Center for Surveillance, Epidemiology, and Laboratory Services

OneLab
A Unified Response to Training Needs

Principles in Plain Language: Communication for Laboratory Professionals

Presented by Alexandra Mercante and Meredith Reagan

August 26, 2021

U.S. Department of Health and Human Services
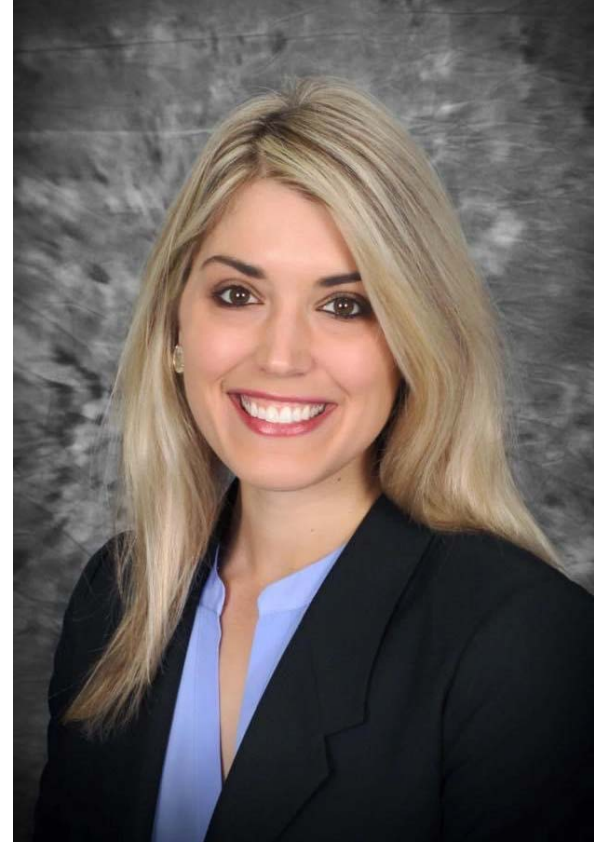Centers for Disease Control and Prevention

Agenda

- Introduction
  - Today's Presenters
  - New/Featured OneLab Resources
- Principles in Plain Language: Communication for Laboratory Professionals
- Q&A
- Upcoming Events

Presenters

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NEW AND FEATURED RESOURCES

CLIA Curriculum
Introduction to CLIA

CLIA Curriculum
Provider-performed Microscopy Procedures

https://www.cdc.gov/labtraining/

Access Resource

Laboratory Risk Management Curriculum
Introduction to Laboratory Risk Management

Excellent Laboratories, Outstanding Health

Resource: FAQs about Coronavirus (COVID-19) for Laboratories

What are you looking for?

Search

On This Page

Accessing Laboratory Testing

General Guidance and Regulatory Requirements

Test Developers

Serology

Laboratory Biosafety

Specimen Packing and Shipping

Specimen Types

Interpreting Results of Diagnostic Tests

Anatomic Pathology

Ordering Supplies (For Public Health Laboratories)

Ordering Supplies (For Clinical Laboratories)

General Guidance and Regulatory Requirements

Under what circumstances should laboratories use either a SARS-CoV-2 viral or serology (antibody) test that has received EUA from FDA?

Where can I find additional CDC guidance about laboratory testing?

My facility would like to begin SARS-CoV-2 testing. Do we need a Clinical Laboratory Improvement Amendments (CLIA) certificate? Can my facility be granted a waiver from the CLIA certification requirements so that I can begin testing immediately?

Access Resource

Resource: Overview of Testing for SARS-CoV-2 (COVID-19)

Overview of Testing for SARS-CoV-2 (COVID-19)

Updated Aug. 2, 2021   Print

Healthcare Workers

- **Testing** —
  - **Testing Overview**
  - Performing Broad-Based Testing
  - Testing Healthcare Personnel
- Clinical Care +
- Infection Control +
- First Responders
- Exposure in Healthcare Settings +
- Optimizing PPE Supplies +

Note: This document is intended to provide guidance on the categories of viral testing and intended uses of testing for SARS-CoV-2 in light of additional testing capacity throughout the country and does not address decisions regarding payment for or insurance coverage of such testing.

Summary of Recent Changes

Updates as of August 2, 2021

- Revised to align with CDC recommendations for fully vaccinated individuals

View Previous Updates

On This Page

Considerations When Testing

Vaccination and SARS-CoV-2 Testing

Testing for SARS-CoV-2 Infection

Considerations for Testing in Different Scenarios

Public Health Surveillance Testing for SARS-CoV-2

Access Resource

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Resource: CDC's COVID-19 Website

Laboratory Plain Language Toolkit

Plain language is critical for ensuring that your audience understands the message you are trying to deliver.

