CMS STEAMROLLING AHEAD WITH LAB COMPETITIVE BIDDING IN SAN DIEGO

It’s full steam ahead for the lab competitive bidding demo in San Diego. Bids are due February 15 and the demo is set to begin on July 1. CMS officials and representatives from RTI International (Research Triangle Park, NC), the architects of the demo project, had little empathy for the raft of questions and concerns raised by labs at a bidders meeting in San Diego on December 5. The meeting, which was held at the Sheraton Suites in downtown San Diego, started late and ended early (8:30am to 3:30pm). “If we’re not a winner, we’re out of business. We can’t afford to lose this business for three years,” says Gary Stevens, co-owner of Internist Laboratory (Oceanside, CA), the only independent lab based in north San Diego. More details on Page 2.

PHYSICIAN ADOPTION OF EMRs MOVING SLOWLY

Physician adoption of EMRs is growing a lot slower than many experts have anticipated, according to data from the latest National Ambulatory Medical Care Survey conducted by the CDC’s National Center for Health Statistics. In fact, current trends suggest full adoption of comprehensive EMRs won’t be achieved in at least 20 years. Some larger physician groups with younger, more computer savvy physicians are moving to EMRs. However, sole proprietors and small groups, which represent the vast majority of doctors, are not convinced that the average $25,000 to $50,000 capital investment in an EMR will pay off with increased productivity. Continued on Page 9.

SONIC BUYS LABS IN NEW JERSEY AND LAS VEGAS

Sonic Healthcare USA (formerly CPL-Austin, TX) continues to make acquisitions throughout the United States as it moves to establish itself as a national lab. Most recently, Sonic has purchased American Clinical Services (Lyndhurst, NJ) and Consolidated Laboratory Services (Las Vegas). More details on Page 10.

WHAT DOES MANAGED CARE WANT FROM LABS?

The short answer is low pricing and a wide network of blood drawing locations, according to Rob O’Brien, who recently resigned as head of national contracting at Aetna to form his own consulting firm, KCJ Healthcare Solutions (Collegeville, PA). But O’Brien says labs have an opportunity to raise their value in the eyes of managed care companies by providing them with test data to help them direct disease management programs. Continued on Page 2.
To Get The Full Issue: Subscribe to Laboratory Economics!

Laboratory Economics is a monthly business newsletter that gets behind the headlines and press releases to provide you with the strategic information and data you need to compete and win. Our editors talk directly to the people making the news, providing you with a first-hand view on lab marketplace developments. Subscribe today and you will immediately receive a PDF file of the current issue. Then every month you’ll receive 12 pages filled with clear analysis and valuable business strategies that will help your lab become more successful.

Win Big with the Most Current News & Information:

— Get in-depth profiles of the nation’s most successful hospital lab outreach programs
— Keep up to date on key contracting initiatives like Medicare’s competitive bidding project and United HealthCare’s new lab network
— Stay informed on the latest strategic moves by the nation’s two largest labs: Quest Diagnostics and LabCorp
— Hear expert opinion on emerging lab trends through exclusive interviews with the lab industry’s movers and shakers
— Get benchmarking data and strategies you can use to improve your lab’s billing and collection operations
— Learn the clinical and business details behind exciting new molecular diagnostics
— Find out why some specialty physician groups are beginning to insource their anatomic pathology work
— Get statistics from our proprietary surveys on lab automation, Web-connectivity, molecular diagnostics and hospital lab outreach

Special Bonus: New subscribers will receive the current issue free of charge. That’s 13 issues for the price of 12!

100% Satisfaction Guaranteed! If at anytime you become dissatisfied with your subscription to Laboratory Economics, drop me an e-mail and I’ll send you a refund for all unmailed issues of your subscription, no questions asked. Jondavid Klipp, labreporter@aol.com

Subscribe to Laboratory Economics

☐ YES! Please enter my subscription to Laboratory Economics at $327 for one year. (That includes 12 monthly issues plus a bonus issues.)

☐ I’ll try an introductory 7-month subscription for $199. (That includes 7 monthly issues plus a bonus issues.)

Name ________________________________

Title ________________________________

Company ________________________________

Mailing Address ________________________________

City, State, Zip ________________________________

Phone ________________________________

Fax ________________________________

e-mail address ________________________________

Check enclosed
(payable to Laboratory Economics; Tax ID: 56-2572976)

Charge my: MC Amex Visa (circle one)

Card # ________________________________

Expiration Date ________________________________

Cardholder’s name ________________________________

Signature ________________________________

Billing address ________________________________

Mail To: Laboratory Economics, 195 Kingwood Park, Poughkeepsie, NY 12601; Fax order to 845-463-0470; or call 845-463-0080 to order via credit card.