtual tour of the Michigan Public Health Laboratory and includes all aspects of testing performed plus testimonials from laboratory management and staff, as well as from Michigan Laboratory System partners.

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MDCH Bureau of Laboratories is a ten-minute introduction to the state public health laboratory in Michigan. Not your typical lab tour, this video features 19 laboratory employees and 2 clinical partners talking about our work and why it makes a difference. The background footage features several additional laboratory staff who do not speak on camera. The video is appropriate for all audiences and is intended to inform viewers who have little or no understanding of the exciting and unique work that is done “behind the scenes” in public health.

This video was conceived as a tool for presentation to a live audience in an interactive setting such as a classroom, conference meeting, etc., to help achieve a goal set by the Michigan Laboratory System Advisory Group to “raise visibility of the entire Laboratory System.” However, the product could also stand alone; and it will be a very positive image-builder for MDCH.

The video tour was shown at the “Leave a Legacy” meeting on June 21, 2011 with the following evaluation statements:

- Tour video was informative and interesting.
- Tour video accurately depicted the state laboratory function.

Each statement was followed by a ranking of 1-4 with 1 being “low” and 4 being “high.” Fifteen out of eighteen participants who rated the video for “informative and interesting” gave it a 4. Three out of eighteen rated it a 3, indicating that all participants completing the meeting evaluation found the video informative and interesting. Eleven out of eighteen participants who rated the video for accurately depicting state laboratory function gave it a 4; seven ranked it as a 3, indicating that participants found the video to be an accurate depiction of state laboratory function.

Cost of the video project was \$14,215 plus approximately \$3845 estimated in-kind support, consisting of MDCH staff hours.

Display Board

A Michigan Public Health Laboratory System display board was designed and printed for use at conferences and meetings where potential system partners are gathering for an event. The board consists of multiple panels that adhere to the BOL display board that is erected on-site as a free-standing display, 4’ high by 6’ long. The Laboratory System display board is titled “Michigan Public Health Laboratory System: Partners in Health Care” and was designed to visually demonstrate the linkages between system partners with the goal of informing and educating potential partners of the existence of the

Leave a Legacy Grant Project

Laboratory System and their role within it. A picture of the display board is included as Appendix A of this report.

The display board was shown at the “Leave a Legacy” meeting on June 21, 2011 with the following evaluation statements:

- Display board was informative and interesting.
- Display board presented a new concept of a laboratory system.

Each statement was followed by a ranking of 1-4 with 1 being “low” and 4 being “high.” Six out of eighteen participants who rated the display for “informative and interesting” gave it a 4; nine gave it a 3; and one person ranked it as a 2, indicating that most meeting participants found the display board to be informative and interesting. Six out of eighteen participants who rated the display as presenting a new concept gave it a 4; nine ranked it as a 3; and one person ranked it as a 2, indicating that most attendees were at least familiar with the concept of a laboratory system.

Cost of the display board was \$215.

Leave a Legacy Meeting

The Michigan Association for Local Public Health (MALPH) was contracted to coordinate the “Leave a Legacy” Workshop held on June 21, 2011.

The Leave a Legacy workshop was a one-day meeting, held in Lansing, Michigan for professionals working in healthcare: public health, clinical, agriculture, veterinary, or environmental lab management and/or staff of local public health, tribal health, physicians, nurses, epidemiologists, infection control personnel, and academia. (See Appendix B for the Save the Date, Invitation, Registration Form, Agenda, and Evaluation Form.)

Several telephone conference calls were held between the months of April and June, 2011 with current LSAG members to determine agenda topics, identify potential speakers, and to determine how best to recruit new attendees.

Thirty four people attended the “Leave a Legacy” workshop, in addition to four speakers. There were seven registrants who did not show for the workshop. Participants heard from four speakers with different perspectives on the public health laboratory system. The purpose was to incorporate useful information that would benefit the practice of laboratory science, as it relates to healthcare. A main goal of this meeting was to encourage participants of a collegial meeting of their peers to give back to their

professions through mentoring, living your passion, and leaving a legacy for future professionals.

