



How Beechtree Diagnostics Uses Next Generation Patient Engagement to Reduce Costs and Win New Clients

Beechtree Diagnostics provides customizable CLIA and CAP lab testing for the most discerning medical professionals across the United States. Based in Draper Utah, the company was founded on a simple premise – “It’s more than a test”. This translates into an organization that constantly improves and challenges the status quo. Beechtree focuses on the individual on the other side of the test and the many individuals working to provide professional medical care to ensure optimum patient outcomes.

“Our lab runs seven days a week and because we have clients on the east and west coast we are testing around the clock. We guarantee 24-hour turnaround time from when a sample arrives at our lab and right now, we're averaging 12 hours,” says Oscar Ingalls of Beechtree Diagnostics. As Director of Client Operations, he manages all the data, analytics and systems that touch clients during the sales and testing processes. A Lean Six Sigma Master Black Belt, Oscar is also responsible for overall continuous improvement at the company.

LIS CHALLENGES DRIVE A NEW STRATEGY

Beechtree Diagnostics is a high-complexity CLIA laboratory that provides state-of-the-art high throughput molecular testing for COVID-19 to help meet the needs of governments and organizations during the pandemic. Their automated diagnostics test has the highest available sensitivity and specificity, delivering highly reliable results within 24 hours.

As testing volumes began to increase during the pandemic, they encountered limitations with the LIS (Laboratory Information System) they use internally. “Our LIS solution did not have any patient registration capabilities and didn’t provide any COVID-19 reporting that is required by federal, state and local agencies,” Ingalls recalled. As a result, they were spending many additional hours in completing manual processes that increased the likelihood of errors.

“Before Rymedi, our healthcare team painstakingly completed patient-related spreadsheets that had to be perfectly formatted or the LIS would reject them. With Rymedi, I can send a QR code to a patient at their house, or wherever they are, and they can register on their mobile device in minutes. When they arrive at the testing site they are scanned, swabbed, and out the door in two minutes. It is a fast smooth process for patients and clients.”

Oscar Ingalls, Director of Client Operations

Moreover, Beechtree experienced difficulties working with their current LIS vendors due to the inflexibility of their software platforms. “For example, I needed to pull a year's worth of trending data for the state of Utah, and I couldn’t download more than one week of data at a time.

My LIS vendor told me it would cost \$50,000 and take many days to do this. I knew there had to be a better solution.” explained Ingalls.

“Rymedi provides us an all-in-one solution from patient registration all the way through reporting back out to client and directly to patients. It is completely automated and connected to my LIS. Their customer support is incredibly responsive and provide results exceptionally quick which is in stark contrast from my experience with LIS vendors.

REDUCED OPERATING COSTS

While Rymedi’s Patient Engagement solution helps create a synergistic partnership between patients and the clinical professionals with whom they interact, Beechtree also gains operating efficiencies and improved operating cost effectiveness. Ingalls told a story to illustrate how Rymedi reduces paperwork, “The other day I was at a clinic showing the clinic director Rymedi when she looked at me and pointed to a huge stack of forms and said, ‘I don't need any of those forms anymore?’ Nope. You scan the patient’s QR code on their smartphone and the QR code on the test sample and you’re done.”

Government reporting can be very difficult to administer because there's different reporting requirements for states and localities. It’s critically important that it is automated to ensure accuracy and achieve submission timeframe requirements. “State reporting is an epic pain, and our LIS system didn’t have any reporting capabilities. Rymedi’s automated reporting is a real lifesaver and saves us a ton of time,” said Ingalls.

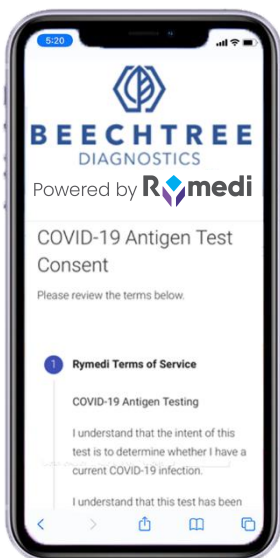
INCREASED NEW CLIENT SALES

Beechtree is in the midst of executing an aggressive growth strategy with deep market penetration in the states of Alabama, Arizona, Nevada, Utah, Idaho, Wyoming, and Montana. They have increased their salesforce by nearly tenfold for more localized support and Rymedi plays a key role during the sales process, helping position the company to prospective clients.

“Whenever I meet with a prospective client, I show them the Rymedi platform. I always carry my iPad, Android tablet and a bag of RT-PCR and antigen tests to conduct a live demonstration. I will show the testing workflow and how there is no paperwork. We never mention the back-end LIS. All we talk about is Rymedi and how easy it is to use. Along with our testing turnaround time, it’s a competitive advantage and we rarely lose.”
Oscar Ingalls, Director of Client Operations

“Rymedi is easier to use than any LIMS or LIS so I like to show it to prospective clients. When I show it to them the reaction is always, ‘Wow, that’s easy,’” explained Ingalls. “Rymedi’s cost structure is very competitive compared to our LIS. I am happy about that because it makes the pricing, we offer to customers more competitive. We keep our margins thin, and this helps us win new clients!”

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Rymedi Platform Benefits Realized

Rymedi’s Connected Health Platform registers patients for testing, interacts with them during the process, and provides results directly to their mobile device

- ✓ Improved testing and test processing, quality and efficiency created cost-savings
- ✓ Government and organizational reporting automation reduced administrative costs
- ✓ Improved patient experience via patient friendly mobile application
- ✓ Improved new client win rates by showing patient engagement functionality
- ✓ Rymedi’s cost structure versus LIS enables more competitive pricing of services
- ✓ Higher testing throughput has decreased staffing and infrastructure costs
- ✓ Elimination of manual processes results in less human errors
- ✓ Real-time test result and notifications empower patients with actionable information
- ✓ Superior customer service and support than existing LIS vendors