We are developing a Laboratory Plain Language (LPL) toolkit to help laboratories develop plain language content.

The LPL toolkit will be released mid-September. Keep a lookout for updates on this valuable resource.

PRINCIPLES IN PLAIN LANGUAGE: COMMUNICATION FOR LABORATORY PROFESSIONALS

Laboratory Education and Training Needs: Cohesive Public-Facing Messaging

A lack of consistent, cohesive public-facing messaging tools creates challenges in responding to the high volume of requests for information

"Having material that we can easily put on our website or give out would be helpful. We get lots of **inquiries from non-medical sites**."

"The **general public does not understand who we are or what we do**, even at a high level."

"We are getting an **abnormally large number of calls for information requests** from people who we are not used to responding to…. such as party planners, patients, sporting events, etc."

"We need easy-to-read and understand one-pagers to share with **health care providers (HCPs) who do not understand our workflows**."

Tailored Laboratory Messaging for General Audiences

Identified Topics

- Address public's FAQs on testing (types, interpreting results, sensitivity and specificity)
- Address HCPs' FAQs on test sensitivity/specificity and clinical laboratory workflow (e.g., processing time)
- Communicate role and responsibilities of clinical laboratories
- Provide tools to respond to the unprecedented influx of information requests

Available Now		
CDC COVID-19 FAQs	FAQs	
CDC COVID-19 Testing Overview	Guidelines	

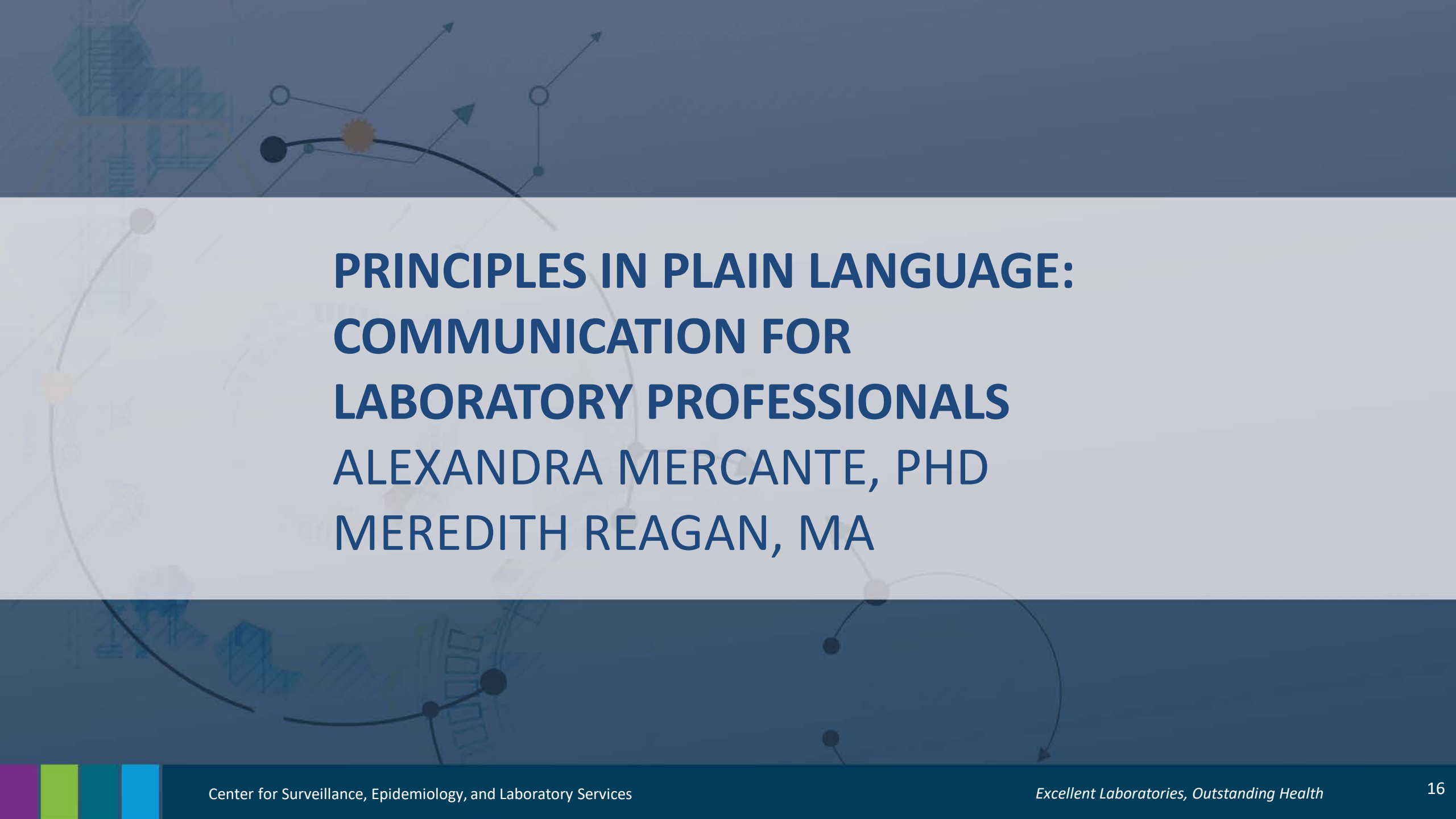| Coming Soon!		
There's a Test for That! (COVID testing overview)	Video	Summer 2021
Prepared Responses for General Public (FAQs)	FAQs	Summer 2021

