

LAB TESTS ONLINE-UK ANNUAL REPORT 2019

Lab Tests Online-UK Mission Statement

'To increase patient understanding of laboratory tests empowering them to become active partners in their own healthcare'

Lab Tests Online-UK (labtestsonline.org.uk (LTO-UK)) is a website designed to provide patients and carers with easy-to-understand information about clinical laboratory tests.

It is patient-centred: Its primary role is to provide patients with easy to understand information on laboratory tests for particular diagnoses, conditions and diseases.

It is peer reviewed: LTO-UK is written by experienced and suitably qualified laboratory doctors and scientists. All content is reviewed and approved by the managing editor prior to publication. The managing editor refers all content for review by non-board members who have a particular expertise, but the board has final approval of the content. This includes news items, test and condition articles, feature and screening articles, and glossary terms. Board members are listed on an Editorial Board page on the LTO-UK website, including each person's name, affiliation, and professional role.

It is non-commercial: LTO-UK does not receive nor seek commercial sponsorship. Support is generously provided by the Association for Clinical Biochemistry and Laboratory Medicine (ACB), the Institute of Biomedical Science (IBMS) and the Royal College of Pathologists (RCPath).

Management structure

The LTO-UK Board is accountable to the ACB through the Director of Communication and Publications.

Board members 2019

Chair: Dr Danielle B Freedman
Treasurer: Dr Michael Bosomworth
Managing Editor: Dr Sally Stock
Technical Lead: Stuart Jones
Marketing and Promotion: Rebecca Powney
Marketing and Promotion Deputy: Iain Woodrow
Patient Liaison: Professor Jonathan Kay
Patient Advocate: Dr Patricia Wilkie OBE
IBMS representative: Dr Michelle Brereton
Royal College of Pathologists representative: TBC
Administration: Dragana Landup-Horgan

An editorial team and managing editor work under direction of the management board and are responsible for the website content. All editorial work is done on a voluntary basis. There are currently 77 editors of which 32 edited in 2019. The full list of contributors can be found on the website.

Historical context

The Lab Tests Online (LTO) concept originated in the USA and was developed into a website by the American Association for Clinical Chemistry (AACC) and launched in 2001. The UK laboratory profession recognised the potential of this website at an early stage and senior members of the ACB were successful in obtaining sufficient funding from the Health Foundation and the Department of Health (England) to develop a UK website. LTO-UK, with 1,800 pages, was launched by the Minister of Health, Rosie Winterton, in June 2004.

LTO-UK is part of an international collaboration of fourteen countries reaching patients throughout the world. Lab Tests Online has served over 400 million visitors since the initiative started in 2001.

The LTO mission is to create a comprehensive, accurate, dynamic, and interactive website to inform the public about clinical laboratory testing through a global network on LTO sites.

The website

Lab Tests Online-UK celebrated its 15th Anniversary at the ACB Focus Conference in May 2019.

The LTO-UK team monitor website activity and identify the popular pages, search engines and links that carry visitors to the website. The content of the website continues to grow and evolve and is reviewed and updated at regular intervals by the editorial team. The independent and professional approach of LTO-UK (which has no commercial allegiance) with review of content by NHS professionals in the relevant laboratory speciality is increasingly what separates it from other information websites.

Lab Tests Online-UK website subscribes to the principles of the Health on the Net Foundation, <https://www.healthonnet.org/HONcode/Conduct.html?HONConduct995553>.

The HONcode is not an award system, nor does it intend to rate the quality of the information provided by a website. It only defines a set of rules to:

- hold website developers to basic ethical standards in the presentation of information
- help make sure readers always know the source and the purpose of the data they are reading.

The hit rate for 2019 averaged 307,000 sessions per month, which is an 83% increase on 2018, as shown in *Appendix 1*. A number of structural changes to the new website have been made in 2018/2019 and subsequent figures show a significant pick up in traffic (2,007,063 sessions in 2018 vs 3,679,096 sessions in 2019).

The biggest source of referrals to the LTO-UK website was from the GP system System One-TPP, the NHS.UK and the NHS Inform Scotland websites, followed by the Patients Know Best and Cancer Research UK websites.

We continue to expand the number of third party systems who use integrated links to LTO-UK. In August 2019 we saw SystemOne-TPP launch LTO-UK test-specific links on their patient access portal. This has led to a substantial increase in the number of referrals to the website from this source: 66,000 per month up from 11,000 per month in 2018. This demonstrates the significant benefit gained from integrating links in this way and with the continued roll out of the Patient Online Programme referrals should continue to increase.

The following GP systems currently have or are developing integrated links to LTO-UK: TPP (SystemOne), HealthFabric, iSOFT, OMNI lab, INPS, Microtest, DrDoctor, i-Patient and Manage your health (app). In addition we continue to promote LTO-UK via: NHS, UCLH OCS, the Welsh National Order Communications Project and Choosing Wisely UK websites.

