

# Case Study



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## From Efficiency to Increased Customer Value: The Roadmap for Diagnostic Labs

The past few years have seen a huge improvement in efficiencies in the operations of diagnostic laboratories around the world. Diagnostic labs have a clear way of scaling up their operations while being compliant, thanks to their investments in various IT solutions, such as pathology reporting software, and lab information management system. We could call this the first wave of technology adoption for diagnostic labs. The next efforts, undoubtedly, have to go into customer engagement. Labs already have reached a vast number of customers, but so far, most interactions are purely transactional in nature. That is about to change as progressive labs find ways to stay connected with their customers: patients as well as referring doctors or hospitals.

At MphRx, we call this the second wave of technology adoption. The industry has changed

over the years, and more players are entering markets like India, where the pathological labs alone account for USD 5 billion in 2015. Competition is growing intense, and it is imperative that laboratories now work on retaining their customers. Laboratories now have to find ways to engage them to ensure great customer service, build loyalty, and generate more revenue per customer.

MphRx has been at the forefront of developing software solutions that simplify healthcare for all stakeholders, from healthcare organizations to patients. MphRx has developed solutions for labs to help them engage with their key customers: patients and referring doctors. In this document, we present how our solutions can help laboratories define their tech road map to successfully navigate the second wave.

## From Transactions to Relationships: Dr Lal Pathlabs

Consider how an interaction transpires at a regular diagnostic lab in India. A customer walks in, pays for his test, gets his sample collected, and leaves. Or the same process can be done at the customer's home with a lab executive doing all the paperwork, receiving the payment, and collecting the sample. An alert on the customer's phone later in the day tells him how to log in to the lab portal to access his report.

Alternatively he can walk in to the lab and collect the report after a specified time. The next time the same customer walks in, the same process repeats, without the lab identifying him to be an earlier customer.

Each interaction is transactional, and a disparate one, which is not connected to the earlier ones. In fact, if the customer gets his family along for testing, each person is assigned as a disparate interaction.

Dr Lal Pathlabs, a pioneering name in the diagnostic healthcare services in India, sought to change this. Dr Lal Pathlabs has established a National Reference Laboratory in New Delhi, 163 other clinical laboratories, 1,340 patient service centers, and over 5,000 pickup points across India. The company is focused on providing patients with quality diagnostic healthcare services, and was looking at ways to engage their customers, without needing to re-build their existing systems.

MphRx showed how Dr Lal Pathlabs could go beyond the transactional approach using Minerva Patient Engage, an out-of-the-box product that overlays the existing lab information system used by Dr Lal Pathlabs. The product can access the lab reports and display them to the customer/user. Users can log in using the user ID and password generated, and access their reports.

Minerva uses a customer's phone number as the unique identifier. To ensure secure access, a PIN is sent to the user's mobile number. Over time, any tests that the customer gets done at Dr Lal Pathlabs, gets added to his account at the Patient Engage. He can

also add the tests of his family members to his account, so he can view the reports of his family in one place, using one log in ID.

With this deployment, interactions with a customer stop being disparate, and start becoming aggregated, and over time lend themselves to customer analytics and customer engagement efforts.

### Benefits

**Ease of use:** It is cumbersome for users to keep and maintain records of their tests over time. The Patient Engage becomes a place for them to store all their reports, which are accessible anywhere, any time.

So patients now have a simple way to manage their reports. Patients can also get to see the trends of reports that they get done repeatedly.

**Better patient engagement:** Labs can engage with their patients using this product. In case a customer has not got a regular test done, reminders can be sent to him, along with offers for sample collection. Messages to ensure wellbeing can be sent from time to time to subtly establish a connect with the brand. Marketing initiatives can be designed around this, by giving information on special offers, discounts and loyalty benefits.

**Clear differentiation:** Dr Lal Pathlabs has a first mover advantage in this space, and currently has a clearly differentiated market offering that gives a user an all-in-one place solution for his old and new test reports.

**Targeted marketing to patients:** Now that all the data captured by Dr Lal Pathlabs starts to have meaning, it is far easier for the Company to have targeted marketing campaigns. Relevant messages and offers can be sent out to the users.

**Better insights:** Dr Lal Pathlabs now has better insights into patient/user behavior and disease incidences, so patient outreach activities can be timed correctly.

