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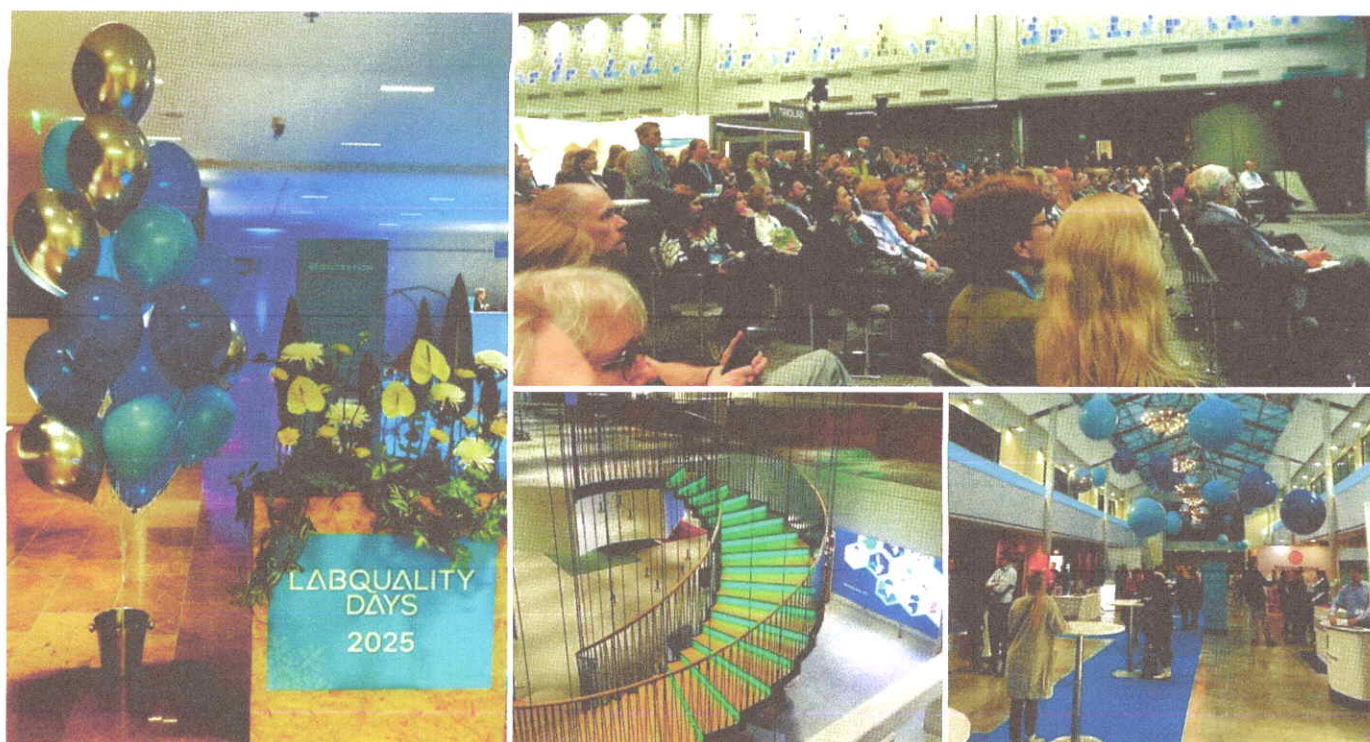


*President's Prize 2025 Winner*  
*Ali Maeve FitzGerald*





# Hei, Tervetuloa



Irish External Quality Assessment Scheme, CLG (IEQAS) colleagues, Maria Phelan and Anne Kane, travelled to Helsinki, Finland for Labquality Days 2025, The International Congress on Quality in Laboratory Medicine and Health Technology, at the Messukeskus Conference Centre (6-7 February). Labquality Days is one of Northern Europe's largest annual international conferences, gathering many medical laboratory and health technology professionals from all over the World.

On 7 January 2025, Labquality and Artimed, Clinical Consulting, Kasve and Prisma CRO merged under the brand of Aurevia (meaning Golden Way), a European company advancing healthcare, pharmaceuticals, and medical technology development. The Labquality name is retained as Labquality EQAS by Aurevia Oy, for the external quality assessment service, due to its widespread recognition and We arrived (as two of over 1,100 professionals) to a meticulously organised conference, its atmosphere and design comfortably complimenting the aesthetics and design of the venue itself. Greeted warmly at reception by our Finnish EQA partners, registration was effortless using the Labquality Days App (complete with ticket QR code, venue map, travel information, detailed scientific programme, speaker information with feedback options, lunch menus, E-Poster voting and Quality Excellence Award).

The main central space - Market Square - was flush with over 60 medical and technology, company stands in the centre and to the side, with large blue balloons, some denoting coffee areas, providing an airy feel to the busy space and a chance to mingle with other conference delegates. There was plenty of tasty food, coffees, of course blueberry juice (blueberries so loved by the Finns) and even a chance to lie down, relax and meditate at

the Neurosonic well-being technology station, using very low-frequency vibrations to balance the autonomic nervous system.

Opening words were delivered by Juha-Pekka (JP) Nuutinen (Managing Director of Aurevia) from the impressive stage and giant screen backdrops, for easy viewing from all angles and distances. JP spoke of over 90 speakers presenting as part of the Labquality Days 2025 programme and a celebration of 49 years.