The LTO-UK team continue to work with the ACB Scientific Committee and the Royal College of Pathologists to push for new mandatory standards in GP Information Systems that display results directly to patients.

2019 website statistics

Total tests: 304	Sessions: 3,679,096
Total conditions: 119	Users: 2,710,793
New articles developed: 11	Page views: 6,344,479
Pages reviewed: 64	

International profile

The LTO-UK editorial board has successfully worked with the AACC in promoting the adoption of Lab Tests Online in countries across the world – initially in Europe and now further afield in Australia, China, South Korea, Brazil and Turkey. Currently, there are 14 international websites using 12 languages. The editorial developments are discussed at two global editors' meetings. In August 2019, Dr Danielle Freedman represented LTO-UK at the LTO Global Editors Meeting in Anaheim, USA. Dr Freedman was a self-funded attendee.

In 2019, the AACC won several awards and accolades for Lab Tests Online content and the new website design:

- AVA Digital Award - This international competition recognises excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communication.
- W³ Silver Award - The W³ Awards celebrates digital excellence by honouring outstanding Websites, Web Marketing, Video, Mobile Sites/Apps & Social content

Publications featuring LTO-UK in 2019

In February 2019, LTO-UK featured in the NHS Greater Glasgow and Clyde Laboratory News promoting LTO-UK to practice managers.

ACB News featured the award of the ACB honorary membership to Dr Danielle Freedman in an online news article with a reference to the LTO-UK website: <https://www.ldh.nhs.uk/news/lds-chief-medical-advisor-awarded-honorary-membership-of-prestigious-professional-society#> in February 2019.

In July 2019, Practice Managers Association Newsletter featured LTO-UK and its 15th Anniversary, <https://mailchi.mp/practicemanagersuk.org/pma-newsletter-july-2019-please-help-uptake-with-flu-vaccinations-skills-for-health-qm-e-learning-at-pma-event-coordinator-vacancy-and-more?e=ed4936e25a>

News articles published on the LTO-UK website during 2019:

<https://labtestsonline.org.uk/news/improved-prediction-stillbirth-intrahepatic-cholestasis-pregnancy>, *Improved prediction of stillbirth in women with intrahepatic cholestasis of pregnancy (ICP)*, 19 March 2019

<https://labtestsonline.org.uk/news/delivery-cervical-screening-england-joint-statement>, *Delivery of cervical screening in England – joint statement*, 20 March 2019

<https://labtestsonline.org.uk/news/major-uk-clinical-trial-group-b-streptococcus-screening-pregnancy-starts>, *Major UK clinical trial of Group B Streptococcus screening in pregnancy starts*, 3 June 2019

<https://labtestsonline.org.uk/news/cytokine-blood-test-promises-fast-confirmation-coeliac-disease>, *Cytokine blood test promises fast confirmation of coeliac disease*, 30 September 2019

<https://labtestsonline.org.uk/news/novel-high-sensitivity-bacteriophage-based-assay-identifies-low-level-mycobacterium>, *A Novel, High-sensitivity, Bacteriophage-based Assay Identifies Low-level Mycobacterium tuberculosis Bacteremia in Immunocompetent Patients With Active and Incipient Tuberculosis*, 4 November 2019

<https://labtestsonline.org.uk/news/gps-advised-not-take-patients-direct-consumer-genetic-test-results-face-value>, *GPs advised not to take patients' direct-to-consumer genetic test results at face value*, 22 November 2019

Conferences and events attended in 2019

Members of the LTO-UK board spoke at and/or attended a number of events throughout the year including:

- 'BSH Annual Scientific Meeting' in Glasgow
- 'ACB FOCUS' in Glasgow
- 'The Annual Conference for the National Association of Patient Participation' in Gloucester
- 'IBMS Congress' in Birmingham
- 'RCGP Conference' in Liverpool

There has been overwhelming positive feedback from these events, increased networking opportunities and invaluable promotion of LTO-UK.

Social Media

The @LabTestsUK twitter account grows steadily with currently over 1,488 followers. It provides the public with a direct route for engagement with our team and a social media platform for us to promote the website and actively engage with the public and key healthcare and laboratory peers.

The LTO-UK Facebook page has 1550 followers.

Reporting and analysis

The LTO-UK board monitor the progress of the website to measure success according to their business strategies set for the following three years (2017 –2019):

