

Alberta Doctors' Digest

Improving public awareness of an unseen medical speciality

Choosing the right surgery. Diagnosing an infection or chronic condition. Confirming a pregnancy. These are among the life-changing decisions Albertans trust physicians to make every day.

What many don't realize is that nearly 70% of those medical decisions are informed by testing conducted by an often-unseen medical specialty: laboratory medicine.

From analyzing blood and surgical biopsies to identifying infectious disease outbreaks, laboratory physicians – pathologists, medical microbiologists, biochemists and others – provide the evidence that underpins sound medical decision making. Their findings ensure clinicians have the precise information required to make accurate diagnoses, devise effective treatment plans and deliver safe, high-quality patient care.

The impact of laboratory physicians' work is felt at every stage of the patient care journey, across every stage of life, medical specialty and care setting. Yet most patients will never meet a laboratory physician in the exam room and public awareness of their contributions remains limited.

The [We See You campaign](#), funded by the AMA Section of Laboratory Physicians, launched in February 2026 to change that. By showcasing the inextricable connection between laboratory physicians and quality health care, the campaign elevates the specialty's profile among the Albertans who rely on their expertise each day.

Underscoring the precision, professionalism and quiet excellence that facilitate medical excellence, *We See You* reinforces the high standard of care physicians strive to provide and the trust Albertans place in physicians across the province.