PRINCIPLES IN PLAIN LANGUAGE: COMMUNICATION FOR LABORATORY PROFESSIONALS

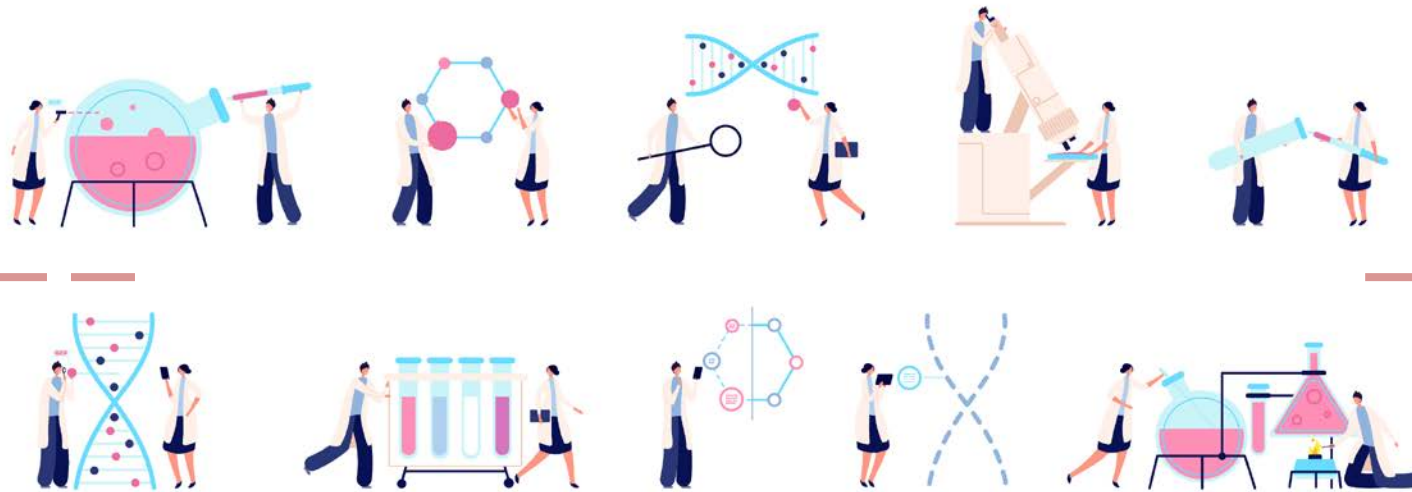ALEXANDRA MERCANTE, PHD

MEREDITH REAGAN, MA

Meeting the Challenge

- Laboratory professionals wear many hats
  - Completing day-to-day tasks
  - Performing emergency response functions as part of the COVID-19 pandemic
 - Answering testing-related questions from the public

Today's Presentation Goal

To equip you with the tools to build your own communication toolkit

Setting the Framework

- Everyone is already a communicator regardless of job title

- Health communication is a science

- You can apply a data-driven approach to communication just like your laboratory work

