

IN CONJUNCTION WITH

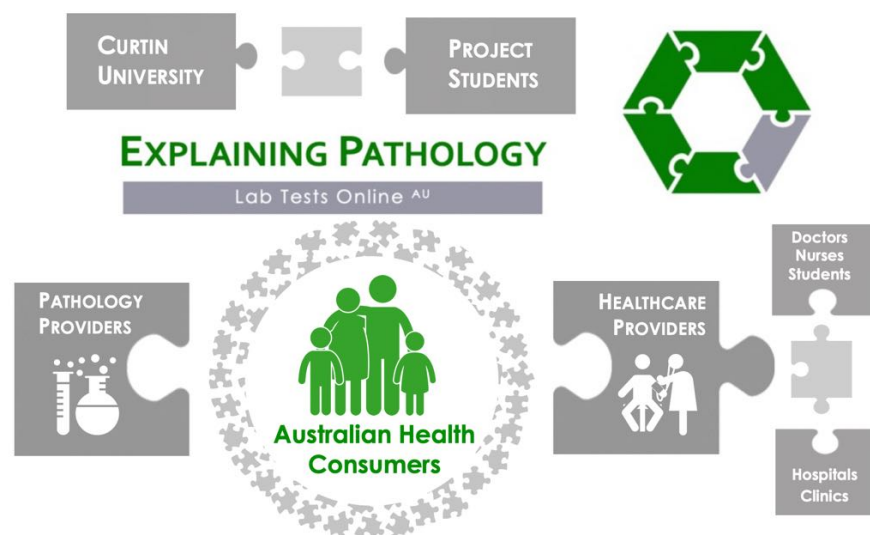


Curtin University

PRESENTS A MULTI-FACETED WORK INTEGRATED LEARNING PROJECT

THE PROJECT VISION

The Work Integrated Learning project facilitates Lab Tests Online Australia's mission of health-literacy while providing a collaborative interdisciplinary, industry-focused learning experience for Curtin students. The benefits of the project are not only for health consumers and professionals, and industry, but also the students and coordinators from Curtin University.



By leading this project, Curtin students are proud to be entering the health-literacy landscape and becoming a part of the "puzzle" that is helping health consumers and professional better understand and explain pathology results.

LTO^{AU}'s MISSION

Lab Tests Online Australasia's purpose is to provide accurate and easily understood pathology information for health consumers and professionals without compromising the quality of the scientific content. Everyone involved in the project is excited for the opportunity to achieve this goal, while advancing their expertise and industry experience during the process.

www.labtestsonline.org.au

The students from Curtin University are responsible for leading the project and developing the following deliverables:

1. Developing a social media marketing plan for LTO^{AU} to further spread health-literacy to consumers;
2. Assessing LTO^{AU}'s website and recommending changes that further enhance the consumer experience;
3. Analysing the terminology used by LTO^{AU} and assess the level of comprehension consumers have of the content;
4. Analysing qualitative and quantitative data to further understand consumers behaviours and attitudes;
5. Conduct and analyse primary research of LTO^{AU} consumers and recommend improvements for LTO^{AU}; and
6. Promote this project itself.





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