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| **Categories of Company Changes** | **Examples of company changes** | **Example Measuresb** |
|  | * Decreased number of unnecessary tests
* Turn-around times improve
* Increased client retention
* Company increases market share
* Decreased costs for customer service representatives
* Overall revenue of company is increased
* Decreased time and costs for director level personnel
* Employees are loyal and remain with company
* Overall revenue of company is increased
* Better product is delivered: literature, new test, etc.
* Errors are reduced after GCs are involved in changing operating procedures operating procedures
* Reduction in report errors made
* Reducing legal liability
* Improved efficiency and fewer errors (less time spent per case)
* Increasing client retention
* Timeliness of reports
* Increased client retention
* Variant interpretation errors reduced with GC involvement or GC changes the process
* Insurers trust the laboratory does not do unnecessary testing and is willing to contract with lab
* Improved reimbursement for lab tests
* Fewer test changes / fewer cancellations
* Increased visibility and reputation
* Increased external collaborations with clients
* Maintaining personnel and GCs due to increased job fulfillment
* Reduction in employee turnover
* GC trainees are more likely to work for company after they graduate
* Increased perceptions that the company wants to give back to community
* Increased market share
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