This is both an invitation and an offer

If you are an educator teaching students the morphology of blood cells, here's an unique opportunity to give your existing teaching methology a FREE digital upgrade in partnership with CellaVision.

This is your invitation to join forces with CellaVision to explore and develop new methodologies and resources that can help modernize the delivery of education on the topic of blood cell morphology.

About CellaVision

We are the world-leading provider of digital solutions for medical microscopy in the field of hematology. For the past 15 years, we have helped hematology labs and Medical Technologists around the world to modernize the process of performing cell differentials using our innovative product technology.

Supporting the next generation of Medical Technologists

CellaVision is committed to supporting the next generation of Medical Technologists and the educational institutions that are tasked with their training. Based on feedback from past support and partnership efforts and encouraged by constructive input and ideas provided directly from hematology educators, we are now introducing a new support offer: **the CellaVision Classroom Initiative**

Our offer

The CellaVision Classroom Initiative offers hematology educators the opportunity to give their existing teaching methodology an instant digital upgrade, supported by a range of FREE resources and tools provided by CellaVision. We are particularly proud to be able to include a complimentary license for the **CellaVision® Proficiency Software** – the same market-leading educational software that is used by hematology laboratories all over the world.
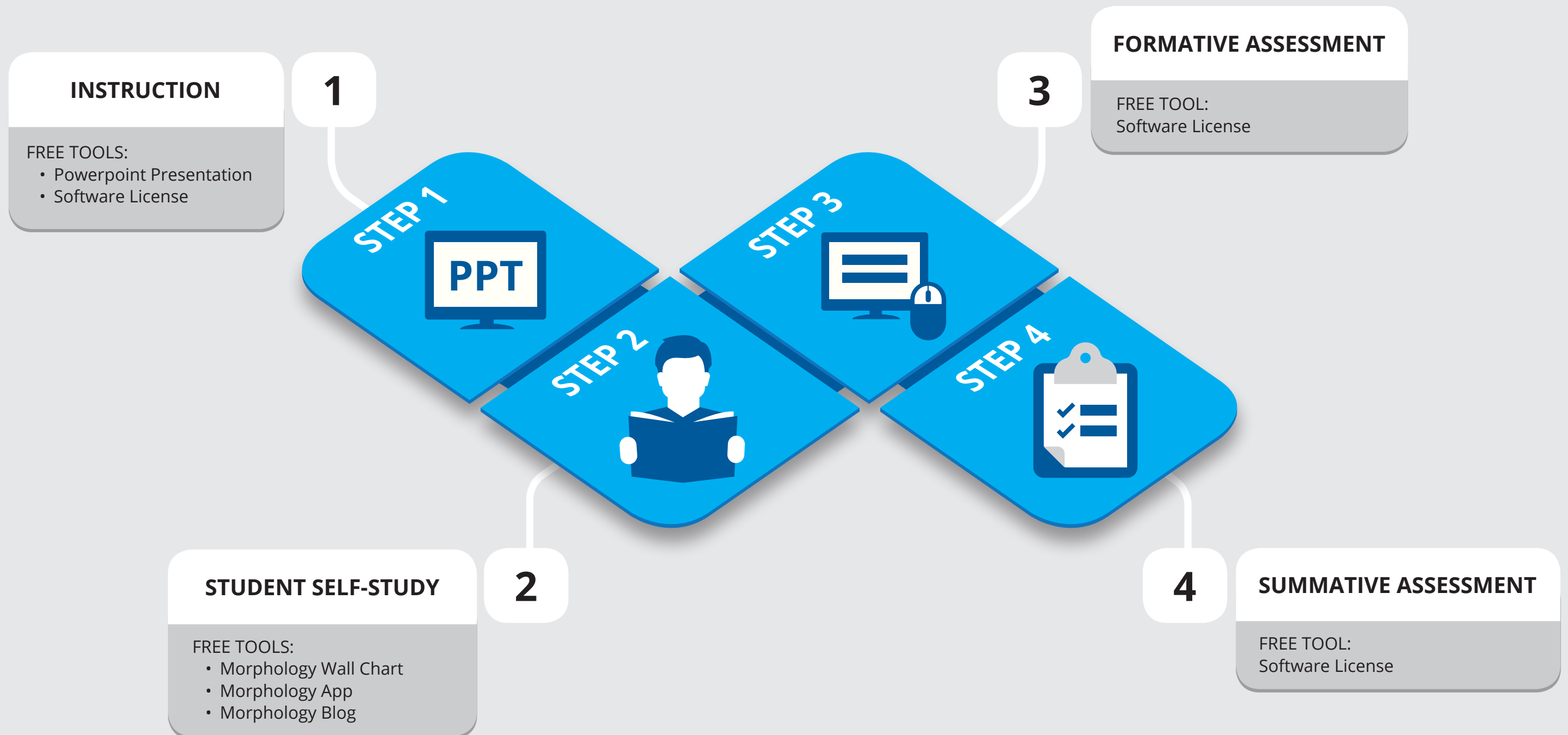
Our invitation

We view the methodology and the associated toolkit presented in this brochure as the starting point for an ongoing and productive dialogue between CellaVision and Hematology educators. Although we are confident that you will find the resources both useful and relevant, we are genuinely looking forward to receiving your ideas and suggestions for how this initiative and the provided resources can be developed further.

