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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 |  |