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New RFL Hill Ad: Genetic Testing is Defeating Childhood Illnesses

Defeating childhood illnesses is the focus of the latest ad in the *Results for Life* "Innovation" ad campaign. The ad appeared in the September 12th issue of the *National Journal Daily*, a paid circulation daily read by 15,000 decision makers in Washington DC, including Members of Congress. On the day the RFL ad ran, an additional 2,000 copies were handed out at the Union Station and Capitol South metro stations, two public transportation stops that serve Capitol Hill. The ad carried the key message that innovative genetic tests -- which pinpoint the exact molecular nature of a disease -- allow doctors to dramatically improve care for childhood illnesses such as leukemia, cystic fibrosis, and heart defects. And to keep this innovation coming, regulation of laboratory medicine must be as innovative as the tests themselves, according to the ad. "Our kids - and our future - are counting on it." To see a larger version of the ad, go to the [RFL website](#).



RFL to NYT: Beware Penny-Wise, Pound-Foolish Medicare Cuts

Responding to an August 22nd opinion piece in *The New York Times*, ["Cut Medicare, Help Patients"] ACLA President Alan Mertz warned that Congress is now considering making Medicare patients pay more for the preventive lab tests they need to manage chronic diseases. This despite the fact that costs of prevention are miniscule compared to the costs of treatment. For example, a blood test for diabetes costs about \$7.50, while kidney dialysis that can result from diabetes costs about

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\$70,000 per year. He concluded, "Congress could save a lot of money by making it easier -- not harder -- for seniors to get the preventive testing they need." The letter is available at the RFL website, www.labresultsforlife.org.

RFL to WashPost: Be Aware of Underuse of Preventive Testing

In a September 13th letter submitted to the editor of *The Washington Post* regarding the article "Years Pass, but the Tests Never End", ACLA President Alan Mertz strongly made the case that too little preventive testing and treatment is a more significant problem for Americans of all ages than is inappropriate testing that may occur at the end of life. He cited RAND Institute studies which have concluded that, on average, Americans receive only about 55 percent of recommended preventive care and that underuse of such care was a much bigger problem than overuse. The letter is available at the RFL website, www.labresultsforlife.org.

RFL Ambassador's Walk for Heart Health

Results for Life was represented at the 20th Annual Start! San Diego Heart Walk by RFL Ambassador Rosario (Chary) Diaz, SRS Laboratories. Ms. Diaz is a regular participant in this event, which is organized by the American Heart Association to raise money for research on heart disease and stroke. She writes "It was good to be able to speak to families and various age groups and make them aware that heart disease can strike at any age ... they were very appreciative when realizing that there are preventive tests available to help them." Information on becoming a RFL ambassador is available at the RFL website, www.labresultsforlife.org.