



Quest Diagnostics- Electronic Health Records Platform 2013-2015

Background

Quest Diagnostics is the world's leading provider of diagnostic testing services with a medical and scientific staff of approximately 900 MDs and PhDs, an extensive network of convenient patient locations and laboratories, along with a range of complementary diagnostic products. Their advanced health information technology solutions enable better healthcare decisions today, and their support of clinical trials helps to find the cures of tomorrow

Quest Diagnostics' Care360 and Care360 EHR (electronic health record) powered by MedPlus provide clinical connectivity and electronic healthcare solutions designed to foster better patient care and improve business performance for healthcare institutions, physicians and patients. Care360 EHR is an award-winning, affordable, easy-to-use and easy to implement EHR solution. It allows connectivity to hospitals, HIEs and other physicians to manage and coordinate care. It also allows connectivity to community practices for bi-directional data exchange. It provides flexible, scalable, reliable data exchange services for provider clinical integration.

Care360 is a cloud based, Software-as-a-Service (SAAS) model that requires less upfront investment and minimizes a physician office and organizations. Care360 is on the cloud, allowing Quest to deploy software upgrades and new releases quickly via a one- time download and installation. Care360 EHR is accessible via mobile devices including iPads, iPhones and Android phones.

The Challenge

Despite the widely known brand awareness of Quest Diagnostics clinical solutions, Quest selected Good Leads® in 2013 to help create market awareness and discover opportunities in the administrative domain of U.S. healthcare institutions for their Care360 EHR solution. One of the market drivers was that there were reported only 40% of U.S. physicians that had adopted or chosen an EHR. In addition to the EHR solution, there were government incentives (Meaningful Use) for healthcare institutions to select a provider. The goal of meaningful use is to promote the spread of electronic health records to improve health care in the United States.

The Strategy-Good Leads Prospect Builder® Program

Good Leads debriefed Quest marketing and sales management team members as to their goals, lead success criteria, market intelligence sought and number of sales executives to support with introductions. Good Leads organized a Prospect Builder Program team comprised of a senior business developer who was supported by a market analyst and a Project Director. Quest provided a list of Hospitals, ACO's (Accountable Care Organizations) and Physicians from their database as part of a targeted approach. These were not the same contacts as their traditional laboratory diagnostics business. The list was comprised of US companies that were assigned to Quest's 7 Regional Sales Directors who we supported. Quest Senior Sales and Marketing Management requested as the initial task that Good Leads identify the most appropriate person to speak with regarding EHR. The goal was to create a focused EHR database and continue to perfect it over time so that Quest could do other continuous marketing activities. The next and integrated task was for the business developer to ask 7 qualifying questions to determine if there was a need for an EHR solution. Once a need was established, the next step was to secure the prospect's interest in learning more about the Quest solution and if so to establish a conference call based meeting to further qualify and better understand requirements.

The Results

To date, Good Leads has delivered 60 qualified executive introductions in evenly supporting the 7 regional sales territories. Written lead opportunity reports were prepared and delivered to the regional sales directors prior to the customer meetings which were locked in via Outlook meeting requests that were further confirmed. The perfected and growing data base has provided Quest with the opportunity to expand their broader market segment focused activities as well as do lead nurturing with those business suspects who Good Leads determined may have 'future interest'. Weekly account review meetings has provided the customer with current market and account intelligence. The customer further shared contact lists from their trade show and webinar marketing activities for additional customized approaches with their regional sales directors which is testament to the Good Leads positive and ongoing working relationship with Quest.