



CLIENT: **CATEGORY 7 LABORATORY** / PROJECT: LOW-COST, CUSTOMIZED REQ FORMS

## LOW-COST, CUSTOMIZED REQUISITION FORMS FOR LABORATORIES

### LAB MEDIA

### EXPRESSREQS

After meeting with a client with an interest in adding laboratory testing services, GO2 Lab Media was able to solve the barrier-to-entry challenges holding them back from entering the new market.

#### Our Challenge

A client had an opportunity to offer laboratory testing services. However, cost was a concern for the lab. They wanted to enter a niche testing market to see what opportunities were available, but were reluctant to invest time, resources or money in the program until they could be sure of a return.

In addition, the business had to fulfill specific end client requirements before launching the program. The end client required each requisition (req) form be customized to the participant. In the initial scoping of the project, it was estimated the client would need a print room on site and additional labor, as well as printing hardware.

#### Our Solution

The GO2 Lab Media team met with the lab to discuss their needs, and introduced them to the ExpressReqs™ program. The program combines innovation, print expertise and technology for a scalable solution to requisition forms in the lab testing industry.

The laboratory was provided blank paper with custom labels and GO2's ExpressReqs™ software platform for managing the forms. The lab would upload data files containing participant data, and the program would rapidly generate alphabetized and print-ready PDFs to be printed on site. Collectors at the site were able to print the customized requisition forms using a desktop printer at the time of the collection.

#### Our Results

The ExpressReqs™ program provided the laboratory everything they needed to quickly enter the lab testing market. The program drastically reduced the initial investment for the lab, while providing better service and the customized forms the end client needed. The ability to create custom req forms rapidly and for a lower cost was an advantage for the client.

Today, the GO2 Lab Media client continues to offer lab testing service, and they rely on ExpressReqs™ to provide a critical edge as they work with new clients.