

MEDICAL SOURCE, INC.

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**IS IT WORTH
\$2,000.00**

**IF WE HELP "YOU"
INCREASE NET REVENUES
\$30,000.00 PER YEAR ?**



Clinical Laboratory Profitability

These are challenging economic times in healthcare, yet they present extraordinary opportunities and incentives for physicians willing to adapt to the new medical marketplace and new business models taking shape.

Financial incentives have been put in place by insurers to transition to evidence based practices, data driven care.

Your clinical laboratory now takes a more prominent role.

Expertise in the clinical laboratory, combined with insight into reforms and new clinical guidelines, can be of "great value" to you, the medical director of a physician laboratory.

Our offer, and guarantee, is simple.

If we help you increase the net revenues of your clinical laboratory by at least \$30,000.00 per year, we earn a fee of \$2,000.00, if we can't, you owe us nothing!

How we work is outlined in the accompanied paragraphs.

- We look at all your instrumentation and lab equipment.
- We look at current operations and ordering patterns.
- We ask for a CPT utilization report for the previous 3 months.
- We gain a thorough understanding of the patient base you support.
- We make several recommendations to improve efficiency.
- We figure out how to optimize your profitability.
- We schedule a web conference to discuss any additional data or assays of value.
- We help implement new processes and ordering patterns to align your practice with new clinical guidelines and U.S. Healthcare Reforms.
- We help program your LIS software to incorporate REFLEX tests for abnormal patient results.
- We look forward to being of service!

Keith LaBonte, CEO
Medical Source