How to apply

To apply, visit **cellavision.com/for-educators**

OUR FOUR-STEP METHODOLOGY, AND THE TOOLS THAT SUPPORT IT

In the **INSTRUCTION** phase, we offer educators two tools that promote clarity, student engagement and knowledge retention. In the **STUDENT SELF-STUDY** phase, we offer students a suite of morphology reference material that complements compulsory reading material. And finally, if and when appropriate, both the **FORMATIVE ASSESSMENT** and **SUMMATIVE ASSESSMENT** phases can be modernized and simplified using CellaVision's educational software that simulates the process of performing cell differential in an online learning environment.

INSTRUCTION

FREE TOOLS:
- Powerpoint Presentation
- Software License

1

FORMATIVE ASSESSMENT

FREE TOOL:
Software License

3

STEP 1

PPT

STEP 3

STEP 2

STEP 4

STUDENT SELF-STUDY

2

FREE TOOLS:
- Morphology Wall Chart
- Morphology App
- Morphology Blog

SUMMATIVE ASSESSMENT

4

FREE TOOL:
Software License

STEP 1 - INSTRUCTION

Rejuvenate your front-of-room presentation with a new set of tools

Use the **CellaVision Cell Morphology Powerpoint Deck** to enrich your lecture presentation with a comprehensive set of high-quality cell images. The presentation material covers both WBC and RBC morphology and can be used either to strengthen your existing lecture presentation with new imagery or act as the foundation for brand new presentation material.

Use your free license for the **CellaVision Proficiency Software** to realize a more powerful front-of-room visualization of cells and complete cell differentials. The CellaVision Proficiency Software is an educational software designed to promote learning and competency in the area of cell morphology. When we offer it to educational institutions, it comes with databases of digitized blood slides, ranging from normal to more advanced, such as leukemias and myelomas. The software can complement your Powerpoint-based visualization of blood cells to help make presentations more dynamic and engaging for students. We feel that that software effectively supports a new way to teach and discuss the difficulties in blood cell identification, enabling you to highlight the differences and similarities between different cell types while they are being presented and viewed in their proper context.

STEP 2 - STUDENT SELF-STUDY

Give your students access to useful reference tools and information sources

We feel that many of the **Morphology Reference Tools** that CellaVision has developed over the years can also be useful for students when studying the morphology of blood cells. These materials can act as a complement to the course's compulsory and recommended reading material and provide students with additional sources of information and blood cell images.

- Morphology Wall Chart
- Morphology App, with lectures and a cell classification game
- Morphology Blog, with posts including our popular "Mystery Cell Cases".

STEP 3 - FORMATIVE ASSESSMENT

Improve learning outcomes by embracing formative assessment

Use **CellaVision Proficiency Software**, during a course or instructional unit, to create and distribute out-of-classroom assignments using the provided databases of digitized blood smears. The software makes it possible to create scenarios that simulate the real-life process of performing cell differentials and effectively trains the students in making both morphological assessments and classification decisions.

When the assignment has been completed by your students, you are presented with a performance summary, making it easy to track each individual student's comprehension, identify strengths and weaknesses, and continuously provide feedback. This empowers your students to achieve engaged self-regulated learning. Formative assessment and feedback, enabled by our software, will provide both you and your students with useful information upon which to act while there is still the opportunity to revisit challenging topics.

STEP 4 - SUMMATIVE ASSESSMENT

Support and facilitate summative assessment

You can also, at the end of a course or instructional unit, use the **CellaVision Proficiency Software** to support summative assessment of students performance and their attainment of intended learning objectives.

The software makes it easy to set-up, deliver and manage end-of-unit or end-of-course assessments in a structured and controlled way. It is simple to create a series of assessment scenarios, have your students perform the differentials online and allow the software to provide all the summaries and input you need for individual student grading.

Get started, in five easy steps

1. Go to **cellavision.com/for-educators**
   Complete the web-based application form. To qualify, you need to be:
   • Based in the United States and Canada
   • Based at an accredited educational institution
2. If your application is approved, a Welcome E-mail will be sent to you with log-in details to a dedicated space where you can access and download all tools and resources
3. Get trained on how to use the **CellaVision®Proficiency Software** using our training material
4. Get started using the Toolkit in your classroom