EMAIL INQUIRIES BY TOPIC
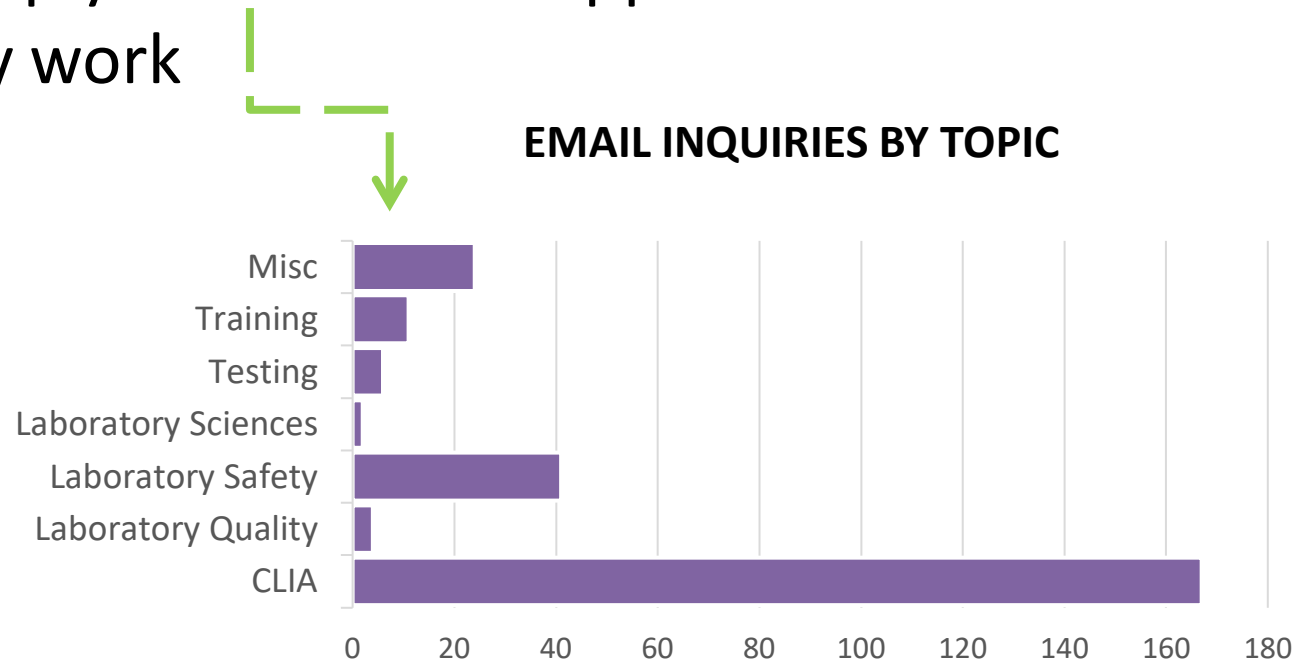
Includes email inquiries submitted to CDC-INFO and DLSInquiries@cdc.gov.

Tool 1: Define your Audience

- Ask yourself: Who am I talking to?
- The "Who" helps define the message
- Pro Tip: make a list of your audience members
- Take your time defining your audience

WHO?

Tool 2: Craft Your Content

- Ask yourself: What do you want your audience to know and do?

- BLUF = Bottom Line Up Front

- Include a clear call to action

CALL TO ACTION!

Examples of BLUF and a Clear Call to Action

07/18/2021: Lab Alert: FDA Revokes EUA for Curative SARS-CoV-2 Assay

Audience: Individuals Performing COVID-19 Testing

Level: Laboratory Alert

On July 15, 2021, the U.S. Food and Drug Administration (FDA) revoked the emergency use authorization (EUA) for the Curative SARS-CoV-2 Assay. Effective immediately, laboratories and testing sites should discontinue use of the Curative test.

Tool 3: Use Active Voice

- What's the difference between passive and active voice?
  - Passive voice: subject receives the action
  - Active voice: subject performs the action

The Grand Canyon is visited by thousands of tourists every year.

Thousands of tourists visit the Grand Canyon every year.

PASSIVE VS. ACTIVE

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Tool 4: Use Plain Language

- Avoid technical jargon
- Spell out acronyms
  - Follow the one-time rule
- Try chunking and bullets

Chunking and Clear Communication

Does the CDC 2019 Novel Coronavirus (2019-nCoV) Real-Time RT-PCR Diagnostic Panel confuse influenza with SARS-CoV-2?

No. The CDC 2019-nCoV Real-Time RT-PCR Diagnostic Panel does not confuse influenza with SARS-CoV-2. It is a highly accurate test that detects the presence or absence of SARS-CoV-2 viral genetic material within a patient specimen.

Does the retirement of the CDC 2019 Novel Coronavirus (2019-nCoV) Real-Time PCR Diagnostic Panel mean that the previous results from this test are invalid?

No. Results from this test are reliable, valid, and specific to SARS-CoV-2.

Are RT-PCR-based tests valid for the detection of SARS-CoV-2?

Yes. RT-PCR-based tests are one type of laboratory-based nucleic acid amplification test (NAAT), which continue to be the "gold standard" of diagnostic testing for COVID-19. Many diagnostic tests for SARS-CoV-2 that have received EUA from FDA use RT-PCR-based tests, including both the CDC 2019 Novel Coronavirus (2019-nCoV) Real-Time RT-PCR Diagnostic Panel and the CDC Influenza SARS-CoV-2 (Flu SC2) Multiplex Assay.

