"How In-Common Labs and Laboratory Medicine can add Value to your Podiatry Practice."

Canadian Federation of Podiatric Medicine
Annual Conference
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www.hicl.on.ca
Who am I?

Kris Bailey is presently the CEO of In-Common Labs.

**Education:** EMBA, BA, MLT; Corporate Governance

**Career:**
- Lab service provider, public and private sector
- Executive, public and private sector
- Government agency, critical care and emergent patient transfer
- Commercial, medical devices
- Homecare, owner and provider
- Consulting company, owner and provider

**Countries of Service:**
- Canada, USA, Australia, New Zealand, Pacific-Rim

**Clients served:**
- Medical Labs
- Private pay providers
- Governments and regional health authorities
- “Middlemen” or “Brokers”

**Volunteer:**
- Board of Directors and Board Chair of a regional hospital
- Board of Directors, CCAC
- Speaker

**Awards:**
- “Who’s Who” for Business and Professional Achievers
- “Citation of Merit” in Healthcare Design
- “Information Technology Innovation with TELUS”, Canada
"How In-Common Labs and Laboratory Medicine can add Value to your Podiatry Practice."

Objectives:
1. Introduce Podiatrists to the In-Common Labs "brokerage" model, as a one-stop, end-to-end solution for podiatric lab diagnostic needs.
2. Portray the value of consolidated laboratory testing to podiatric practice.
3. Introduce complimentary tools to assist in providing high quality care.
1. In-Common Labs & Our purpose
2. Our Understanding
3. Current Patient Path
4. ICL Value Proposition
In-Common Laboratories

- Private, Not for Profit, Ontario Corporation, Serving Canada

- Founded in 1967 as a Hospital Cooperative
  - ‘Mission Focused’ rather than ‘Profit Focused’ company

- Brokerage firm for Medical Lab Tests
  - Sophisticated and complex laboratory testing referral network
  - Consolidated and comprehensive referral system focused on quality

- Unique entity across North America!
Our Mission is to enhance, through innovation and partnerships, access to laboratory services.

Our Values of Integrity, Collaboration, Innovation and Inspiration describe our behaviour in the support of our nation’s laboratories and patients.

Our Vision is to provide a consolidated medical laboratory test referral system, managed with quality and integrity.
Our Understanding...
Podiatrists can do it all

- Communicate a diagnosis identifying a disease or disorder of the foot as the cause of a person’s symptoms.
- Cut into subcutaneous tissues of the foot and bony tissues of the forefoot.
- Administer, by injection into feet, a substance designated in the regulations.
- Prescribe drugs designated in the regulations.
- Administer by inhalation, a substance designated in the regulations.

Chiropody Act, 1991 S.O. 1991, Chapter 20 5(2)
Our Understanding...
Podiatrists can do it all

- Surgery
- Sports Medicine
- Research
- Pediatrics
- Primary Care
- Wound Care
- Dermatology
- Gait Analysis
- Radiology
- Trauma
1. Patient checks-in to see Podiatrist for any number of conditions (referred by medical professional or self-referral)

2. Patient assessed by Podiatrist - more information is required for diagnosis So….

3. Patient leaves to receive ‘medical diagnostics’… x-ray/imaging, or referred to lab for collection or referred to MD for referral to lab!

4. Results reported ...Are they on-time? Accurate? Support quality patient care?
A Patient: biopsy of a pigmented lesion

- Diagnostic testing is required
- What is the pathway to a treatment plan?
Today

**Podiatric patient consultation**

Lab tests needed

Patient referred to MD

Patient gets appointment with MD

Patient attends appointment with MD

MD orders tests and "maybe" copies Podiatrist

Patient referred for sample collection

Samples collected and sent to Lab

Tests performed or re-referred

Results sent by mail to MD

Results reviewed by MD

Report sent to Podiatrist

Current Patient Path
Current Patient Path

Today

Podiatrist contacts patient

Patient consultation

Patient treatment plan

Patient follow-up

Back to the beginning!

- Time
- Coordination between MD and Podiatrist
- Patient experience
- Deterioration of the patient condition
Potential Challenges with Current Patient Path

1. If the patient is re-referred to an MD for any number of reasons, might this extend the time between diagnosis and treatment?

