

LifeLabs internal communications channel wins 2019 Gold Quill Award from IABC

Vancouver, BC (June 19, 2019) – LifeLabs (www.lifelabs.com) is a Canadian-owned company that provides over 112 million lab tests each year for Canadians; with services ranging from standard lab testing, to genetic and naturopathic testing, to developing new technologies. A team of over 5,700 employees of varying job descriptions and skill levels are situated across Canada, serving over 20 million patients annually at 382 patient service centres (PSCs) and 16 major labs. When dealing with the public and offering essential health services to Canadians, communicating new policies or practices is critical.

With such a widely dispersed staff base, effective internal communications is required to ensure that everyone follows the same procedures and policies nationwide. A major pain point was raised by operations managers and supervisors who regularly received multiple, uncoordinated communications to share with their teams, often with conflicting sources or lack of clarity on actionable items. Supervisors for both client services and lab operations are geographically dispersed and have limited time to communicate with staff. The Communications team saw an opportunity to strengthen leader-led communication practices within the organization and to leverage recurring, established touch points (e.g. rolling closure schedules at labs).

In addition, members of the business development and marketing teams were often looking for ways to communicate to front-facing staff at PSCs. This group serves over 79,000 patients a day, presenting a communication opportunity to inform patients of new tests, services, and other important updates.

After identifying the areas of concern and opportunity from operations managers, supervisors, and the executive leadership team, a new communications tool was proposed – a biweekly newsletter sent only to the relevant organizational team audience. This channel, now known as the Leaders Digest, acts as a solution to eliminate oversaturation and ineffective communications in order to create consistency for operational information delivery.

In June 2019, the Leaders Digest was recognized by the International Association of Business Communicators (IABC) with a Gold Quill award for internal communications.

For more than 40 years, the IABC [Gold Quill Awards](#) have recognized excellence in business communication and is globally acknowledged as one of the most prestigious awards programs in the industry. The field was very competitive this year, with almost 700 entries from across 13 countries.

Quotes:

“Only exceptional work earns an IABC Gold Quill Award. Each entry is rigorously reviewed by multiple experienced communicators from around the world who are trained in applying IABC’s Global Standard of the Communication Profession. The award winners represent our profession of ethical practitioners contributing to organizational outcomes.” - *Cindy Schmieg ABC, IABC Fellow, chair of the awards committee.*

“This has transformed leadership communication in our organization. The Communications team was able to tackle the challenge and develop a meaningful tool that continues to be amazingly effective at



clearly and reliably delivering information. I am thrilled that LifeLabs has been recognized amongst a list of inspiring global communicators.” - *Charles Brown, CEO and President of LifeLabs*

“The development of the Leaders Digest was truly a team effort across LifeLabs. Our open rate continues to exceed our expectations at 84% and we regularly hear positive feedback from employees who appreciate having important information in one place and on a consistent schedule.”

- *Suset Silva, National Director, Corporate Communications*

About LifeLabs

LifeLabs is Canada’s leading provider of laboratory diagnostic information and digital health connectivity systems, enabling patients and healthcare practitioners to diagnose, treat, monitor, and prevent disease. We support 20 million patient visits annually and conduct over 100 million laboratory tests through leading edge technologies and our 5,700 talented and dedicated employees. We are a committed innovator in supporting Canadians to live healthier lives, operating Canada's first commercial genetics lab and the country's largest online patient portal, with more than 2.3 million Canadians receiving their results online. LifeLabs is 100% Canadian owned by OMERS Infrastructure, the infrastructure investment manager of one of Canada’s largest defined benefit pension plans. Learn more at www.lifelabs.com.

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