The keynote speaker was Dr. Thomas Hearn, Deputy Director, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention (CDC). Dr. Hearn has a 34 year history with the CDC, working in various areas of laboratory-related activities, both domestic and internationally. Outside of his work, Dr. Hearn has held national leadership positions and received many awards within the field of laboratory science. Dr. Hearn presented on challenges to the everyday practice of laboratory science. Despite these challenges, he provided examples of ways to find passion in your work and the importance of sharing with the next generation of laboratorians the positive impact and significant healthcare contributions laboratory science has provided to the public's health and welfare.

The second speaker was Laura Appel, Vice President, Federal Policy and Advocacy from the Michigan Health and Hospital Association. In this role, she works at a federal level to represent the interests of Michigan hospitals and health systems in both the legislative and regulatory arenas on key issues. Ms. Appel previously spent 12 years as a legislative policy analyst and did regulatory work for the Michigan Insurance Bureau (now the Office Financial and Insurance Regulation). Ms. Appel spoke of select issues of the Affordable Care Act (ACA) and potential opportunities for the clinical laboratory community including cost-based reimbursement for lab services.

The third speaker was Jeremy Spinney, Chemistry/Immunoassay Sales Specialist for Siemens Healthcare Diagnostics. Mr. Spinney previously worked as a laboratory manager for 12 years. He spoke about mentoring and finding opportunities to mentor the next generation of laboratorians using examples from his own life and career. Jeremy stressed that there are many mentoring opportunities, not just within your profession, but in everyday life and to take the time to make a difference in someone else's professional endeavors.

The final speaker for the day was Scott Westerman, Director of the Michigan State University Alumni Association. Mr. Westerman has a 40 year career history in telecommunications including broadcasting, account executive, engineer, cable, Internet, critical disaster informatics, podcasts, *et al.* He previously served as a local MSU Alumni Association officer, volunteer, lecturer, and national MSU alumni board member. Mr. Westerman spoke of finding and living your passion, not only in your job, but the life you are living now. He encouraged participants to understand the importance of their work and be passionate about it. If your current job does not bring you excitement, then look for ways to re-discover your passion and take steps to achieve it.

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Speaker assessments on the meeting evaluations were high with all who completed the evaluations ranking the speakers as 4 or 3, with the majority ranking each as 4. The evaluations also gave participants the option of free-text comments. These are an example of the comments provided:

Very nice – thank you for extending the invitation!

Would love the chance to do this again!

Good, insightful, though provoking quotes, sayings and “take away messages”

An excellent topic. It’s easy to forget why we went into this field.

Great networking opportunity

Wonderful day!

Excellent!

Cost of the meeting was \$5570, plus approximately \$1981 estimated in-kind support, consisting of MDCH staff hours.

Barriers

The creation of the virtual laboratory tour video had been in a concept phase with one of the BOL Vision Priority Teams for over a year. A need for the display board had been previously identified and the board design completed before this funding announcement. The primary barrier to the completion of the display board and virtual tour video had been a lack of funding. In addition, planning for the next LSAG meeting had not yet begun due to the same lack of funding.

Impact and Additional Gaps

Background and history of the Michigan LSAG formation was given by Patty Clark during the welcome address of the Leave a Legacy meeting and provided with meeting handouts. A verbal invitation was extended to all participants to join the LSAG along with an explanation as to the benefits of joining: “Joining will provide you, your facility, and your profession a voice in decisions and access to individuals who represent stakeholders across the state via listserv, conference calls, and face-to-face meetings.”

To date, we have had four additional people join. Two are university professors, an under represented group; one is from a 22-licensed bed hospital serving the mid-Michigan area (the only representative from this hospital); and an epidemiologist, a group that was initially well represented, but whose representation has declined.

