

# On Demand Lab Testing: Affordable Self-Pay Lab Testing for Uninsured and Underinsured

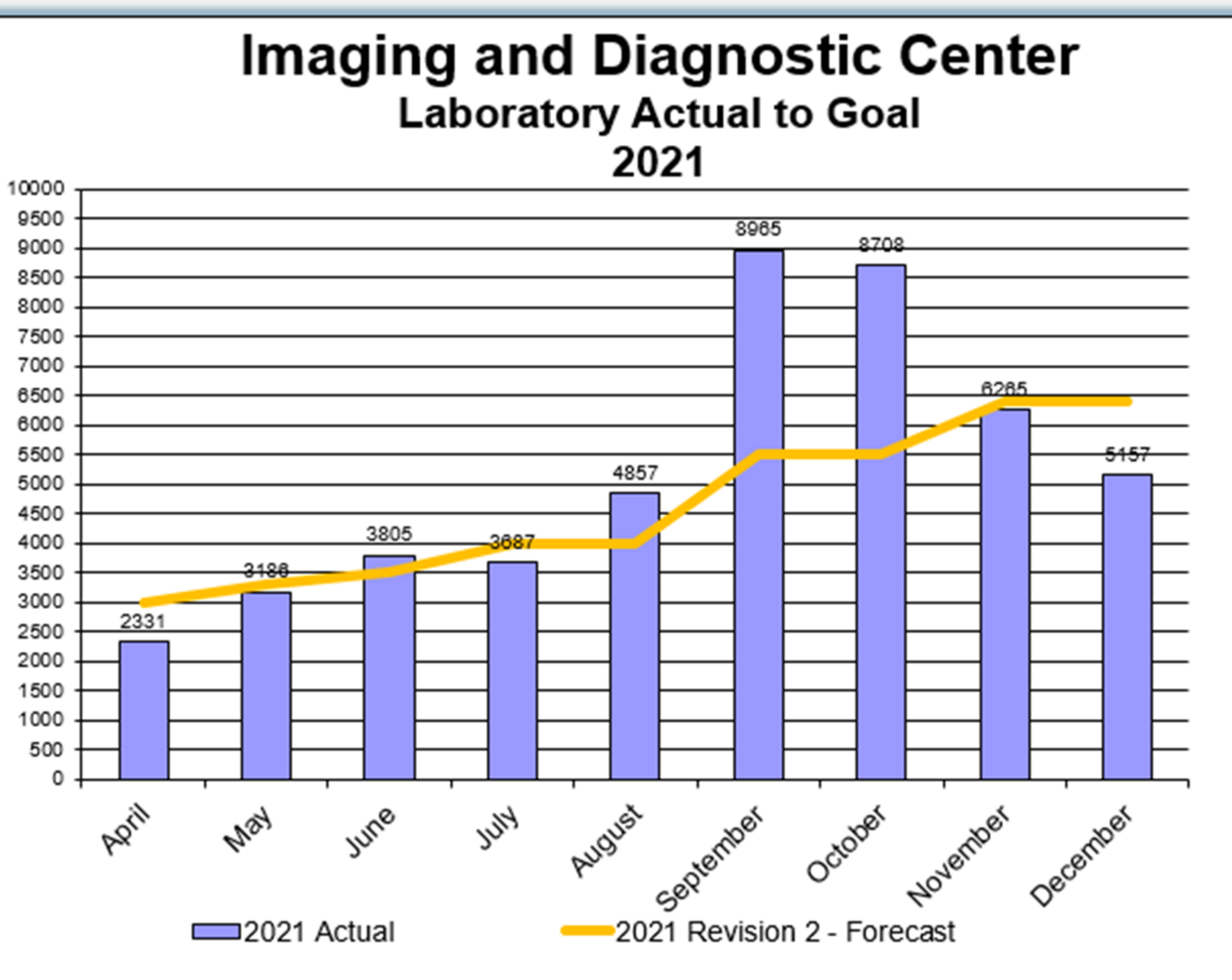
Bryan Medical Center, Clinical Laboratory, Lincoln, Ne



## Background

- Medical Center Imaging and Diagnostic Center Outpatient Laboratory
- Patient and provider feedback related to outpatient testing.
- Opportunity to execute strategic plan and provide accessible, affordable, and personalized care and service.

