

The Way Ahead for ABLE



Prepared by:
Jeremy Longhurst
BroadWater, LLC

July 2019

Where Are We Now?

- Survey results - *Ouch*
 - *ABLE's services help me in my daily work*
 - 60% No or not sure
 - *ABLE's website provides useful resources*
 - 70% No or not sure
 - *ABLE communicates with me regularly*
 - 63% No or not sure

Where Are We Now?

- Board's comments – *Ouch*
 - Few or no member benefits
 - Field is at risk for more negative media
 - Concern re: external regulation
 - Lack of resources
 - *Positives re: Best Practice Guidelines and Annual Meeting*

Where Are We Now?

- And now.... the good news
 - *I would recommend ABLE membership to a colleague*
 - 67% - Yes
 - 29% - Not sure
 - 4% - No
 - Why? – The desire for representation

What Do Members Want?

- *How valuable would you find these services?*
 - **Online educational resources & online forums**
 - 80% Very valuable or valuable
 - **Annual meeting attendees**
 - The most worthwhile benefit: **Networking**

What Do Members Want?

- It's time to bifurcate
 - Annual Mtg & Web - **Equal Importance**
 - Online education & networking
- Despite limited resources, ABLE can make clear progress

What Do Members Want?

- Online education
 - Other small societies have done one or more
 - Members only! Do not give content away!
 - Video of Annual Meeting lectures
 - 2-minute Tips videos
 - Short articles from outside of ABLE
 - Legal tips, etc.
 - Webinars
 - Podcasts

What Do Members Want?

- Online networking
 - Member contact list online
 - Forums
 - Social media

What Do Members Want?

- But, the winner is:
 - *If ABLE were to become the **accrediting agency** for bioskills labs:*
 - 81% Very valuable / valuable

A Pathway to Accrediting?

- Who gives you the right to accredit?
 - Represent the field
 - Resources
 - Respected
 - Offer value
 - Provide inspection

A Pathway to Accrediting?

- Represent the field:
 - Bioskills / related **professionals**
 - **Labs** in all their varieties
 - Including tissue bank / labs
 - **Medical companies. Medical Associations**
 - **Vendors**

A Pathway to Accrediting?

- Represent the field:
 - ABLE does *not* represent the entire field
 - No corporate membership for medical companies & medical associations
 - Vested interest in professional labs
 - Medical companies have resources

A Pathway to Accrediting?

- Resources Can Jump Start the Process
 - Relatively easy pitch for corporate support
 - The *60 Minutes* test.
 - The media has recently highlighted several labs for appalling operational practices. They're the type of stories *60 Minutes* would be pleased to feature.
 - What would happen to your brand if you inadvertently used one of these labs, and *60 Minutes* chose to highlight that fact?

A Pathway to Accrediting

- Fire a Bullet (and Then a Cannon)
 - Bring all parties to the table
 - *10 Essentials* (similar to ABLE's Pledge)
 - External audit to be an Accredited Member
 - Labs pay for audit (Audit by who?)
 - **Numerous benefits** given to Accredited Labs
 - Self audit to be a Candidate Member

A Pathway to Accrediting

- And Now Fire a Cannon
 - If *Essentials* are successful, expand the project toward full, robust accreditation and auditing
 - Involve AdvaMed? ACS? Others?
 - Extensive standards
 - Mandated auditing
 - Ongoing build value and be professional

The Way Ahead for ABLE



Thank you for your attention.