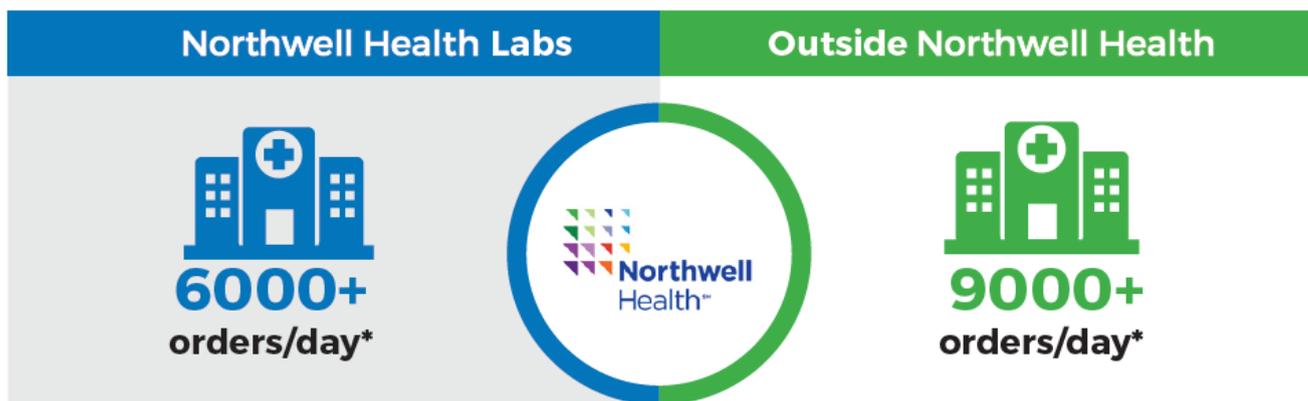
## Features of Minerva Patient Engage

- ✓ Signup through user's registered mobile number
- ✓ "My Account" for each patient to keep track of their old and new records in one place
- ✓ Linking of dependent's records
- ✓ Allows patients to download reports in PDF format
- ✓ Longitudinal trending of test results to track progress on health parameters

## Towards Physician Engagement & Labs Effectiveness: Northwell Health

When there are hundreds of doctors from several hospitals referring patients to a laboratory setup, a host of challenges can come up. Physicians need easy access to reports, know that their patients are treated well at the labs, and that the reporting is seamless and accurate. The lab operations team needs to know which tests are being run effectively, and which not, so they can quickly fix processes to ensure a good patient experience. All this have an impact on the referrals that the lab receives. Hence a lab must ensure that physicians find value in the service, while enabling their own teams to quickly be alerted about problems that are leading to dropping referrals, or even view how changes have led to growing referrals.

Take the case of Northwell Health, a fully integrated health system that provides the resources and innovation to drive the future of health care. Northwell Health is New York's largest healthcare provider. Northwell Health Labs handles the diagnostic services for hospitals and nursing homes within the Northwell Health community, as well as outside. Northwell Health Labs works with 152 referring hospitals and 1429 referring nursing homes that are part of Northwell Health. Outside Northwell Health, the Labs handles 795 referring hospitals and physicians.



\*on an average

Three years ago, MphRx deployed the Physician Engage and BizEye for Northwell Health Labs, as web as well as mobile applications. The Physician Engage enables physicians to check the reports for the tests they have referred for their patients. They also get access to old reports and see graphical trends of progress.

BizEye is used by people in different departments such as Finance, Operations, Clinical and Marketing to track the metrics for

key success parameters defined for their processes. For example, the Operations team gets reports on turnaround times for tests, how they map against the SLAs defined, and the compliance percentage of tests. Reports are generated for various key geographies, the collection centers, hospitals, doctors, types of tests, and so on. This enables them to take corrective action to ensure the metrics are as per the goals defined.

- ✓ Web Application currently has 1200+ users.
- ✓ On an average over 900 reports are viewed by physicians every week. Over 150 are downloaded & 250 printed every week.

Used by stakeholders in Finance, Operations, Clinical and Marketing departments to track key success parameters.

Physician Engage



BizEye



## Benefits

Northwell Health has been using these solutions for a while now and has seen the following benefits:

**Ease of access for physicians:** All test reports referred by a doctor are accessible to him in one place, easily viewed through a web application or mobile device. This saves a lot of time for the doctor. Also graphical view of past reports helps in better and faster decision making on diagnosis and treatment.

**Continuous improvement:** With the various types of data analyses made possible by BizEye, and the insights generated, Northwell Health Labs can closely monitor its key success parameters, and decide on action plans when they see deviations. This helps Northwell Health to be on a continuous improvement path enabling a better patient experience, and hence more revenues.

**Low TCO:** Northwell Health did not have to unravel its existing systems to make way for the new solutions. Physician Engage and BizEye draws data from their various EMRs and puts them together in a meaningful, useful manner.

## Conclusion

Today, diagnostic laboratories operate in a high growth industry that is also highly competitive. They have to embrace new solutions that can enable them to engage with their key stakeholders in a valuable manner. This doesn't mean they have to start working on new systems. Instead they can build upon their existing systems and use interoperable solutions such as those from MphRx. With low total cost of ownership, interoperability, ease of deployment, web and mobile interfaces, MphRx is helping diagnostic labs companies move forward on their growth plans aggressively.

## About MphRx

MphRx was founded by a group of serial entrepreneurs and launched in 2011 after applying the concepts of cloud technology including zero-install software, disaster recovery, business continuity and pay-per-use pricing through a flexible SaaS model to instantly transport diagnostic images, ultrasound videos, and reports on smartphones, tablets and other internet enabled devices without compromising quality. The MphRx Platform is an advanced solution that brings together healthcare records that are stored in different healthcare IT systems today. MphRx is vendor neutral and eliminates boundaries that divide IT systems and departments in a healthcare delivery process by integrating their data together.

Visit [www.mphrx.com](http://www.mphrx.com) for more details.

For queries and more information contact us at: [info@MphRx.com](mailto:info@MphRx.com).