



AACC and The Endocrine Society Partner to Promote Patient Education – Partnership Focuses on Helping Patients Understand Their Medical Lab Tests

Washington, DC, March 14, 2005 - The American Association for Clinical Chemistry (AACC) announced today that The Endocrine Society has endorsed Lab Tests Online and will encourage its members to help spread the word about AACC's award-winning patient education web site. The Endocrine Society, the world's oldest, largest and most active organization in the field of endocrinology is the first organization to join the site's new Endorser program, which AACC launched this year in an effort to broaden support within the medical community for Lab Tests Online, the Internet's premiere public resource on laboratory testing.

Lab tests play a vital role in medical decision-making, but often, doctors and patients don't make the time to discuss the tests or their results in detail. In an effort to improve this doctor-patient dialogue, AACC has led a collaboration of 14 laboratory associations in developing Lab Tests Online (www.labtestsonline.org), which provides patients and families with up-to-date descriptions of on a broad range of laboratory tests, including the CBC, or Complete Blood Count, and TSH, a test used to detect thyroid disorders.

“We are very happy to launch the Endorser program with The Endocrine Society,” said AACC President Mitch Scott, Ph.D. He pointed out that the Society already has a demonstrated commitment to patient education, a reference to the Society's patient education affiliate, The Hormone Foundation (www.hormone.org). Dr. Scott continued, “Both organizations have independently established links to each other's websites. It seemed very natural that we should build on this mutual respect.”

Dr. Scott emphasized that the relationship between AACC and The Endocrine Society, as well as future Endorsers, is based on a common interest in promoting health literacy among patients. “We created Lab Tests Online because of the importance of lab testing in medical practice, but we know that testing is only one piece of a larger puzzle that our users are interested in. That's why we include literally thousands of links to other credible web sites like The Hormone Foundation.”

In 1997, The Endocrine Society established The Hormone Foundation as a leading source of hormone-related information for the public, physicians, allied health professionals, and

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the media. The Hormone Foundation website (www.hormone.org) is an integral part of the organization's public education efforts.

"Lab Tests Online is an enormously valuable tool for patients who want to understand why their doctors have ordered certain tests," said Anthony R. Means, Ph.D., President of The Endocrine Society. "We are very proud to become a part of this successful program and look forward to helping AACC and its partners reach out to the millions of people who haven't yet discovered this gold mine of information."

As the product of an editorial collaboration among AACC and 13 other laboratory associations in the United States and Canada, Lab Tests Online reflects the latest thinking by the professionals who do the testing. An editorial board comprised of representatives from each of the participating partner associations, representing a range of expertise, reviews and approves content before it is added to the site. The board also regularly reviews existing pages and updates them as necessary. Currently, the site includes more than 200 test descriptions.

Lab Tests Online has won several awards for its content and writing, and has been called one of the "smartest health sites on the web" (Prevention magazine, March 2004). In 2003, the American Society of Association Executives recognized the site with a Summit Award for its positive contribution to American society. Today, the site averages more than 500,000 visitors a month.

In June 2004, AACC launched a localized version of Lab Tests Online in the United Kingdom.

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AACC (<http://www.aacc.org>) is the principal association of professional laboratory scientists. Its members develop and perform tests conducted in hospital laboratories, clinics, medical centers and other health care settings. The AACC provides national and worldwide leadership in advancing the practice and profession of clinical laboratory medicine and its role in improving health care. AACC's mission includes educating the public about the value of laboratory testing with the overall goal of improving the public's health.

***Lab Tests Online** (www.labtestsonline.org) is a peer-reviewed, noncommercial web site where patients can find up-to-date, easy-to-understand lab testing information vital to understanding their health. Launched in 2001 by AACC and developed by a consortium of laboratory associations that has grown to number 14, the site is designed to help patients and family members learn about lab tests so that they can have more informed discussions with their doctors about this important aspect of their medical care. Supported financially by more than 25 companies from the diagnostics industry, the site offers descriptions of over 200 tests and thousands of links to related pages on the site*

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and elsewhere on the web. *Lab Tests Online* has hosted over 10 million visitors, and is currently averaging more than 500,000 visitors a month.

Founded in 1916, **The Endocrine Society** is the world's oldest, largest, and most active organization devoted to research on hormones, and the clinical practice of endocrinology. Today, The Endocrine Society's membership consists of over 12,000 scientists, physicians, educators, nurses and students, in more than 80 countries. Together, these members represent all basic, applied, and clinical interests in endocrinology. The Endocrine Society is based in Chevy Chase, Maryland. To learn more about the Society, and the field of endocrinology, visit the Society's web site at www.endo-society.org

The Hormone Foundation, the public education affiliate of The Endocrine Society, is a leading source of hormone-related health information for the public, physicians, allied health professionals and the media. Our mission is to serve as a resource for the public by promoting the prevention, treatment and cure of hormone-related conditions through outreach and education. (www.hormone.org)