Additional barriers to LSAG participation include:

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Bureau of Laboratories

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1. Lack of time. Most workplaces have been doing more with less for some time leaving those remaining in the workplace with more work and less time for outside activities such as training or meeting participation. This is also a barrier for current LSAG members to participate in meetings. It is extremely difficult to select a meeting date and time where more than half of current members can attend.
2. Lack of motivation. We are an aging workforce. As such, many suffer from burn out and do not wish to join another group or take on additional responsibility.
3. Fear of taking on too much. We believe more people would be interested in participating in the LSAG if they understood that their level of participation would only be as much as they can afford to give. We tried to stress that in the LSAG fact sheet distributed at the Leave a Legacy meeting.
4. Funding. If funds were available for a speaker for each annual LSAG meeting, attendance and thus affiliation would be improved. Attracting new participants is only half of the issue; the other half is keeping them once they have been identified as potential volunteers. The MDCH BOL will include a general interest speaker to each annual meeting followed by a general meeting in the hopes that this will spur meeting attendance.

Project Evaluation

This project was a success based on the highly satisfactory participant evaluations of the virtual laboratory tour video, display board, and Leave a Legacy meeting. See Appendix C for the participant evaluation summary and word cloud representations of participant comments. In addition, we observed that participants appeared re-energized and enthused at the conclusion of the day, with many comments supporting our observations. We have enlisted 4 new LSAG members and have introduced the laboratory system to 18 new prospective members. We have successfully created a virtual tour video of the state public health laboratory and a Laboratory System display board to be used at up-coming conferences and meetings.

We wish to thank APHL for the opportunity to complete these worthwhile projects.

1. What had prevented this project from taking place earlier?

The creation of the virtual laboratory tour video had been in a concept phase with one of the BOL Vision Priority Teams for over a year. A need for the display board had been previously identified and the board design completed before this funding announcement. The primary barrier to the completion of the display board and virtual tour video had been a lack of funding. In addition, planning for the next LSAG meeting had not yet begun due to the same lack of funding.

2. What examples or discussions during the assessment or follow-up identified the gap?

The 2010 Michigan LSAG meeting held last September continued the downward trend of number of participants. Our initial LSIP had 57 attendees from varied partner institutions; our first LSAG meeting in November 2009 had 45 people in attendance; our 2010 meeting had 32. The current and dire forecasted laboratory workforce shortage was identified as a priority issue at the 2009 LSAG meeting. This lack of participation at the 2010 meeting was thought to be both because of the looming workforce shortage but also LSAG members felt that our Laboratory System was having an “identity crisis” in that most system partners did not recognize themselves as partners nor had experience with the concept of a Laboratory System.

3. What is the impact that completing this project has or will have on your laboratory system?

This project allowed us to introduce the Michigan Laboratory System to 18 new prospective members at the Leave a Legacy meeting. To date, we have enlisted 4 new LSAG members. We plan on utilizing the display board and video at future partner conferences and meetings to introduce the Michigan Laboratory System to other partners who may not be aware of the System or who may not recognize themselves as partners with the intent of enlisting additional LSAG members.

4. Please identify other gaps that have not yet been addressed. What are the barriers to carrying out improvement projects that would address or correct the issue?

Additional barriers to LSAG participation include:

- a. Lack of time. Most workplaces have been doing more with less for some time leaving those remaining in the workplace with more work and less time for outside activities such as training or meeting participation. This is also a barrier for current LSAG members to participate in meetings. It is extremely difficult to select a meeting date and time where more than half of current members can attend. Solution: Additional entries into the workforce and an improving economy spurring institutions to hire will definitely improve this situation. One short term solution we are

implementing is asking all participants to select a back-up from their institution who can attend meetings in their place.

