

Enhancing Patient Retention & Operational Efficiency with Data

POWERED BY DATA ANALYSIS OF
MEDLAB'S TEST & PATIENT RECORDS

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Key Objectives

- **Improve patient retention**
- **Optimize operational workflows**
- **Enhance business performance through pricing, promotions, and partnerships**
- **Recommend tools for tracking and decision support**

Test Utilization Trends

Top Performers:

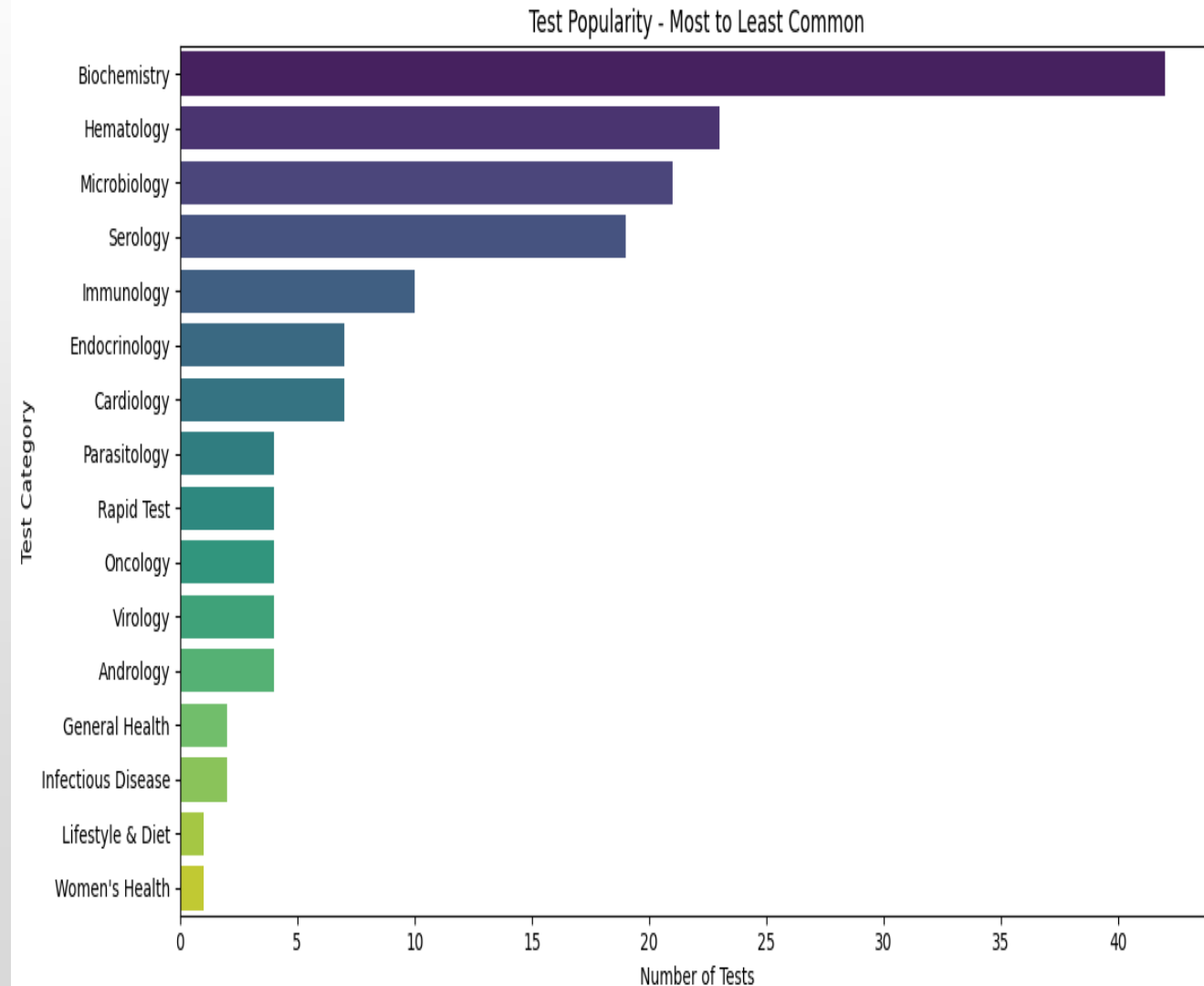
Biochemistry, Hematology, Microbiology & Serology

Underutilized Areas:

General Health, Women's Health, Lifestyle tests show untapped potential

Strategies:

- Leverage Popular Tests:
- Develop Niche Markets:
- Optimize Operations:



