



Medical Incentive Technologies

turning buzzwords and numbers into results

Case Study: Lab Automation with TaskListing.com

Situation

An established medical laboratory in the southern United States faced competitive pressures along with new demands from physicians for EMR integration of lab results as part of Meaningful Use compliance. Better management and sales reports compatible with mobile phone-based users was also a need.

Our Approach

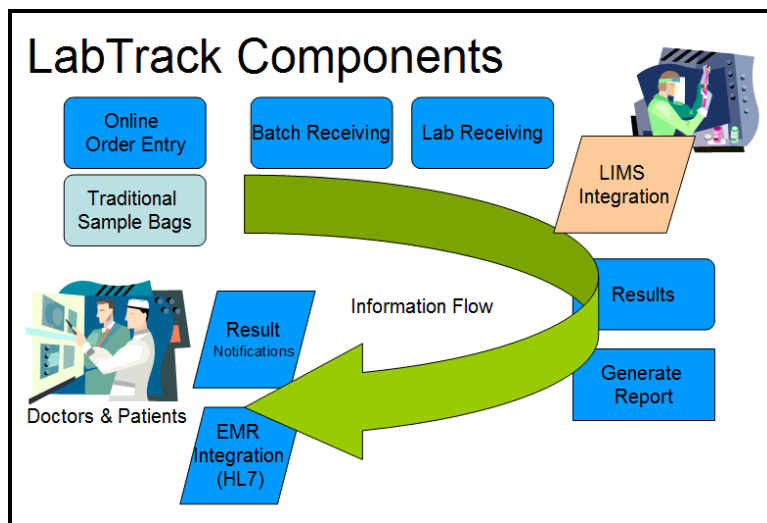
In order to leverage existing data architecture, reporting, and security technology, the **LabTrack** project was launched on our **TaskListing.com** platform. Using the *software-as-a-service* (SAAS) components on TaskListing.com solved many problems right away. We also established secure, encrypted integration back to the laboratory information management system (LIMS) server so that the lab's customers could get the best of both worlds: modern web interfaces suitable for mobile use along with the dependable results from the existing LIMS.

“LabTrack is great. We gained a competitive advantage over our competitors in less than six months. And the costs were manageable and predictable.”

Laboratory CEO

Results

A building-block approach was used in order to get the most important capabilities running quickly and to support the marketing team's efforts. This incremental approach also helped keep costs predictable and within the organization's budget. Six major components that transformed the lab customer's experience were in-production within six months.



For the internal Executive and Sales teams, sophisticated tracking reports have also been automated and now arrive on their mobile phones at the end of each business day.

About Medical Incentive Technologies LLC

Medical Incentive Technologies has the expertise and experience to combine legacy systems with cutting edge web technology for powerful online solutions. To find out if your systems can be automated in this way, contact us at **800-991-5726**.