- b. Lack of motivation. We are an aging workforce. As such, many suffer from burn out and do not wish to join another group or take on additional responsibility. Solution: Solving the workforce issue to infuse new people into the workforce. We are trying to do more outreach to schools and universities in an attempt to attract students into a science career. We have no short term solutions at this point.
- c. Fear of taking on too much. We believe more people would be interested in participating in the LSAG if they understood that their level of participation would only be as much as they can afford to give. We tried to stress that in the LSAG fact sheet distributed at the Leave a Legacy meeting. Solution: Enticing people to our meetings and conferences without requiring a time commitment of them. In order to be successful, we must solve bullet point d below as well.
- d. Funding. If funds were available for a speaker for each annual LSAG meeting, attendance and thus affiliation would be improved. Attracting new participants is only half of the issue; the other half is keeping them once they have been identified as potential volunteers. The MDCH BOL will include a general interest speaker to each annual meeting followed by a general meeting in the hopes that this will spur meeting attendance.



Michigan Public Health Laboratory System Partners in Health Care



Why We* Should Be A Part of Your Network

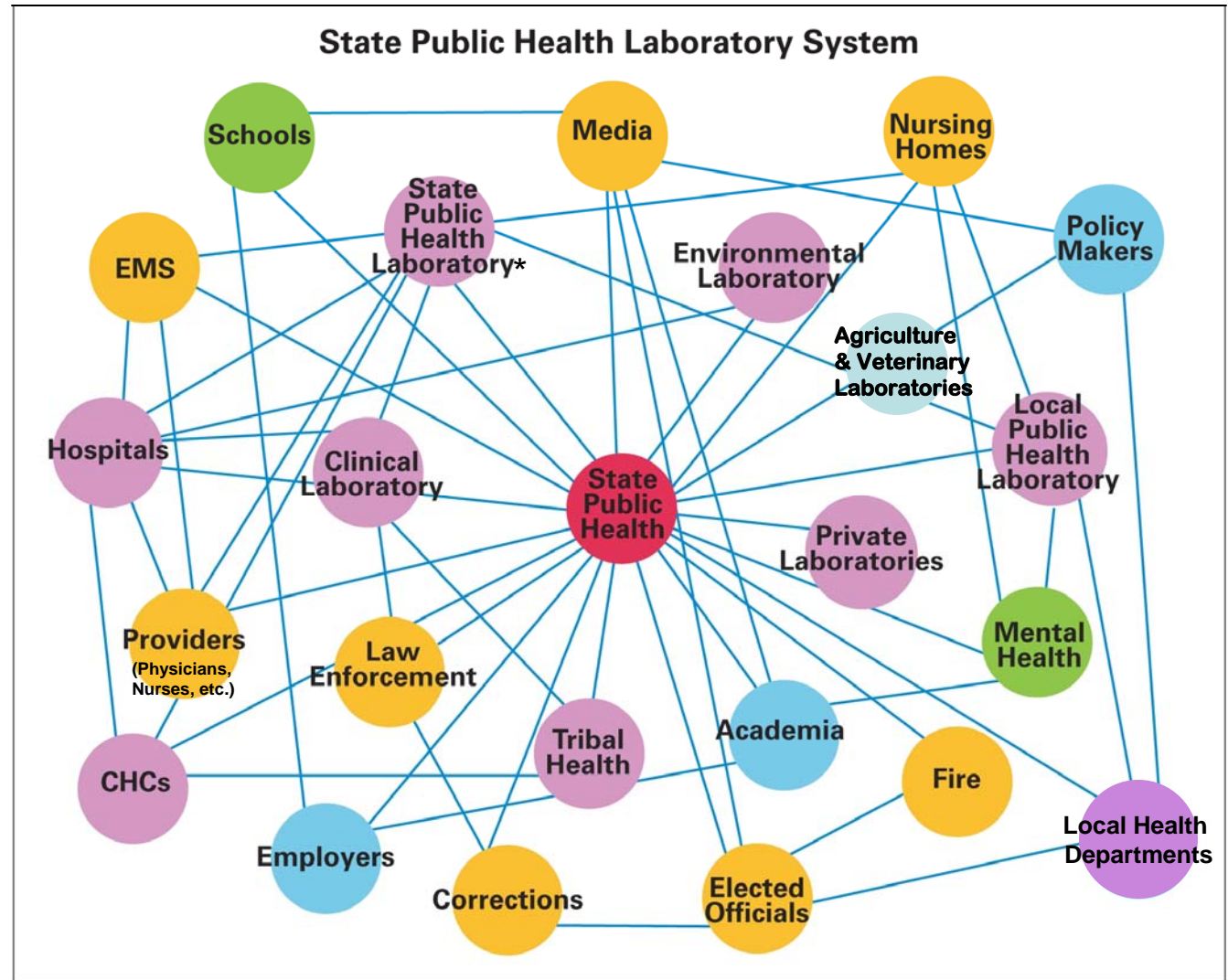
An Integrated Team can:

