

BIO-REFERENCE LABORATORIES, INC. (BRLI) is one of the largest full service laboratories with physicians relying on BRLI to report results in a timely manner and ensure the proper handling of the 16,000 specimens processed from over 2,900 pick up locations each year.



The Challenge

BRLI wanted to gain better visibility into the logistics of their specimen handling to create more efficient specimen processing and reduce the number of missed specimen pick-ups. With 158 daily routes and drivers, and no way to track drivers and specimens, there were often missed pick-ups; or even worse, thousands could be delivered to processing at the end of the day resulting in overtime for laboratory personnel and creating processing delays.

BRLI needed to see a fast return on their investment and an increase in their levels of customer satisfaction to maintain their advantage in an extremely competitive industry. "Because of specimen integrity and the importance of time in getting routine work done and reported back to the doctor, it's very important to know that all of our couriers follow their routes and do their jobs," said Warren Erdmann, Bio-Reference's Senior Vice President and Director of Operations. "To compete in this industry, you can't put yourself in a situation where a doctor calls the day after his specimens were to be picked up and tells you they are still in the box." *

The Solution

In March of 2007, BRLI management implemented hand-held mobile technology and tracking software from Airclic and integrated GPS technology and tracking systems into its increasingly growing courier network. As a result of BRLI's \$100,000 investment, all of the Company's drivers were issued a mobile device with an attached AC25 scanner.

Drivers were trained and began scanning to record the number of samples collected, the types of samples and pick up locations. All of this information is cross-referenced with a GPS date and time stamp for confirmation and visibility into where each driver is.

*Laboratory Industry Report, March 2009

REALIZING A
7-MONTH ROI
AND REDUCING
ERRORS
TO ENHANCE
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BUSINESS.

MOBILITY THAT DELIVERS

61% Reduction in
Missed Specimen
Pick-ups

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The Results

BRLI realized a return on investment within seven months of deploying the Airclic solution. By gaining visibility into the location of each specimen, BRLI was able to establish a time-saving system where runners meet couriers en route to pick up specimens and get back to the labs to begin processing. The result: a 61% reduction in missed specimen pick-ups.

The additional visibility into the driver's route has also allowed BRLI to control fuel costs and unnecessary wear and tear on its fleet and navigate alternate routes for the couriers if necessary, decreasing overhead costs and delays.

As demand grows, BRLI can keep up with the uptick without increasing the size of its fleet due to the efficiencies the Airclic solution provides, such as dispatching. In fact, the Company has even been able to increase the amount of pick-ups, grow and improve performance, all while maintaining the same operational budget.

Other key benefits include:

- ▶ **Quick ROI** BRLI realized a return on their initial \$100,000 investment within just seven months.
- ▶ **Enhanced customer service** Reducing missed specimen pick-ups by 61% increased customer trust and satisfaction with using BRLI, creating more repeat and additional business.
- ▶ **Improved courier efficiency** GPS technology and time tracking means BRLI knows where every driver is at any given date or time. Through optimizing routes and reducing wear and tear on their fleet, they can increase their pick-ups using their existing fleet and avoid adding overhead.

“We challenged Airclic to help us improve workflow processes, gain greater visibility into our fleet and decrease the amount of missed specimen pickups. We saw ROI in the form of improved specimen tracking and processing, as well as a 61% reduction in missed specimen pick-ups.”

Ron Rayot, VP and Director of Logistics, Bio-Reference Laboratories

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