



American Society for
Clinical Pathology
Board of Certification

ASCP Board of Certification – Globalization Process:

(Step 1) Management of Infrastructure

Infrastructure is required on both the internal staff level and through adequate representation of members appointed to the ASCP Board of Certification Globalization Committee.

- A. Staff must have research and development skill sets (including market research); communication experts; manager(s) that make critical decisions regarding overall plan and policies; IT experts to modify the continuous changing application needs for new countries; and staff responsible for application processing and customer service.
- B. The ASCP Board of Certification Globalization Committee must be responsible for analyzing all staff decisions about market values. As such, to better interpret this data, the Committee must be composed of individuals with a variety of expertise. Optimally, at least three ASCP volunteer members should be appointed by the Co-Chairs of the Committee under the direction of the Chair or the BOG. Up to nine additional members should consist of experts from at least one of the following areas of expertise: in-country experts, discipline specific experts, corporate/industry experts, public health experts, and international business experts.

(Step 2) Market Research

Needs Assessments are compulsory to evaluate market value for BOC products/services. (Attachment A). All Globalization initiatives should be data driven decisions based on specific country needs and market value. These surveys, inclusive of a gap analyses, should be distributed to Laboratory Program Directors/Educators, Laboratory Directors, and Clinical Laboratory Associations, Ministry of Health, and other key opinion leaders/stakeholders within each country where international certification is being considered.

The ASCP BOC Globalization Committee must prioritize rollout of examinations based on information completed by the previously mentioned stakeholders and the data from the Needs Assessment instruments.

(Step 3) Launch Market Initiative

Initial marketing efforts should be completed by the country-specific International Advisory Board. Advisory Board members should be composed of Clinical Laboratory Program Directors/Educators, Laboratory Directors, and representatives of the in-country clinical laboratory organization(s). Governance of these advisory boards should be independent of the BOC but guidelines should be provided (including scope of duties) by BOC staff for each respective in-country advisory board.

(Step 4) Rollout of Marketing Campaign and Product Management

Marketing and product management should be conducted simultaneously. ASCP BOC staff should identify marketing opportunities in clinical laboratory journals, related websites, newspapers, and through international clinical laboratory events. With the assistance with in-

country Advisory Boards, a media plan should be implemented for the country/region. Marketing materials translated into the native language(s) should be provided to the Advisory Board as necessary.

International products/services should undergo continuous process improvement. The international examination portfolio should be developed and expanded as driven by the data ascertained from gap analysis of ongoing needs assessments (these needs assessment instruments may need to be re-calibrated for the specific country as needed). Gap analyses should include re-visiting specific examination categories or translation issues as defined by the international advisory boards. The international application must be updated at least quarterly in order to be inclusive of the specific requests/information that must be captured on the applicant in order for the Advisory Boards to appropriately verify the education of each international applicant (per country). International website content should also be updated quarterly to promote participation by recognized Advisory Boards through inclusion of relevant regional news items and notification of regional process changes or requirements.

(Step 5) Managing the Needs of the Customer

International applicants must have the benefit of customer service--both from Chicago and in-country resources. Chicago staff field customer service inquiries and coordinate payment and application processing.

In-country customer service support can be provided via Advisory Boards and, where available, regional satellite offices. Multilingual Regional Representatives should be contracted to provide additional support to program directors, laboratory officials, practitioners and students throughout the region. Responsibilities of satellite offices for the first two years of development include fielding general customer service inquiries, verification of eligibility, and promotion of products/services.

The ultimate goal is a decentralized process where satellite offices are firmly established in every region, application processing is conducted entirely on-site, and customer service is available in the native language. (Attachment B)

(Step 6) Management of Expectations

Based on the prior steps, expectations set forth must be continuously re-evaluated based on needs and requirements as defined by the country-specific market.

(Step 7) Processes Externally Driven

External processes should be conducted through established in-country Advisory Boards. These should consist of in-country examination preparatory/review sessions, targeted networking opportunities, and post-certification activities that need fulfillment (education, membership, etc).

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