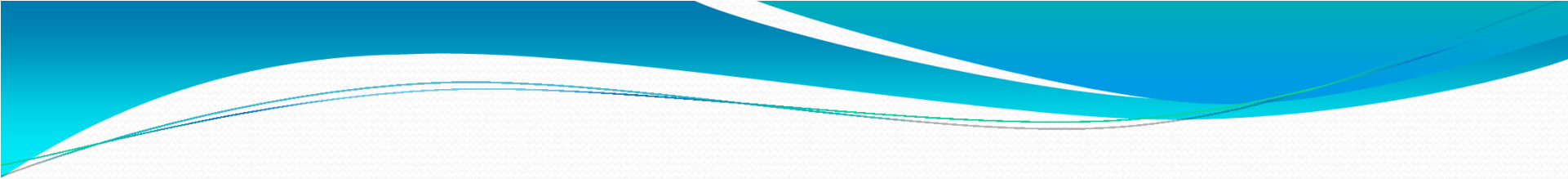


SETTING UP A BASIC PATHOLOGY LABORATORY

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DR. DHARAP'S DIAGNOSTIC CENTRE



**“Once upon a time there was profession called
Medicine. Now there is an industry called Health
Care. The Former was based on direct patient care.
The latter rests on control & coordination of the
former.”**

- Richard Reece, MD



A Professional Business Proposition....

- Selecting Location
- Assessing the Needs of the Population & Users
- Define Scale of Operations
- Prepare a Feasibility study / Project Report



PROBLEM AREAS

- PROPER GUIDANCE
- DECIDING SCOPE OF SERVICES
- AVAILABILITY OF FUNDS
- PROJECT REPORT PREPARATION
- CO-ORDINATION OF SEVERAL GROUPS OF PROFESSIONAL (ARCHITECTS, LAB DIRECTOR, FINANCE, PERSONNEL ETC.)
- TIME CONSTRAINTS



LABORATORY SERVICES

Each lab is different & must react to its local & regional environment....

Develop a 'Niche' / UNIQUE SELLING POINT (USP)



FEASIBILITY / PROJECT REPORT

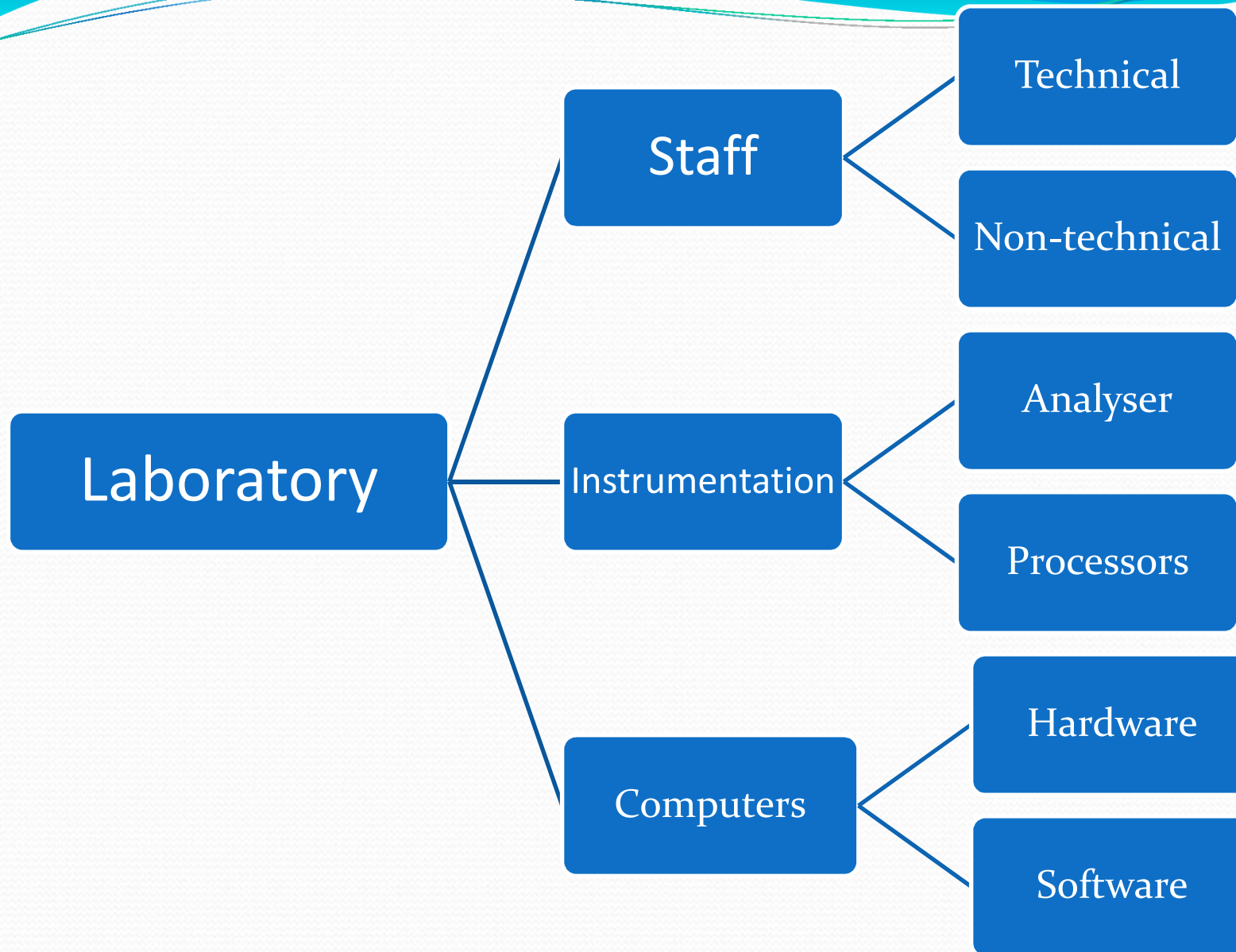
- Financial Requirements & availability of funds
- Spatial & Design Requirements
- Organizational Requirements
- Personnel Requirement
- Infrastructural requirements
- Income Projection



