

How Labcorp Reduced Genetic Test Order Processing Time by 95%

Powered by Cloud Maven, Inc Secure Email and Fax Hub

\$400K

Annual Savings

Estimated annual cost reduction

4 hrs

Information collection time

Reduced from 2.5 days

6.25

FTE positions redeployed

Shifted to higher-value work

CLIENT & PROCESS CONTEXT

Labcorp, is a global leader in laboratory diagnostics and a longstanding provider of genetic and genomic testing services to patients and healthcare providers across the country. The organization receives thousands of test orders per month from healthcare professionals to make critical clinical decisions and patient care plans. Each test order requires completion of a Test Requisition Form (TRF). These forms capture patient demographics, insurance details, provider information, diagnostic codes, specimen specifications, clinical history, and patient consent documentation.

Labcorp has a dedicated Data Processing team that manually reviews each TRF before specimens can be tested. If information is incomplete or missing, then Customer Service Representative must contact healthcare providers for additional information. This "quality gate" is crucial to prevent delays in testing, ensuring specimen integrity, and providing accurate, timely results to patients.

THE BUSINESS CHALLENGE

The order verification workflow at Labcorp relied heavily on manual processes that consumed substantial team resources. Each of these incomplete orders were managed by customer service representative via a multi-step workflow which involved sending a personalized manual email to providers, document responses, and forwarding this information back to the processing team.

The manual method of performing these steps led to several major issues:

- Manually processing incomplete orders was a time-consuming task that required approximately 6 full-time staff members to spend 15 minutes per order to compose emails, track, and forward responses.
- Information collection on average took 2.5 days, which slowed down the testing cycle and created delays before results were delivered to patients.
- The manual tracking made it extremely difficult to know whether or not a provider had responded, or if follow up communication was needed.
- Email composition errors caused many instances where repeated contact with providers was necessary to obtain the exact same information.
- Sensitive patient information moved through several different external platforms, creating data security and compliance risks.

WHY CHANGE WAS NEEDED

- 1 Resource intensive**
~6 FTE supporting manual outreach and follow-up
- 2 Slow turnaround**
2.5-day average information collection cycle
- 3 Limited visibility**
Response and follow-up status difficult to track
- 4 Higher error risk**
Manual email composition created repeat outreach
- 5 Security and compliance risk**
Sensitive information crossed disconnected platforms

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THE CLOUD MAVEN, INC SOLUTION

Cloud Maven, Inc deployed a specialized communication suite, combining Secure Email and Fax Hub within Labcorp's Salesforce environment, directly connecting to the organization's Testing and Order Management System. The solutions automate the complete provider communication lifecycle: receiving test orders via fax, resolving incomplete orders through secure outreach, and delivering final reports back to providers and patients.

CORE CAPABILITIES

- Automated email templates for 60 incomplete-order scenarios, pre-populated with patient, provider, and order information.
- Secure email and fax communications automatically linked to the appropriate case, order, patient, and provider records for complete traceability.
- Automated delivery of test reports to providers via secure fax and to patients via secure email.
- Centralized Salesforce-based communication, reducing manual work for customer service teams.
- Dashboards and automated follow-ups track responses and escalate cases when providers do not respond.

IMPLEMENTATION APPROACH

Cloud Maven, Inc worked closely with Labcorp's operations and customer service teams to deploy the Secure Email solution. The implementation process emphasized thorough testing and team training for smooth adoption of the new workflow.

Following the successful deployment, the staff transitioned away from manually managing emails to monitoring systems for quality assurance purposes. This resulted in significant reduction in workload for staff while maintaining high-quality oversight of provider communication.

BUSINESS RESULTS

The automation fundamentally changed how Labcorp manages incomplete test orders, converting a manual process into a streamlined system.

\$400K

annual cost savings

2.5 days to 4 hours

information collection time

6.25 FTE

positions redeployed

- From order intake via fax to results delivery via fax and secure email, the unified workflow eliminated reliance on disconnected external platforms
- Automated tracking and dashboard reporting providing complete transparency on the status of provider responses
- Centralized secure email processing within Salesforce reduced exposure to data and improved compliance with security regulations
- Eliminating manual error in composing emails which resulted in a decrease in unnecessary follow up requests being sent to providers

Learn more: solutions@cloudmaveninc.com | +1 (740) 470-0000 | [Book a demo](#)