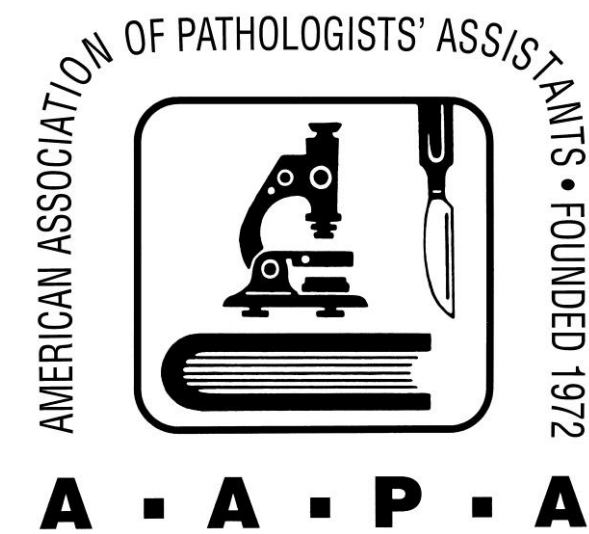


LOOKING BACK LOOKING FORWARD

The original AAPA logo is iconic in its own right. It was in use for many years until 2008, when our second logo with its updated and simplified look was introduced.



Original Logo



2008 Logo

Over several months, our leadership worked alongside an external marketing firm to develop our new logo and branding to better represent who we are as an organization, and, more importantly, who our members are as medical professionals. We were looking for a logo that would better represent the profession and avoid confusion by no longer focusing on the AAPA acronym. "Pathologists' Assistants" is spelled out to highlight and clarify our full title, while clearly distinguishing us from other organizations that share the same acronym. The graphic on the left incorporates a new pop of color, while keeping our historically blue color scheme. The intentionally abstract graphic attracts attention and helps sets us apart, and the sleek, modern design reflects the role of PAs and our placement on the "cutting edge". The graphic also incorporates scalpels, which reflects a unique element of the creative and expert professionals behind the logo.

The goal of our updated brand is more than a fresh look – it's a campaign to draw in various target audiences from prospective PA students, to pathologists and administrators, to other medical specialties and organizations through our social media sites, exhibitor booth, promotional materials, and occasional print advertisements.



"These changes are made in the spirit of the core values of the AAPA: Quality Patient Care, Education, Advocacy, and Collaboration. As we work to promote our profession and the value of certified pathologists' assistants, know that our new look and updated brand are created to expand our reach and support our profession as it continues to grow and evolve."

- John Eckman, MHS, PA(ASCP)CM, Former Board of Trustees Chair

What does "It Pays to Know" mean?

Our new theme is inspired by the vision behind the Grossing Guidelines that, as certified pathologists' assistants, we are subject matter experts in gross pathology, and we represent the professional standard for quality patient care in pathology. Our message is that, as a patient relying on a diagnosis, as a person pursuing a career in pathology, as a pathologist, surgeon, or oncologist, and as an employer or hospital administrator, **it pays to know** the value of a certified pathologists' assistant:

