

## JVDI in Focus

The goal of JVDI in Focus is to bring attention to an interesting article appearing in the *Journal of Veterinary Diagnostic Investigation*. This month's focus is the Guest Editorial in our May issue: "Leveraging and enhancing the value of veterinary diagnostic laboratory data," by Brian McCluskey.

J Vet Diagn Invest 2021;33(3):396–398.

Extract. A favorite graphic of mine depicts the relationship of data, information, presentation, and knowledge (Fig. 1). Bowls of eggs and flour represent data; a baked, unfrosted cake represents information; a handsomely frosted and decorated cake represents presentation; and a plate of crumbs represents knowledge. This is precisely what many VDLs are baking today. The data stored in LIMS will be turned into information through business intelligence tools, and then presented to clients and other 'consumers' of information through laboratory online portals or other web accessible methods. This knowledge is then used by clients, researchers, epidemiologists, diagnosticians, clinicians, regulatory officials, and others to make better decisions.



**Figure 1.** Relationship of data, information, presentation, and knowledge. Bowls of eggs and flour represent data; a baked, unfrosted cake represents information; a handsomely frosted and decorated cake represents presentation; and a plate of crumbs represents knowledge. Courtesy of Mark Johnstone, <https://contenthubble.com/portfolio/data-cake/>