- **Website visits and App downloads**
 - To increase annual traffic to the website by 10% year on year
In 2017 there were 2,848,450 visits to the website, in 2018 there were 2,007,063, and in 2019 there were 3,679,096 an increase of 83% this year and following the migration to a new website platform (Drupal)
- **Links with GP systems**
 - To finalise work with INPS (patient portal application) – Completed
 - Continue discussions with EMIS to integrate.
 - Start discussions with NHS app development team to integrate.
- **Champion recruitment and retention**
 - To double the number of LTO-UK champions from 38 in 2016 to 76 in 2019
In 2019 there were 129 new champions, exceeding this target.
 - To increase the proportion of non-laboratory scientists to 40% by 2019
In 2019 there were 47 non-laboratory champions (36%). Further work is planned to focus on non-laboratory champion recruitment including attendance at NAPP, Primary Care and Public Health and Royal College of General Practitioners conferences.
 - To recruit patient Champions
In 2017 there were 17 patient champions. In 2018 there were 34 patient champions. In 2019 there were 47 patient champions.
 - Send out Champion Newsletters quarterly -Target not met, plan to use new volunteer for this
 - Update marketing literature following the website redesign – Completed
- **Make up of Editorial Team**
 - To recruit 5 lay editors by the end of 2019
Two recruited. Further work is planned to increase these numbers.
- **PR & Media coverage (on and offline)**
 - At least one article about LTO-UK in a non-laboratory professional magazine
 - At least one article/blog/electronic journal in a non-laboratory digital publication
One article promoting LTO-UK published in PMA Newsletter, a non-laboratory digital publication. Further work is planned to promote LTO-UK in non-laboratory professional publications.
- **Social Media impact and reach**
 - Twitter: to increase by 10% year on year

In 2017 there were 1,074 followers. In 2018 there were 1253 followers. In 2019 there were 1488, an increase of 19%.

- Facebook: to increase by 10% year on year

In 2017 the page had 1,432 likes, increasing by 2% to 1,460 likes in 2018. In 2019 there were 1540 likes, an increase of 5%

Plans to amalgamate the Twitter and Facebook page are in process and this is hoped to boost coverage by both.

The future

LTO-UK objectives for the three years business plan¹:

- to continue to implement the business plan
- to increase annual traffic by at least 10% year on year
- to ensure that GPs have direct links from their surgery to LTO-UK website
- to monitor and assess LTO-UK impact in primary care setting.
- to increase links with other public facing websites, e.g. national health related charities and others
- to secure permanent funding to support these activities
- to work with GP and patient record system suppliers to further integrate LTO-UK into patient facing applications.
- To work with the ACB and RCPATH to push for mandatory standards for systems that display test results directly to patients.

¹ LTO-UK Business plan 2017-2019

Financial details

LTO-UK does not search for nor receive commercial sponsorship. This is considered to be important to assure all users of our independence.

LTO-UK is administered through the Association for Clinical Biochemistry and Laboratory Medicine and does not publish separate accounts. These are included within the Association's audited accounts. It had a nominal balance at the beginning of the year of £49,562. Total expenditure (excluding VAT) was £29,050. The major items of expenditure are the salary of the part-time administrator and the license fee payable to the American Association for Clinical Chemistry. Total income was £30,000. The ACB contributes to the project both financially and through the provision of additional administrative support as required, and by providing accommodation for meetings, to a total of £10,000; grants of £10,000 each were made by the Institute of Biomedical Science and the Royal College of Pathologists. The closing balance (31 December 2019) was £51,399. We are having discussions with patient groups and other professional organisations with a view to securing long term funding. These figures are provisional end of year figures, pending audit.

Lab Tests Online-UK

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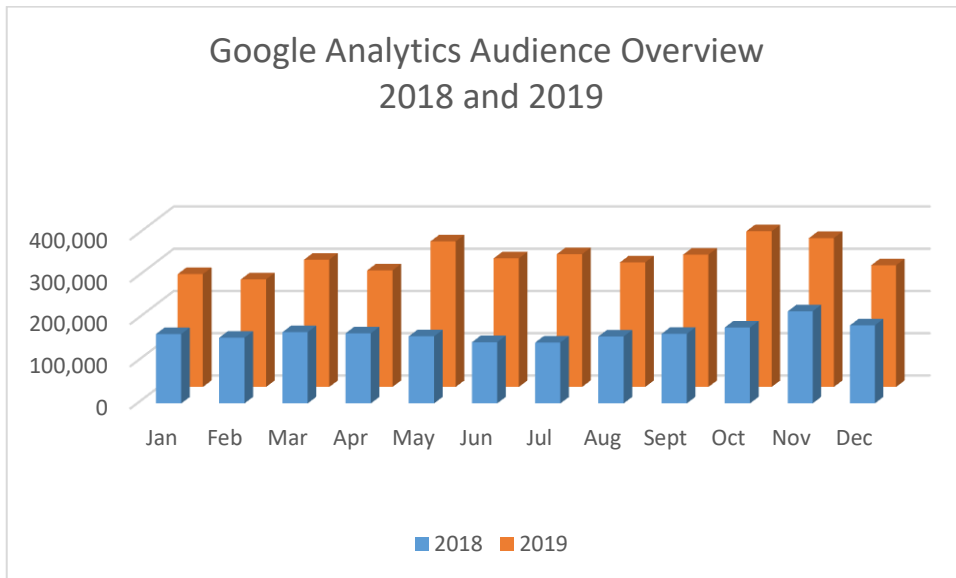
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Appendix 1



>3.6 million visits in 2019, 83% increase in website traffic