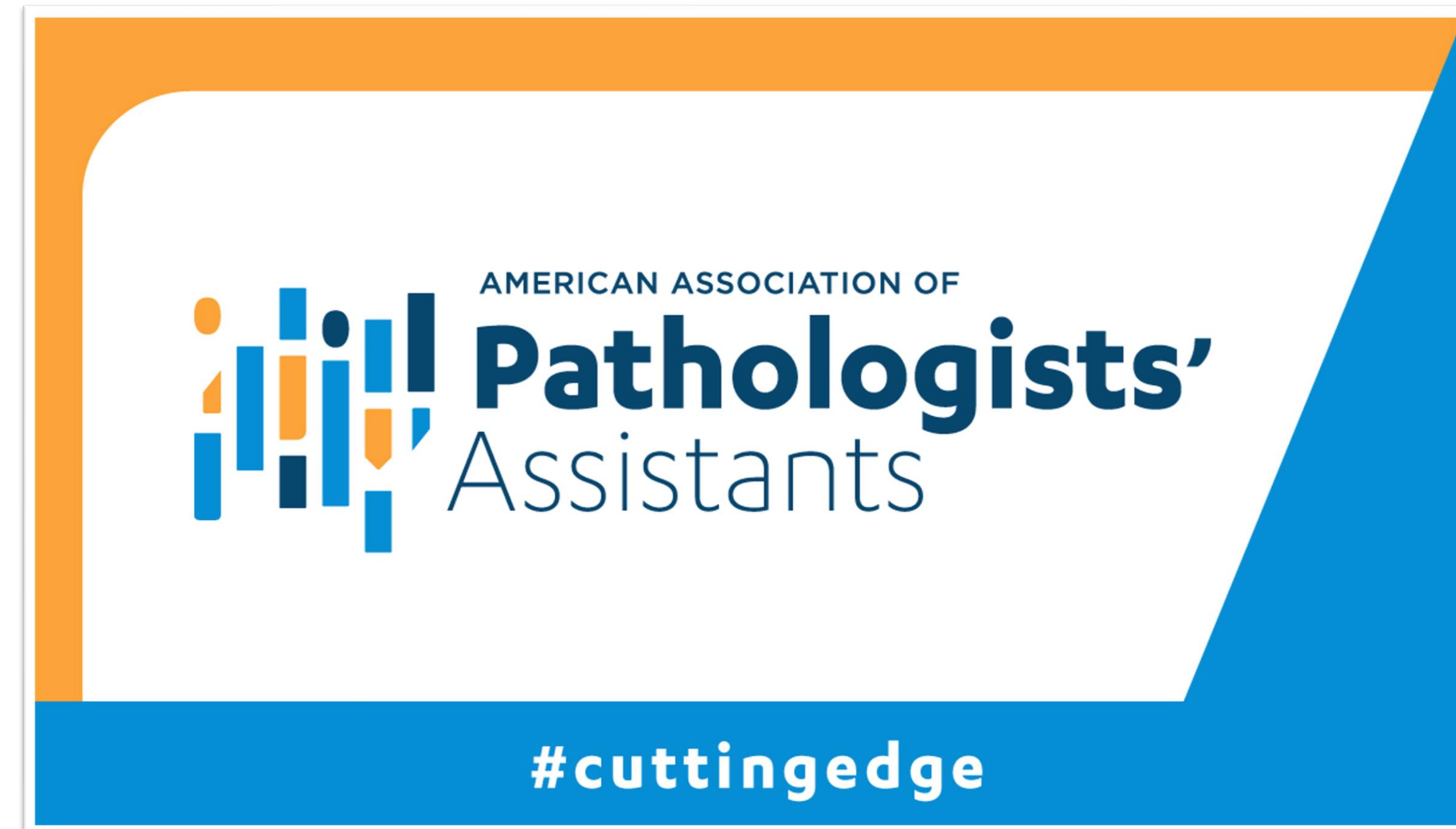
- If you are pursuing a career in pathology, **it pays to know** the education, skill, salary, and responsibility that goes into being a certified pathologists' assistant and not a less qualified lab technician.
- If you are a pathologist, **it pays to know** that hiring a certified pathologists' assistant will help you do your job more efficiently and effectively.
- If you are a hospital or healthcare system, **it pays to know** how certified pathologists' assistants can increase operational efficiency, reduce risk, and improve patient care.
- If you are a patient waiting for a diagnosis, **it pays to know** that the medical professional who is handling your specimen knows what they are looking for.

We encourage you to continue promoting the value of certified pathologists' assistants by using our hashtags, such as: #grossinggenius, #savinglives, #fallforpathology, #PathArt, and #grossisbeautiful. By getting you, our members, involved, we can help the AAPA reach a much wider audience outside of our membership to help bring attention to gross pathology and pathologists' assistants.

Read more about the new branding on our website. Want to be a part of decisions like this in the future? Join us as an AAPA volunteer!

NEW BRANDING AND "IT PAYS TO KNOW"

Over the past 50 years, the AAPA has grown and adapted to the needs of the membership and the landscape of the pathology industry. This has meant a few logo and branding changes over the years. Read on about our latest update, and the subsequent It Pays to Know campaign behind it.



OUR KNIVES SAVE LIVES

"Why is grossly differentiating normal versus diseased tissue so important for patients? Trained PAs perform a comprehensive macroscopic evaluation on specimens and only submit necessary and pertinent representative sections that will allow for accurate microscopic diagnoses and staging of cancer cases.

For example, in the image of two ovaries, both patients feel fine, but only one actually is. It takes a PA to know that the smaller ovary is grossly normal, and the larger ovary is grossly malignant.

With that knowledge, appropriate samples from each ovary will be submitted for microscopic examination. Alongside pathologists, PAs provide quality healthcare that **saves lives.**"

- Rachel Poon, MS, PA(ASCP)CM, Ad Sales Subcommittee Chair



PathAssist.org



WE NEVER LOSE SIGHT OF THE PERSON BEHIND THE SPECIMEN

A common, "simple" specimen is never *just* a specimen; it is part of a patient. The eyes and hands of a certified pathologists' assistant can be the difference between ischemic bowel due to intussusception, and ischemic bowel due to intussusception from underlying adenocarcinoma. **It pays to know the value of a certified pathologists' assistant.**