- improve communication
- improve patient care
- improve response to the next emerging disease
- improve response to a biological or chemical event

You have long recognized the benefit of diversity to your workforce.

Including the State Laboratory* as a partner adds diversity to your network!

*Michigan Department of Community Health
Bureau of Laboratories





Leave a Legacy

**Sponsored by the Michigan Department of
Community Health Bureau of Laboratories and the
Michigan Laboratory System Advisory Group**

You are invited to attend this one-day conference designed with a view towards tomorrow. The day will focus on opportunities for positive change in our lives and our professions. Our keynote address, “Leave a Legacy for the Future,” will set the tone for the day. Scheduled to present the keynote address is Dr. Tom Hearn, Deputy Director, National Center for Emerging and Zoonotic Infectious Diseases, CDC. Other sessions may include opportunities afforded by health care reform and the benefits of mentoring.

Who We Are: The Michigan Laboratory System Advisory Group (LSAG) consists of representatives from clinical, environmental, agricultural and veterinary laboratories; academia, infection control, epidemiology, and medical practitioners who meet periodically to discuss cross-cutting issues and ways system partners can support and aid one another.

Why We Exist: The State Public Health Laboratory recognizes itself as a part of a much larger public health laboratory system comprised of everyone involved in the public's health. Together with system partners, the State Public Health Laboratory embarked on a lab system improvement program in March of 2009 aimed at improving laboratory quality. This Advisory Group grew out of recommendations from that meeting.

Meeting Information:

**June 21, 2011
9:00 AM—3:00 PM**

**LCC West Campus
5708 Cornerstone Drive
Lansing, MI
48917**

Cost: Free of charge

Who Should Attend:

Anyone involved in health care: public health, clinical, agriculture, veterinary, or environmental lab management and staff; local public health; physicians; nurses; tribal health; epidemiologists; infection control personnel; and academia.

**Questions: Meghan Swain at
517-485-0660**

This meeting has been made possible by a grant from the Association of Public Health Laboratories.

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Leave a Legacy

Sponsored by the Michigan Department of Community Health Bureau of Laboratories and the Michigan Laboratory System Advisory Group

You are invited to attend this one-day conference designed with a view towards tomorrow. The day will focus on opportunities for positive change in our lives and our professions.

Keynote address: Leave a Legacy for the Future; Dr. Thomas Hearn, Deputy Director, National Center for Emerging and Zoonotic Infectious Diseases, CDC.

Other sessions include Health Care Reform Act: Potential Opportunities for the Clinical Laboratory by Laura Appel, Vice President, Michigan Health and Hospital Association; Be a Mentor by Jeremy Spinney, Sales Specialist, Siemens Healthcare Diagnostics; and Live Your Passion by Scott Westerman, Director of the MSU Alumni Association and author of "The Spartan Life."

**Meeting Information: June 21, 2011
9:00 AM—3:00 PM
LCC West Campus
5708 Cornerstone Drive
Lansing, MI. 48917**

Cost: Free of Charge

Registration: Please register by June 13 using the attached registration form.

