

MEDIA RELEASE

Congress One

FOR IMMEDIATE RELEASE

WORLD CLASS LABORATORY MEDICINE CONGRESS TO BE HOSTED IN SOUTH AFRICA

A Laboratory Medicine Congress that will bring together some of the finest scientific minds in Southern Africa as well as from the international arena, will be held in Johannesburg in September 2011. It aspires to uplifting the status of in vitro diagnostics and research in South Africa. For the first time, all the role-players in Medical Laboratory Science in South Africa have joined forces to bring you a new dynamic, cutting edge, multi-faceted, *Laboratory Medicine Congress (LMC)*. This is a collaboration of all specialist and related disciplines in Pathology, Medical Technology, Medical Science, and Blood Transfusion Services under one roof. This Congress will be a platform for experts in the field as well as suppliers of laboratory equipment, to unveil all the latest innovations, medical technologies, developments and research that the industry has to offer.

If your interests and expertise lie within these and related fields and you wish to keep in touch with the latest trends, you simply cannot afford to miss this CPD Accredited Congress.

Mr Sagie Pillay, CEO of the National Health Laboratory Services in South Africa (NHLS), and the Diamond Partner for this event, stressed the importance of this Congress and its relevance for the industry. He agrees with Dr Bruce Dietrichs of the National Pathology Group, that this event is poised to bring South Africa in line with the international trend in congresses. Mr Pillay, as CEO of the largest diagnostic Pathology Service in Africa and prominent worldwide, is keenly aware of the crucial role that the NHLS and other Pathology Laboratories, the National Blood Service, the Laboratory Supply companies and the industry as a whole play in the delivery of healthcare in South Africa. His firm belief is that all role-players committed to supporting National and Provincial Health Departments in the delivery of healthcare, cannot miss the opportunity to be a part of this *Laboratory Medicine Congress 2011*.

In a continent so often beleaguered by a lack of resources, Pillay reminds us of one of our strengths, namely, that we don't need to continuously look elsewhere or in other countries for guidance; we already have cutting edge expertise and innovation in medical laboratory science right here in South Africa – we just need to capitalise on this and harness it to our advantage.

Over a period of four days, starting with the Opening on Thursday 1st September through to Sunday 4th September 2011, the Sandton Convention Centre will be abuzz with a flurry of exhibitors who will showcase the latest medical technologies and advise on equipment currently available in the market. Not only will you have the opportunity to experience this, but if you decide to be one of the exhibitors, you'll be able to share your new products and innovations with medical laboratory experts who are the current and future laboratory medicine decision-makers of our country.

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You will be awed by exciting promotional activities, oral, poster and workshop presentations by local and international keynote speakers on cutting-edge science, and you'll have the opportunity to interact with prominent researchers and academics at this congress.

Jenny Hind, Chairperson of the *LMC 2011* Organising Committee, and a Medical Technologist and Senior Lecturer, places the spotlight on laboratory analysis in South Africa, and focuses our attention on the crux of the matter.

“Providing reliable, rapid, accurate and affordable diagnostic analysis is a critical component for the delivery of effective and life-saving treatment for citizens. The benefits of early diagnosis translate directly into the delivery of early treatment of disease, which in turn translates into major cost-savings for health care budgets and resources. In a nutshell, we need to invest more strongly in laboratory analysis and give it the importance it deserves; in this way we will pave the way for a dramatic improvement in the health of all people in South Africa.”

Excitement at the congress will be palpable with celebrations such as the 60th Diamond Anniversary of the Society for Medical Laboratory Technologists of SA (SMTLSA), one of the hosts of the Congress as well as it being their 21st Congress – the ‘coming-of-age’, so to speak, of Medical Technologists being recognised as an integral part of medical diagnostics and scientific research. In addition, it is the 10th Anniversary of the NHLS. A wonderful opportunity for all the invited guests and delegates of this Congress to celebrate this occasion together.

With its strong educational focus, the *LMC 2011* will also be an exciting opportunity for young, aspiring individuals to see what the professions have to offer, and consider a career in Medical Laboratory Science in South Africa. Delegates will experience hands-on information from the relevant universities represented at the congress, and will be able to explore a selection of career opportunities in all related disciplines in the fields of Pathology, Medical Technology, Blood Transfusion/Donation and Medical Science. Come and find out more about the incredible opportunities awaiting you!

The Hosts of the Congress include the following:

National Health Laboratory Services – NHLS (Diamond Partner)

Society for Medical Laboratory Technologists of South Africa - SMLTSA

Southern African Laboratory Diagnostics Association - SALDA

National Pathology Group – NPG

Federation of South African Society for Pathology - FSASP

South African Society of Clinical Cytology - SASCC

South African National Blood Service - SANBS

Western Province Blood Transfusion Service - WPBTS

This congress is ushering in a new era of Medical Laboratory Science and replaces all past congresses held by the hosts of this congress. So we alert you once again; if you are a supplier of medical laboratory diagnostic equipment or technologies or you're in the fields of Pathology, Medical Technology, Medical Science, Blood Transfusion or any of the specialist and related disciplines, this congress is for you!

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Book your calendars now and become part of this new, dynamic, cutting edge, multi-faceted *Laboratory Medicine Congress 2011*.

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About LMC 2011

The Pathologists, Medical Technologists, Blood Transfusion Technology and Donations, Medical Scientists and Laboratory Suppliers of South Africa have collaborated to bring the Laboratory Medicine Industry a consolidated event – the *Laboratory Medicine Congress 2011*. The aim is to bring delegates together from all related disciplines to interact, network and learn from each other. The latest innovations, technologies, developments and research will be unveiled and presented, in the form of Oral, Poster, Workshop and Exhibition deliveries, to share information to ensure that the industry in South Africa remains on top of its game. Anyone with interest in the following disciplines is encouraged to attend: Medical Technology, Medical Sciences, Pathology, Haematology, Blood Transfusion and Donation, Laboratory Equipment, Laboratory Support, Bioinformatics, Infection Control, Histopathology, Cytopathology, Cytogenetics, Virology, Research, Forensic Pathology, Microbiology, Clinical Biochemistry, Molecular Biology, Epidemiology, Public Health, Veterinary Science and any related science and technology.

For more information, visit: www.labmedicine2011.co.za

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