SPATIAL ARRANGEMENT & DESIGN

Key Elements

- Workflow & Lean Management
- Future Scalability





SELECTION OF INSTRUMENTS

- Define your Needs –
 - Menu to be offered
 - Expected Workload & its pattern
 - Quality Specifications
- Performance Specifications of Instrument
 - Quality as well as Other specification



ADDITIONAL CHECKLIST FOR SELECTION

- COST PER TEST (CPT / CPRR)
- SPEED WITH LINEARITY
- USER FRIENDLINESS
- TRAINING OF TECHNICIANS
- AVAILABILITY OF KITS
- FREQUENCY OF BREAK DOWN (From Peer Group)
- SERVICE BACK-UP
- ANNUAL MAINTENANCE CONTRACT

BASIC INFRASTRUCTURAL COSTS

INSTRUMENTATION

1. MICROSCOPE – Rs. 40 – 50,000
2. BLOOD CELL COUNTER –
 - Three Part differential – Rs. 350 – 4,50,000
 - Five Part Differential – Rs. 6 – 10,00,000
3. AUTOANALYSER-
 - Semi automated – Rs. 1.25 - 2,00,000
 - Fully Automated – Rs. 5,50,000 onwards
4. ELECTROLYTE ANALYSER – Rs. 1,50,000
5. ELFA/CHEMILUMINESCENCE FOR HORMONAL TEST- Rs. 8,00,000 +
6. CENTRIFUGES AND SHAKERS - Rs. 50,000
7. OVEN, INCUBATOR – Rs. 50,000
8. GLASSWARE AND DISPOSABLE MATERIAL & OTHER SMALL EQUIPMENTS - Rs. 1,00,000

Running Costs & Overheads

- Staff – **Constitutes a major overhead (20 %)**
 - Technicians - Rs. 15,000 +
 - Support staff – Rs. 9,000 +
- Reagents & material (17 – 22%)
- Infrastructural Cost – Water, Electricity, Establishment cost etc.
- Printing Stationery
- Instrument Maintenance Cost

Challenges in Running the Private Lab

- 'P TO P' functionality
 - Instrument knowledge
 - Personnel Management including Training & Retention
 - Financial management – Accounting, Costing
 - Control of Recurring costs
 - Stock & Inventory Management
 - Customer Satisfaction
 - Setting Feedback Mechanisms & Continual Improvement
- Individual Medico – Advertisement Not allowed
- Competition- Tech run/ Charitable/Hospitals/Corporates
- Accreditation

Legal Necessities in Medical Establishments

- **Commissioning the Establishment** – CEA
- Qualification/Practice & Professional conduct – MCI
- Sale / Storage of Drugs – FDA, Spirit license
- **Patient Management** – PCPNDT, Notifiable diseases act
- **Environmental safety** – Bio Medical Waste Management
- Employment & Manpower Management – Minimum wages, PF & Gratuity Act, Bonus Act, Maternity benefits act etc
- Medicolegal – Consumer Protection Act
- Safety of Patient & Staff in Premises – Fire safety
- Professional Training & Research – Ethical Guidelines
- Business Related – Income Tax, Insurance
- Statutory requirements of Reports & Returns

CUSTOMER SERVICE

It costs 6 times more to attract a new customer than it does to keep an old one.

Seven of 10 complaining customers will do business with you again if you resolve the complaint in their favour

If you resolve it on the spot 95% will do business again

Of those who quit, 68% do so because of an attitude of indifference.

To summarize.....

Customer Satisfaction = SUCCESS