### Metrics: Billable Test Volumes - 2021



## Aims

- Collect 41,600 billable tests while increasing new patients

## Plan

- Offer Direct to Consumer Testing or On Demand Laboratory Testing to the public
- Create a thoughtful and provider supported test menu
- Engage local providers to refer patients
- Engage and market to the public to create awareness of new service line

### Laboratory Tests at Bryan Pine Lake Campus

**Two options for your patients**

- Provider-Ordered Tests (all orderable tests).** Call Bryan Scheduling Center for appointment, 402-481-5121.
- On-Demand Tests.** Patients order and purchase online. Patients receive results via MyChart or mail to share with provider as needed.

- New location
- Lower prices
- Quick turnaround times
- Reliable results
- Mon.-Fri., 7 a.m.-6 p.m.
- 402-481-6060

**On-Demand Tests – Order and purchase at: [bryanhealth.org/OnDemandLab](http://bryanhealth.org/OnDemandLab)**

CHECK TEST	HEALTH PROFILE	PRICE
<input type="checkbox"/>	Blood Chemistry Panel (CMP, Lipid, TSH)	\$35
<input type="checkbox"/>	Men's Health Panel (CMP, CBC, Lipid Panel, TSH, PSA, HbA1C)	\$65
<input type="checkbox"/>	Thyroid Panel (TSH, Free T4)	\$22
<input type="checkbox"/>	Women's Health Panel (CMP, CBC, Lipid Panel, TSH, HbA1C)	\$55
<input type="checkbox"/>	Immunization Status Panel (Varicella Zoster IgG, Mumps IgG, Rubella IgG, Hepatitis B Surface Ab)	\$50

CHECK TEST	INDIVIDUAL TESTS	PRICE
<input type="checkbox"/>	RT-PCR COVID-19 Test for Travel (meets airline requirements) - not for people with symptoms	\$50
<input type="checkbox"/>	A1C (Hemoglobin A1C)	\$7
<input type="checkbox"/>	Blood type (ABO/Rh)	\$7
<input type="checkbox"/>	Complete Blood Count (CBC)	\$10
<input type="checkbox"/>	Complete Metabolic Panel (CMP)	\$15
<input type="checkbox"/>	Cortisol	\$20
<input type="checkbox"/>	COVID-19 Antibody, Total (IgG and IgM)	\$25
<input type="checkbox"/>	C-Reactive Protein (CRP)	\$13
<input type="checkbox"/>	Ferritin	\$15
<input type="checkbox"/>	Free T4	\$10
<input type="checkbox"/>	Glucose (Blood Sugar)	\$5
<input type="checkbox"/>	Hemoglobin and Hematocrit	\$6

## Measure

- Percentage of urinary catheters with documented insertion checklists
- Indwelling urinary catheter utilization rate

## Results

- Over 6,100 patients served
- Over 3,500 new to Bryan patients served
- Over 46,000 billable tests
- Gross revenue: \$433,642
- Net revenue: Approx. \$335,000

### Metrics: Patient Volumes

Month	Existing Patient	New Patient	Total
2021: April	78	44	122
2021: May	172	192	364
2021: June	186	175	361
2021: July	181	345	526
2021: Aug	358	566	924
2021: Sept	301	365	666
2021: Oct	263	309	572
2021: Nov	258	335	593
2021: Dec	339	571	910
2022: Jan	326	461	787
2022: Feb	192	156	348
<b>Total</b>	<b>2,654</b>	<b>3,519</b>	<b>6,173</b>

## Next Steps

- Continue to thoughtfully expand the test menu to serve needs of the community
- Collaborate with businesses to support their unique testing needs

## Team

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