Bullets and Clear Communication

On July 1, 2021, the U.S. Food and Drug Administration (FDA) issued a notice that Magellan Diagnostics, Inc., is recalling its LeadCare II, LeadCare Plus, and LeadCare Ultra Blood Lead Tests due to a significant risk of falsely low results.

FDA has identified this as a Class I recall, the most serious type of recall. Use of these devices may cause serious injuries.

CDC has also distributed an announcement about this recall via the Health Alert Network (HAN).

Actions for Laboratories and Health Care Providers:

- Discontinue use of all test kit lots identified as part of the recall and quarantine remaining inventory.
- Laboratories should evaluate patient test results that were generated with the impacted lots.
- Confirm suspect results with an alternative lead testing option, such as those using inductively coupled plasma mass spectrometry or graphite furnace atomic absorption spectroscopy at a high complexity, CLIA-certified, reference laboratory.
- Promptly complete and return the Customer Notification Form 📄 in the Urgent Medical Device Recall letter to LeadCareSupport@magellandx.com or FAX to (978) 600-1480 (this will indicate receipt of this field correction notice). Complete this form even if you have no remaining inventory.
- After the form has been submitted, contact Magellan Technical Support 1-800-275-0102 to obtain a FedEx label to return any remaining inventory to Magellan and receive replacement product.
- Be aware, product will be replaced based on availability; replacement product is NOT currently available.

LeadCare II lots 2012M, 2018M, and 2102M are not impacted by this recall. Laboratories and health care providers may continue to use these tests and should report any failed Quality Control or suspected test results to Magellan Diagnostics.

Tool 5: Determine Your Channel

Communication Forms

- Presentations
- Email
- Web content
- One pagers
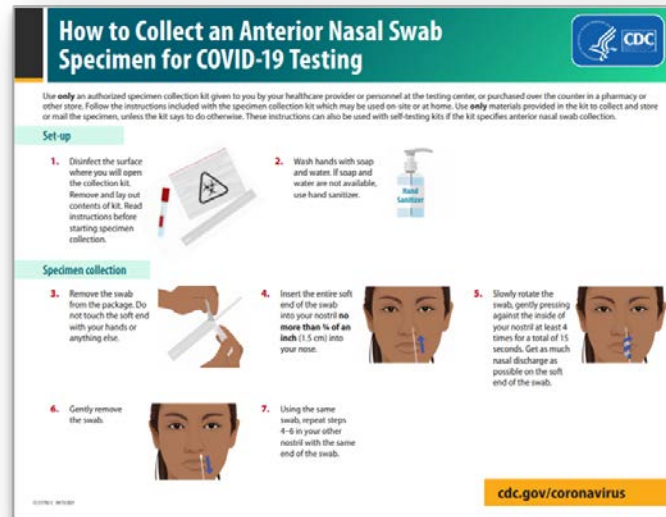- Flyers
- Social media

Communication Platforms

- Computers
- Laptops
- Mobile devices
- Tablets

Tool 6: Pictures and Words

- Use pictures to complement written content

[CDC Public Health Imaging Library (PHIL)](#)

Tool 7: Crisis and Emergency Risk Communication (CERC)

- **<u>CERC</u> basics - communication principles and best practices**
  - "The right message at the right time from the right person can save lives."
    - Be first
    - Be right
    - Be credible
    - Express empathy
    - Promote action
    - Show respect

- **Countering misinformation**
  - Focus on presenting the correct information

Tool 8: Look for Ways to Introduce Efficiency

- Craft prepared responses to frequently-asked questions

PREPARED RESPONSES (PRs)

My CLIA certificate needs to be updated or is outdated. How can I update it?

USED
607 times**

I want to check the status of my CLIA certificate payment. Was my payment received?

USED
142 times**

**number of times a PR used March 2019-May 2021

Tool 9: Apply a Customer Service Approach

- Respond in a timely manner
- Use a professional tone
- Maintain transparency
- Establish a review or clearance chain

TIMELY MANNER

Tool 10: Resources

[CDC's Gateway to Health Communication](#)

Let's Recap

- Remember – you're already a communicator!
- Apply a data-driven approach to your communication activities
- Seek resources and build partnerships
- Build and share your own custom communication toolkit

Q&A

September OneLab Network Event

OneLab Network: Emergency Use Authorization Panel
Wednesday, September 22 | 1:30 to 2:30 PM EST

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348   www.cdc.gov

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