GROSS IS BEAUTIFUL

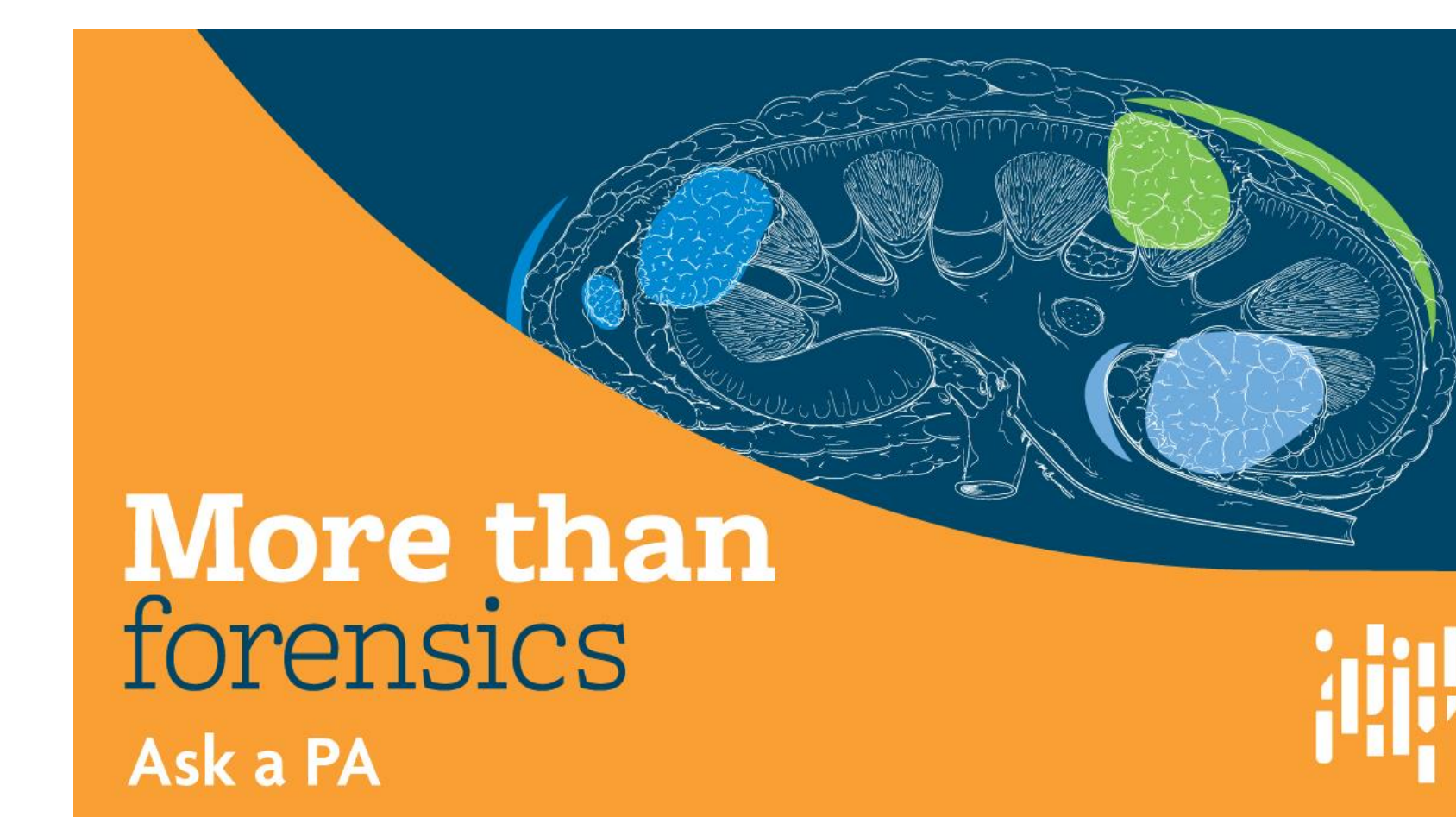
To the uninitiated, this may look like nothing more than a chunk of red-tan Swiss cheese. However, to us, experts in gross pathology, we instantly know it's a polycystic kidney. To complement this image, we used the hashtag #grossisbeautiful, which we feel really speaks volumes to our profession. "Gross" is usually not associated with beauty, but to a pathologists' assistant, gross pathology is an art form that allows one to appreciate the beauty and intricacies of every specimen.



This photo shows a heart with fibrinous pericarditis. The idea of sectioning a heart may seem morbid, but a pathologists' assistant understands how important each specimen is and why treating it with the utmost respect translates to treating the patient with the same respect. To go along with this photo, we used one of our favorite hashtags: #grossinggenius. If anything can articulate our mastery of gross pathology in a succinct manner, it's this.



EXPERT GROSSING CAN BE A MATTER OF LIFE AND DEATH



"PAs have been able to step into forensics and work alongside over-burdened medical examiners by using our unique skill set in the autopsy setting. Our meticulous attention to detail and dexterity serves well in the external examination, evisceration, internal examination, and prosection during an autopsy. Like a gross description, we can prepare a majority of the autopsy report, leaving the microscopy and final interpretation to the pathologist.

Although in the morgue these patients are deceased, the autopsy is a valuable procedure that can provide answers to important questions, provide new knowledge, enforce justice, and the list goes on. The autopsy is often forgotten as a great resource for the living, but through it we can provide information regarding possible health implications for family members, contribute to research, influence health policies, and more. We have witnessed the detrimental result of having a non-certified and non-qualified person deeming them self a pathologists' assistant in the autopsy setting. All these reasons and more are why having certified PAs working together with pathologists is a gold-standard for a quality autopsy service."

- Alexis Snyder, MHS, PA(ASCP)CM, Advocacy Subcommittee member