Who Should Attend: Anyone involved in health care: public health, clinical, agriculture, veterinary, or environmental lab management and staff; local public health; tribal health; physicians; nurses; epidemiologists; infection control personnel; and academia.

Who We Are: The Michigan Laboratory System Advisory Group (LSAG) consists of representatives from clinical, environmental, agricultural and veterinary laboratories; academia, infection control, epidemiology, and medical practitioners who meet periodically to discuss cross-cutting issues and ways system partners can support and aid one another.

Why We Exist: The State Public Health Laboratory recognizes itself as a part of a much larger public health laboratory system comprised of everyone involved in the public's health. Together with system partners, the State Public Health Laboratory embarked on a lab system improvement program in March of 2009 aimed at improving laboratory quality.

This meeting has been made possible by a grant from the Association of Public Health Laboratories.

**YOU
ARE
INVITED**



FREE OF CHARGE !

Leave a Legacy

**Sponsored by the Michigan Department of
Community Health Bureau of Laboratories and the
Michigan Laboratory System Advisory Group**

Tuesday, June 21, 2011

9:00 AM—3:00 PM

LCC West Campus

**5708 Cornerstone Drive
Lansing, Michigan
48917**

**Includes: Continental Breakfast,
Program Materials, and Lunch**

Name: _____

Title: _____

Facility: _____

E-mail: _____

Telephone: _____

Dietary Needs: _____

**Fax Registration to:
Meghan Swain at 517-485-6412**

Registration Deadline:
June 13, 2011

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Leave a Legacy

Tuesday, June 21, 2011
Lansing Community College—West
Lansing, Michigan

Agenda

- | | |
|----------------------------|---|
| 9:00 AM – 9:25 AM | Registration |
| 9:25 AM – 9:30 AM | Welcome |
| 9:30 AM – 10:30 AM | <p>Keynote: Leave a Legacy for the Future
 Speaker: Dr. Thomas Hearn, Deputy Director, National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention
 Let's take some time today to look to the future. Let's ponder what our profession can become despite everyday challenges. Let's consider what we can do, as individuals, and why it is important to give back and leave a legacy for the future.</p> |
| 10:30 AM – 10:45 AM | Break |
| 10:45 AM – 11:45 AM | <p>Health Care Reform Act: Potential Opportunities for the Clinical Laboratory
 Speaker: Laura Appel, Vice President, Federal Policy & Advocacy, Michigan Health and Hospital Association
 Reforms under the Affordable Care Act have given Americans new rights and benefits with more to come by 2014. It may also open new windows of opportunities for the Clinical Laboratory. In this session, these opportunities will be explored.</p> |
| 11:45 AM – 12:30 PM | Lunch (Provided) |
| 12:30 PM – 1:30 PM | <p>Be a Mentor
 Speaker: Jeremy Spinney, Chemistry/Immunoassay Sales Specialist, Siemens Healthcare Diagnostics
 Today's mentors provide expertise and guidance to help others build a career, advance their education, and expand their network. Mentoring is an excellent way to leave your legacy.</p> |
| 1:30 PM – 2:30 PM | <p>Live Your Passion
 Speaker: Mr. Scott Westerman, Director of the Michigan State University Alumni Association and author of "The Spartan Life"
 "Scott's ideas provide the basis for individuals to accomplish great things in their lives and in the world. As an integral part of TEAM MSU, he understands that success comes from a passion for excellence and the commitment to see that passion to fruition." (From the forward by Dr. Lou Anna K. Simon, President, Michigan State University to "The Spartan Life," written by Scott Westerman, Director of the MSU Alumni Association)</p> |
| 2:30 PM | Closing Remarks/Evaluations |



LEAVE A LEGACY EVALUATION

SPEAKER ASSESSMENT	Low	High	Not Applicable
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Please indicate your overall degree of satisfaction with each speaker session

• Dr. Thomas Hearn - Leave a Legacy for the Future	1	2	3	4	N/A
• Laura Appel - Health Care Reform Act	1	2	3	4	N/A
• Jeremy Spinney - Be a Mentor	1	2	3	4	N/A
• Scott Westerman - Live Your Passion	1	2	3	4	N/A

What are 3 things you heard today that you plan to use or remember?

