



MPLN Newsletter

Second Quarter - 2010

Nichols Named Chief Medical Officer



Guy Nichols, MD, PhD, board certified in hematopathology, cytopathology and anatomic and clinical pathology, recently joined Molecular Pathology Laboratory Network, Inc. (MPLN) as chief medical officer (CMO).

As CMO, Dr. Nichols will offer professional consultative services and build peer to peer relationships with our clients. He will also support and guide clients on appropriate testing by integrating evidence-based laboratory medicine with modern pathology services.

In addition to his role as CMO, Dr. Nichols will serve as the medical director of our laboratory in Richmond, VA. With more than 15 years experience in university and community pathology practice, Dr. Nichols brings a wealth of experience and knowledge, which will enhance the high-quality, personalized services we provide.

Dr. Nichols received his Bachelor of Science degree in biochemistry from the University of Maine, where he was valedictorian in 1981. Thereafter, he earned his medical and doctoral degrees from the University of Virginia School of Medicine. He went on to complete his residency in anatomic and clinical pathology at the University of Virginia Health Sciences Center, where he was later appointed assistant professor of pathology and served as medical director of the immunohistochemistry laboratory and as residency program director.

Dr. Nichols is a well respected industry leader and a Diplomate of the American Board of Pathology in Anatomic and Clinical Pathology, Cytopathology and Hematology. He is also a past president of the Virginia Society for Pathology. In 2004 and 2006, Dr. Nichols was named "best pathologist" by his peers in the Richmond area.

If you want more information about Dr. Nichols or would like to speak with him, call MPLN at **800.932.2943**.

Tell Us What You Think

Client feedback is very important to us as we strive to make a difference in patient care. So, in April, we will ask our clients to participate in a quality assessment and satisfaction survey to ensure we are meeting and exceeding your expectations.

To make it easier and faster for you to participate, we have shortened the survey significantly. In addition, we will be greener this year by sending a web-based survey to clients with e-mail addresses.

If you have any questions about the survey, please contact a client service specialist at **800.932.2943**. We look forward to hearing from you and learning how we can enhance our services even more.

Ajenda Healthcare Marketing Launches New Website

Ajenda Healthcare Marketing, our full-service creative and strategic marketing firm, recently launched its new website at www.AjendaMarketing.com.

The website features Ajenda's healthcare marketing services, which include advertising, graphic design, strategic marketing, media and public relations, branding, special event coordination and website development. The site also highlights the expertise of each staff member and showcases Ajenda's portfolio of successful healthcare marketing projects.

For more information about Ajenda Healthcare Marketing, visit the new website or call **865.273.1118**.





Client Services Has New Number

MPLN is streamlining the local and toll free client service numbers with the laboratory's main number. This central phone line will make it easier and faster for clients to reach a service specialist. The new client service numbers will be:

Toll Free - 800.932.2943

Main - 865.380.9746

This update will be effective May 1, 2010. You can also contact our client service specialists via e-mail at Services@mplnet.com.

MPLN Expands IHC Menu

MPLN recently validated the following new IHC tests:

- Akt, protein kinase B [I AKT]
- DOG1, derived from GIST 1 [I DOG1]
- MUM1, Multiple Myeloma Oncogene 1 [I MUM1]
- p21 waf, WAF1, inhibitory gene [I P21WAF]
- p27Kip, kinase inhibitory protein 1 [I P27KIP]
- pERK1/2, extracellular signal related kinase [I PERK1/2]
- pRb, phosphorylated retinoblastoma suppressor protein [I PRB]

For more information about a specific IHC marker, visit www.MPLNET.com, or call a client services specialist at **800.932.2943**.

Two Patient Identifiers Needed for Sample Submissions

As part of our ongoing patient safety and quality control initiatives, we request two patient identifiers for each specimen type submitted for testing.

For paraffin embedded tissue, please provide the patient's last name (on the side) on the block, and submit the block with either the complete pathology report or a current draft of the pending pathology report (a "gross report"). This report will satisfy the following requirements:

1. Complete block number and corresponding patient name
2. Tissue source
3. Collection date
4. Type of fixative
5. Length in fixative

If you have any questions, please contact a client or technical service specialist at **800.932.2943**.

Seabrook, Taylor Support ACS and Wellness Community

Jacky Seabrook, vice president of marketing for MPLN, was recently named advocacy chair for the American Cancer Society's (ACS) Leadership Council in Knoxville. As the council's advocacy chair, Jacky is the committee leader for a Public Forum to discuss healthcare reform in Tennessee with Gubernatorial candidates to be held later this year in Knoxville. Jacky will also lobby Blount County senate and congress representatives in Nashville about issues related to oncology. Just recently, she and the council lobbied to mandate insurance companies to cover colonoscopies for people 50 years and older in Tennessee. For more information about advocacy initiatives by the council and ACS, go to www.MPLNET.com.

Dr. Rane Taylor, director of business development, was recently appointed to the Board of Directors for the Wellness Community of East Tennessee. The board is responsible for strategic planning and overall direction of the East TN division as well as approval of new programs and solicitation of major gifts. Dr. Taylor also serves on the Wellness Community's Development and Communication committee. The Wellness Community and Board of Directors were recently recognized by Mercy Health Partners Foundation as the 2010 recipient of the Joy Dirksen Baker service award. Dr. Taylor recently gave a presentation to patients at the Wellness Community on "Personalized Medicine in Oncology" to explain the role of a person's genetic makeup and how it plays in disease and treatment effectiveness. For more information about the Wellness Community of East Tennessee, go to www.wellnesscommunitytn.org.

Newsletter Contact

If you have questions about MPLN's quarterly client newsletter, or if you have news to share in an upcoming issue, please contact Jodi Harris at **800.932.2943 (x127)** or e-mail her at jharris@mplnet.com.

MPLN Partners:



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