



Genetic Engineering & Biotechnology News

BioPerspectives

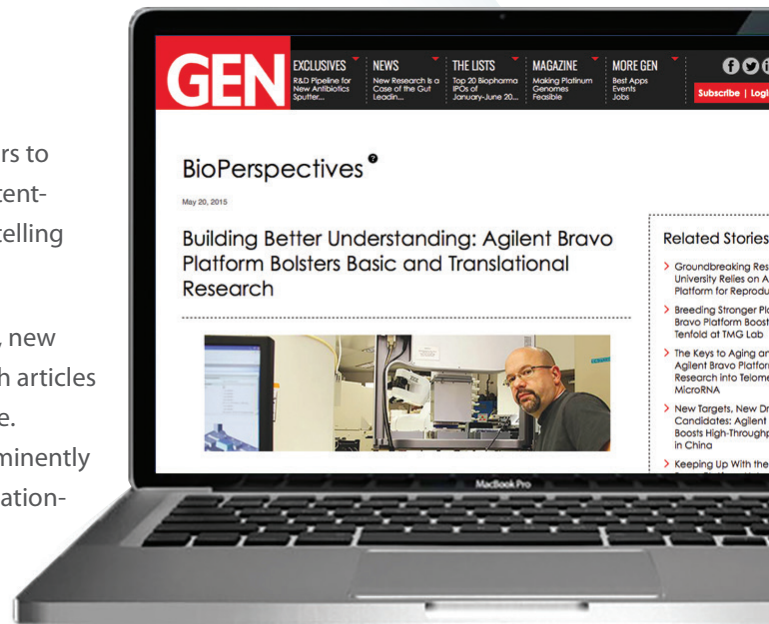
Participate in **GEN's** new Native Advertising Program

Fundamental shifts in perceptions of advertising have caused marketers to augment traditional branding and promotional messaging with a content-driven approach to convert prospects and win loyal customers. Story-telling is the foundation of this trend known as “native advertising”.

Seizing on this opportunity, **GEN** is pleased to introduce an innovative, new marketing program to engage our audience with your content through articles and related links that deliver highly qualified prospects to your website. Content is presented in your company's brand voice and featured prominently on **GEN's** home page. It's more than sponsored content. This is an invitation-only content-sharing platform that enables you to create or join the conversation with your own narrative or expertise. Use to develop a deep, ongoing dialogue with your prospects within a traditional **GEN** editorial environment.

Sponsor Benefits

- Four week exclusive sponsorship: Each article posted in BioPerspectives section of **GEN Website** for four weeks
- Exclusive rectangle banner ad adjacent to your BioPerspectives article list
- Promoted in **GEN Highlights eNewsletter** over four weeks
- Dedicated **GEN** branded article landing page featuring links to your website and related content assets
- Consultation with **GEN** senior editor for help on topic refinement
- Reporting includes: Article Page Views, Clicks on Related Content Links, Ad Impressions & Clicks



Specs/Rates

Content Format

Any combination of four

- 600 to 800 word article
- Expert Tips
- App Note
- Case Study with up to 2 images
- Infographic (charts/graphics/tables)
- Video of up to 3 minutes in length

Must adhere to **GEN BioPerspectives** content guidelines (non-promotional and subject to **GEN** editorial review)

Marketing Program

- Article listing and an ad in four week deployments of **GEN Highlights eNewsletter**
- One (1) Tweet and one (1) Facebook post

BioPerspectives
Nov 1, 2013

Liquid Handling Best Practices

Ergonomics factors more into lab safety and performance than you may realize.

Sandra Dosty, Carolyn Pheasant, Mike Henshall

For Laboratory Technicians, the Risk is Real

Click Image To Enlarge

The repetitive nature of standard laboratory techniques like pipetting raises the risk of RSI quite real for laboratory technicians.

Identified as Repetitive Stress Injuries (RSI), musculoskeletal injuries in the workplace have been a serious issue for the past decade, amounting to tens of billions of dollars in costs associated with diagnosis and treatment. In a news release summarizing 2011 statistics, the U.S. Department of Labor (DOL), Bureau of Labor Statistics (BLS) reported 387,822 cases of ergonomically related injuries, which represented 33% of all cases of workplace injuries and illnesses reported¹. Furthermore, over 45,000 cases were directly related to hand, wrist, finger and arm RSI².

For laboratory technicians, the repetitive nature of standard laboratory techniques, especially pipetting, makes the risk of RSI quite real. In a study published by Bjorksten et al., manual pipetting for more than 300 hours per year increases the risk of hand and shoulder injuries³. When put in perspective, full-time laboratory technicians who pipette just three hours or more per day will exceed the risk factor described in the study.

Common RSDs in the Laboratory

There are three common areas of injury in the laboratory: Shoulder injuries, elbow injuries, and hand injuries. Shoulder injuries usually fall into Impingement Syndrome or Muscle/Neck Fatigue, both of which can be caused by pinching of the rotator cuff and neck muscles when using a "winged" pipetting technique.

Elbow injuries include Lateral Epicondylitis (Tennis Elbow) and Cubital Tunnel Syndrome caused by prolonged pressure on a hard surface or awkward positioning of arms and elbows in the hood.

Hand injuries can occur such as Carpal Tunnel Syndrome, Tenosynovitis with Trigger Thumb/Finger and De Quervain Tenosynovitis caused by force, repetition, pinching and twisting, excessive force in mounting and ejecting tips, repetitive twisting motions for opening tube caps, and one-handed manipulation of PCR tubes and strips.

Safety and Ergonomics

It is important to report any injuries or symptoms to your health care provider or lab safety officer. In addition, follow these best practices for optimum safety and performance while pipetting:

Your 300x500 banner ad

Your other native ad stories

Links to your website and/or content

BioPerspectives (Native Advertising Program)

Educational content presented in your company's brand voice and promoted advertorial style in the editorial stream across **GEN's** digital properties under the BioPerspectives moniker. Establishes thought leadership around a technology or expertise.

Base price (Per post/tweet)

Four-week program
\$7,995

Rates are net