2. Is travel a consideration? If the patient is suffering from an acute issue (e.g. deep wound), is travel a hardship?

3. What is the process for insured and uninsured tests?

4. What happens when diagnostic testing is not ordered by the Podiatrist, are results received from an MD referral? How long does that take?

Podiatrists should have access to all available medical lab tests for their patients, in a timely manner, to provide quality patient care.
1. In-Common Labs & Our purpose

2. Our Understanding

3. Current Patient Path

4. ICL Value Proposition
Patient Path with ICL

- Podiatric patient consultation
- Lab tests needed
- Samples collected by Podiatrist
- Courier pick-up and delivery to ICL
- Specimen referral and analysis
- Results sent or obtained through portal by Podiatrist
- Podiatrist contacts patient
- Podiatric patient consultation
- Patient treatment plan
- Patient follow-up
- Patient needs more tests?

✓ Time
✓ Coordination
✓ Patient experience
✓ Patient condition
Patient Path Benefits with ICL

- **Time**- removal of unnecessary delays
- **Coordination**- removal of difficulties with referral coordination
- **Patient experience**- improved
- **Patient condition**- quality care

- Positive impact on patient care
- Improved continuity of patient care
- Enhanced Podiatrist- Patient relationship
ICL attracts educated, experienced, passionate professionals

Our People
- Appreciate working with facts and logic
- Value precision and detail
- Appreciate demands and constraints
- Care deeply about quality care

Our Leadership Team
- Seasoned business, health care, scientific and public sector professionals

Our Board
- Experienced in science and technology, law and government
Why choose ICL as your Diagnostics Broker?

**ICL is the only Not-For-Profit dedicated Canadian broker of all lab diagnostic tests**

- Any test, end-to-end service.
- Access to multiple tertiary and boutique reference labs.
- Electronic exchange to assure patient safety, speed and accuracy.
- Transportation, pick-up and deliver from anywhere.
- Customer care, dedicated team working for you.
- Web Site and dedicated portal for viewing and printing reports.
- One price, no hidden costs.
The In-Common Labs approach

- ICL matches your needs with the most appropriate reference lab(s).
- ICL adds new tests to our menu, as identified by our clients.
- Reference labs are selected based on technical and professional quality / turn-around-time / capacity / expertise and cost.
- Savings from our reference labs are passed on to our clients.
• Between client and ICL, for orders and results
  - Interface to practice software (if applicable)
  - Reports by pdf, via email
  - Client Portal to track samples, view and print reports
• ICL is connected to all Reference Labs (Ontario, Canada and Internationally)
Through a single broker, you can access diagnostic tests that are designed for your specialty and your patients:

- Client “on demand” referrals – “your choice”
- Cross-Canada referrals, within the ICL network
  - Tertiary Labs
  - Boutique Labs
- US Based referrals
Why Now?

• ICL can help podiatrists help their patients, easily.

• Increased demand for faster response with a high level of quality.

• Increased demand for uninsured diagnostic testing.

• Increased ICL capacity to provide service through our referral lab network eager to serve you and your patients.
What can ICL do for you?

- Single service point at your office.
- Provide you with specimen collection tools.
- Provide specimen pick-up at your office.
- Provide options to receive results.
- Connection to our web-pages for specimen collection information.
- Enable you to bill your patients directly for diagnostic testing services OR direct patient pay to ICL through point of sale.
We have a relentless approach to electronic interchange.

We believe that quality care is best delivered in an environment where errors are minimized, turn around time is accelerated, and podiatrists receive results expeditiously in user friendly formats.

We are launching a new web-portal for our clients in early 2014 that allows for a referral test dashboard. It allows on-demand viewing of results and/or printing of a report and key referral metrics. Reports can be printed and placed directly in patient files or printed to PDF to be included in electronic patient records.
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In-Common Labs and Laboratory Medicine can be a welcome asset to any Podiatry Practice, by extending the technical and production expertise of reference labs to benefit the entire podiatric community and its patients.

Effective diagnosis and treatment by Podiatrists may rely heavily on the availability, accuracy, timeliness and quality of lab diagnostic testing.
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Web, ICL Team and Corporate Video:
http://www.hicl.on.ca