



Daniel H. Ryan, MD
Professor and Chair of Pathology and Laboratory Medicine

Neil Blumberg, MD
Professor of Pathology and Laboratory Medicine
Director of URM Clinical Laboratories

Brendan Boyce, MD
Professor of Pathology and Laboratory Medicine
Director of Anatomic Pathology

August 2009 Lab Services Outreach **"News You Can Use" Bulletin**

➤ **Change in Lab Report Paper**

- During August, Strong Memorial Hospital and Highland Hospital lab reports will transition to a new report paper to align with current University of Rochester brand identity (please refer to the attached preview). There are two major changes associated with this switch:
 - The old green color bars will be replaced with a shade of University blue
 - The former "Strong Health" logo will be updated to reflect the University "Meliora" shield alongside a stacked URM Labs text (forming a "logo lockup")

➤ **New Patient Service "Super Center" at 2400 South Clinton Avenue**

- We are happy to announce the Monday, August 3 grand opening of our Clinton Crossings Patient Service Center at 2400 South Clinton Avenue, Building H/Suite 140!
 - In conjunction, the current location in Suite 120 is closing for business
 - The hours will remain the same (M-F 7:30am-5:30pm & Sat 8:30am-12:30pm)
 - Increased capacity and better atmosphere (8 phlebotomy chairs and a larger, updated overall space)
 - Starting August 17, patients will have the option of scheduling their draw ahead of time by reserving an appointment through Client Services (350-2600, option 3).

➤ **What's Your E-Mail Address?**

- We're in the process of building a database of client e-mail addresses that will allow us to quickly reach you with all sorts of valuable communication (news bulletins, sudden lab developments, etc.). The e-mail addresses you provide will be held in strict confidence, and we will limit our correspondence to only important messages. If your practice would like to participate, please send an e-mail to LabServicesOutreach@URMC.Rochester.edu, with "Providing E-Mail Address" or "Providing E-Mail Addresses" as the subject line

➤ **Reminder: URM Labs No Longer Working with SurePath Cytology Specimens**

- As a reminder, URM Labs is no longer testing cervical specimens submitted to us using SurePath collection devices. We have made the decision to switch exclusively to ThinPrep technology for its increased accuracy, testing versatility, and preference in the medical community. If you have any leftover SurePath supplies, please replace them with ThinPrep by sending us a Lab Supply & Document Order Form.

How to contact us: E-Mail: LabServicesOutreach@URMC.Rochester.edu
OR Client Services Call Center: (585) 350-2600, option 3



URMC
LABS

PROOF