- _____
- _____
- _____

DISPLAY RATING	Low	High	Not Applicable
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Please rate the Virtual Laboratory Tour on each of the following.

• Tour video was informative and interesting.	1	2	3	4	N/A
• Tour video accurately depicted the state laboratory function.	1	2	3	4	N/A

Please rate the Lab System Display Board on each of the following.

• Display board was informative and interesting.	1	2	3	4	N/A
• Display board presented a new concept of a laboratory system.	1	2	3	4	N/A

COMMENTS

Please use this area for anything else you wish the program organizers to know.



LEAVE A LEGACY EVALUATION SUMMARY

SPEAKER ASSESSMENT	Low		High	Not Applicable
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Please indicate your overall degree of satisfaction with each speaker session

- | | | | | |
|--|---|---|-------|--------|
| • Dr. Thomas Hearn - Leave a Legacy for the Future | 1 | 2 | 3 (5) | 4 (14) |
| • Laura Appel - Health Care Reform Act | 1 | 2 | 3 (6) | 4 (13) |
| • Jeremy Spinney - Be a Mentor | 1 | 2 | 3 (8) | 4 (11) |
| • Scott Westerman - Live Your Passion | 1 | 2 | 3 (2) | 4 (16) |

What are 3 things you heard today that you plan to use or remember?

- See next page for listing _____
- _____
- _____

DISPLAY RATING	Low		High	Not Applicable
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Please rate the Virtual Laboratory Tour on each of the following.

- | | | | | |
|---|---|---|-------|--------|
| • Tour video was informative and interesting. | 1 | 2 | 3 (3) | 4 (15) |
| • Tour video accurately depicted the state laboratory function. | 1 | 2 | 3 (7) | 4 (11) |

Please rate the Lab System Display Board on each of the following.

- | | | | | |
|---|---|-------|-------|-------|
| • Display board was informative and interesting. | 1 | 2 (1) | 3 (9) | 4 (6) |
| • Display board presented a new concept of a laboratory system. | 1 | 2 (1) | 3 (9) | 4 (6) |

COMMENTS

Please use this area for anything else you wish the program organizers to know.

The last two speakers were great and highly motivating.
 Well organized program!
 Very nice – thank you for extending the invitation!
 Would love the chance to do this again!
 Laura Appel did not emphasize enough on new windows of opportunity for the clinical laboratory.
 Good, insightful, thought provoking quotes, sayings, and “take away messages.”
 Discussing during third talk (Jeremy Spinney) was nice – work into future “leave a legacy” workshops in other places.
 Very nice video!
 This was an excellent topic. It’s easy to forget why we went into this field.
 How do we as experienced professionals find mentors for ourselves?
 The speakers were very, very good.
 The video was super (made me very proud of the public health labs in Michigan).

Comments continued from previous page:

Great networking opportunity.
Wonderful day!
Excellent!

What are 3 things you heard today that you plan to use or remember?

The importance of mentoring even outside the laboratory.
Find your passion and go for it.
Seek out and do what truly inspires you.
Be happy.
Be creative, think ahead, don't be shy.
Mentor others to make choices that make them happy.
Remove yourself from the unacceptable.
If you make people happy they won't want to leave.
10 Principles for Empowering People
Accountable Care Organizations – do more research on this item.
One person can make a difference.
Little things can lead to big things.
Passion is important.
People like to be asked to do things.
We become what we think about.
I need to find more money to be happy. Seriously.
Constantly challenge yourself to stay interested in the field.
Look into lab network/collaboration.
Look up National Strategy.
High risk pool.
Siemens scholarships for lab education.
Alumni boards becoming service oriented.
CDC activities/purposes/accomplishments.
Bring fun to work.