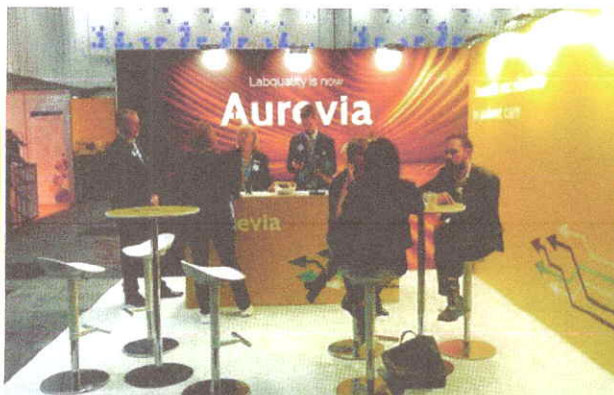
The first thought-provoking Plenary lecture was delivered by Timo Kupsa, Robotics & AI Expert and CEO of Ceterio Oy, on the theory of artificial intelligence, automation, robotics and their benefits. He described AI as the theory and methods to build machines that think and act like humans. Timo explained about Machine Learning – computer ability to learn from experience or data without human programming. He then went on to describe Deep Learning – learning that mimics the human brain, using artificial neural networks like transformers to allow computers to perform complex tasks. Timo described Generative AI, which generates new text, audio, images, video or code based on fed content, then compared Open AI-01 versus DeepSeek-R1. The robots are indeed taking over your jobs, Timo adds, as he tells us of the prescription delivering robots, in use, in some Finnish hospitals. Timo went on to caution that robots can replace our creativity, artwork, writings and much more, but still can't do tasks we might also want them to do – like washing the dishes! Not yet anyway.

Given the surroundings and the topic, it brought to mind - books, movies and technologies about a world far into the future. It seems that we have arrived at this future, boldly going where no man (or woman) has gone before. Science fiction has





Maria Phelan and Anne Kane



Labquality Days 2025 - Labquality EQAS by Aurevia Oy



Anne and Finn-ID

become Science fact.

The scientific programme then broke out into different parts of the conference centre, with snug areas, charging stations and rest spaces, with the smooth delivery of refreshments and food throughout the day, including a fabulous array of food for the buffet lunch.

The conference continued with further explorations, by presenters, of QUALITY IN LABORATORY MEDICINE: AI in the Lab: (Aidian). Speakers presented on the current AI applications in clinical labs, emergency healthcare, cancer diagnosis and pathology. Jari Laru, University of Oulu, Finland, presented research-based insights from early adopters of Generative AI. Professor Ivan Brandslund, University Hospital of Southern Denmark Vejle, calmed the nerves of the delegates to assure that AI, rather than replacing us, is just another powerful, analytical tool to aid the scientist and clinician. Ivan detailed using AI machine learning algorithms to identify and assess cancer risks and in a second presentation, he outlined his use of 14 AI algorithms within 60 minutes to manage emergency received patients.

## A second theme of the conference programme, running simultaneously, was DEVELOPING HEALTH TECHNOLOGY:

(MyLab) – a session on medical device regulation and the challenges of AI use within this, In-house development of AI in health institutions and an aptly titled talk, on Day 2, about the new EU AI Act - 'Regulatory lasagna of AI act' by Erik Vollebregt, Netherlands.

## A further theme - CLINICAL EVIDENCE GENERATION:

(Aurevia) was a session on medical device clinical investigations, software developments in health technology and GDPR. Here also was a presentation on 'Implementation of AI and its challenges', delivered by Marina Kemmerer, Otsuka Pharma GmbH, Germany, including on the use of AI in laboratory

Quality Management Systems (QMS) and Standard Operation Procedures (SOPs).

Late in the afternoon, Day 1, there was a well-attended and vigorous Q&A and panel discussion with all the speakers of the day. The conference then wound down, with a seamless transformation of the Market Square into the central hub for a buffet dinner and drinks reception, where delegates could continue to mingle and catch up with colleagues from across the globe.

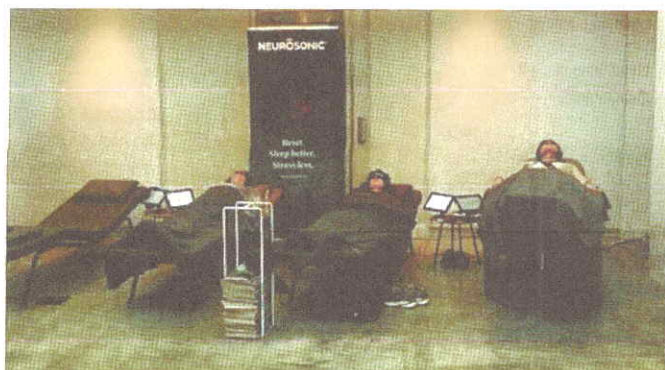
## Day 2 -QUALITY IN LABORATORY MEDICINE:

(Aidian) focused on 'Laboratory Results Fit for Purpose'. Speakers included Christa Cobbaert, Netherlands, 'Laboratory Medicine: from Evolution to Revolution' and Anne Elisabeth Solsvik, Noklus, Norway. Featured also were presentations on guidelines for laboratory analysis in diabetes mellitus, in addition to the clinician's perspective on the optimal use of laboratory results in tumour biomarker testing and result interpretation.

Back at the Market Square - Plenary presenter - Johannes "Hatsolo" Hattunen, head coach of Finland's National Youth Breakdance Team and one of Finland's most inspiring, motivational speakers, proved to be a fitting close to the Labquality Days 2025 conference. We left the Messukeskus Conference Centre for our train back to the airport and Dublin. AI was on our minds on the flight home. I mused that next time, we may need only to step into the transporter room to get to Labquality Days and back home to IEQAS. For now, though, we will still have to do the dishes! Kytos to our Finnish EQA partner, Labquality EQAS by Aurevia Oy, for an excellent Labquality Days.



By Maria Phelan (not using AI!)



Labquality Days 2025 - Neurosonic well-being station



Labquality Days 2025-Timo Kupsa, CEO, Ceterio Oy

