



The Kentucky Laboratory Sentinel

November 2003



Packaging and Shipping Workshop

The SPHL will offer a packaging and shipping workshop for those labs that need a person to be certified.

When: December 8, 2003

Where: Centralized Laboratory/Frankfort

Time: 12:00pm-5:00pm

No lunch will be served.



For reservations contact Leigh Ann Bates at 502-564-4446 ext. 4490 or leighann.bates@mail.state.ky.us

Thanks!!

Thank you for sending back your postcards! We ask that you send this month's card back so we can assess who needs to be contacted through other means.



What Bugs You!

Pass the White Powder...Turkey and Pumpkin Pie Please!

Clinical laboratories should not attempt to handle or process environmental specimens, envelopes, or packages containing powders. These should be referred to the KY State Public Health Lab.

If you really did have *B. anthracis*, your hospital would be shut down immediately and you couldn't give the best possible care to the people that needed it.

If you are asked...Just say



pass!!

Revisions to CLIA Requirements

• *Published as Final Rule on January 24, 2003*

• *Applies to nonwaived testing*

• *Correction Notice published August 22,*

• *Initial inspections will be for consultation not citation*

• *Guidelines explaining/interpreting requirements under development*

**Anticipated publication October 2003*

**CMS/CDC websites for guidelines*

<http://www.cms.hhs.gov/clia/>

<http://www.phopo.cdc.gov/clia/default.asp>

SARS Reminder

Kentucky Health Care Providers and Health Departments must contact the DPH Division of Epidemiology and Health Planning to arrange for SARS testing on patients who meet the CDC guidelines. The Division may be contacted at:

1-888-9REPORT (1-888-973-7678)

For CDC guidelines see www.cdc.gov/ncidod/sars

Comments or ideas for future communications, please contact leighann.bates@mail.state.ky.us

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar

of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your news-



Caption describing picture or graphic.

letter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the

business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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100 Sower Blvd.
Suite 204
Frankfort, KY 40601
Phone: 502-564-4446
Fax: 502-564-7019
Email: xyz@microsoft.com

We're on the Web!
example.microsoft.com

Your business tag line here.



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Inside Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a list-

ing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.