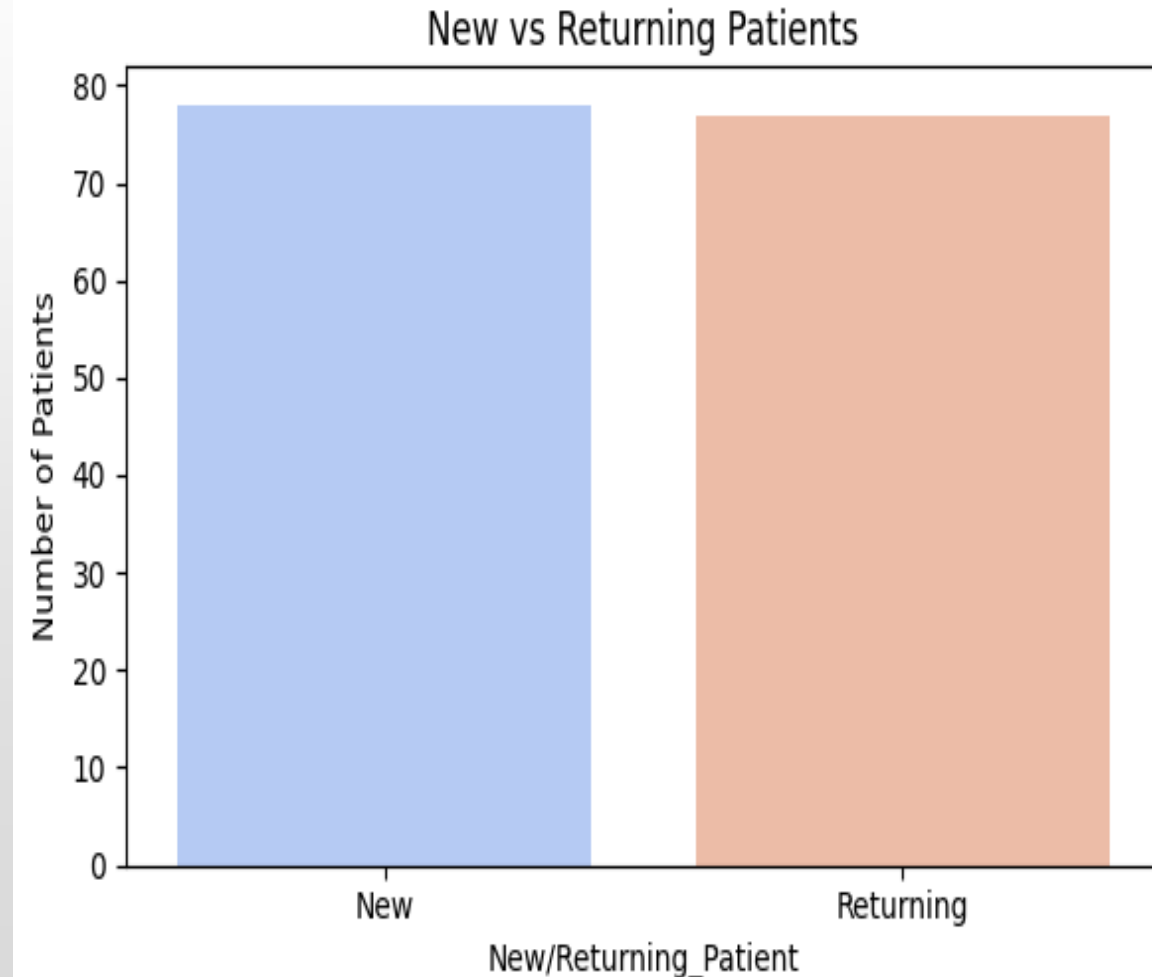
Patient Retention Insights

What the data says:

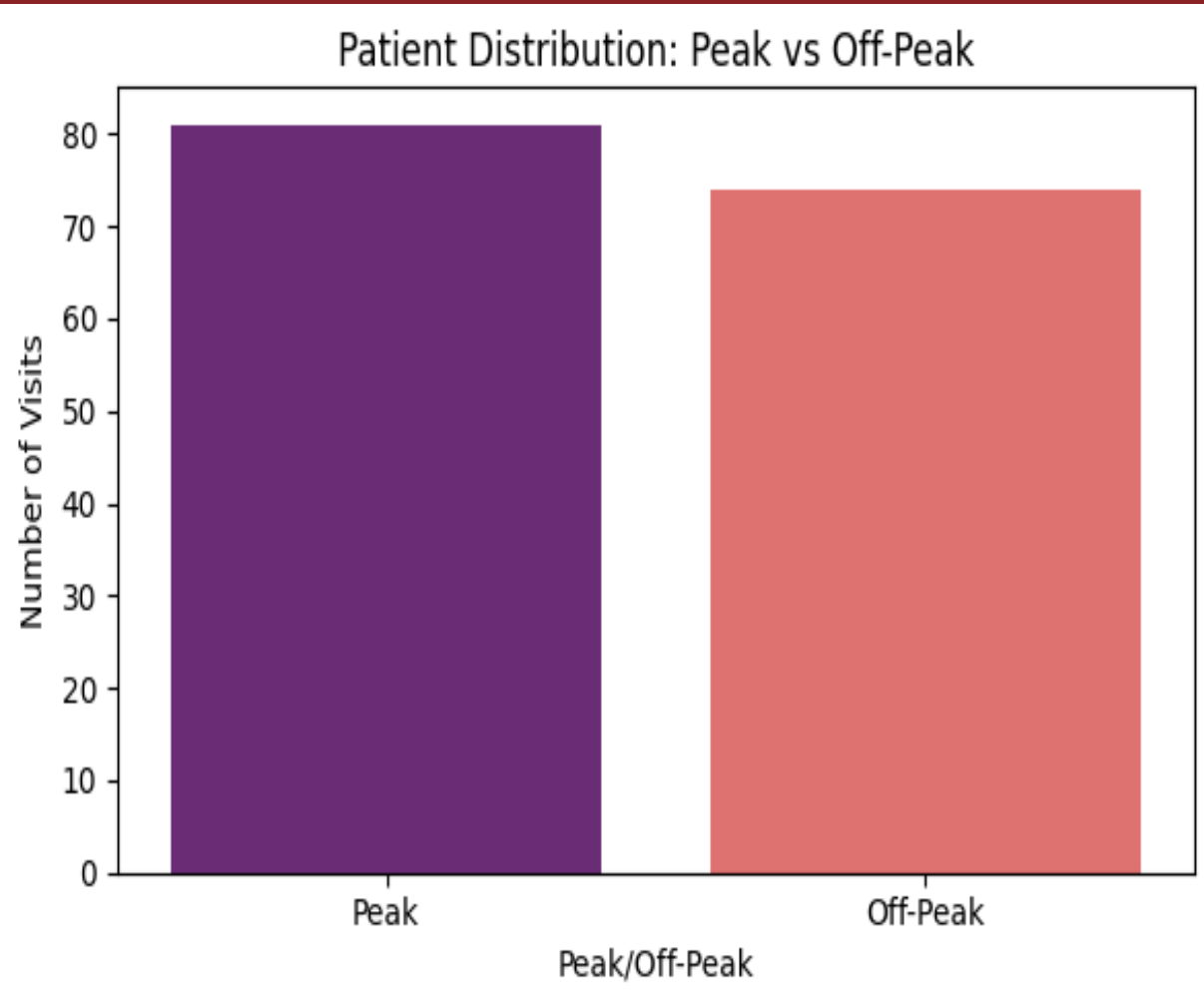
The analysis shows repeat patient visits are low. MedLab is leaking revenue on patient churn.

Recommendations:

- Targeted Follow-Up
- Personalized Health Insights
- CRM Integration



Peak vs Off-Peak Optimization



Observation: Patient visits during peak hours significantly outnumber those during off-peak hours (approx. 80 vs 70).

Implication: There's a clear imbalance in patient distribution, leading to potential congestion during peak hours and underutilization of resources during off-peak periods.

Strategic Opportunity:

- Load balancing
- Resource optimization
- Scheduling tech

Pricing, Promotions & Partnerships

Data Findings:

High-volume tests: Malaria, FBC, Blood Sugar

Strategies:

Bundled test packages (e.g., Wellness Check)

Off-peak discounts to balance daily traffic

Partner with pharmacies & clinics for referrals

Strategic Recommendations

- Build a dynamic Patient Journey Dashboard to monitor touchpoints
- Develop a Test Profitability Matrix for better pricing decisions
- Utilize a Utilization Heatmap to visualize and optimize lab usage by hour/day
- Implement automated alerts for test delays or abnormal resource loads

Function	Tool(s)	Purpose
Patient Engagement	HubSpot, Zoho CRM	Automate follow-ups, personalize outreach, and boost retention.
Data Visualization	Power BI, Tableau, Metabase	Track KPIs, monitor test trends, and guide strategic decisions visually.
Scheduling	Calendly + BI Dashboard	Optimize appointment booking and staff alignment during peak/off-peak.
Feedback Collection	Google Forms, Typeform	Capture patient insights and identify service improvement areas.
Log & Ops Monitoring	TraceMed AI(In Dev)	Automate test delay alerts and flag workload issues for efficiency gains.

Tools to Deploy

Business Impact

- +25% Projected patient retention with CRM & follow-ups
- 15-20% Efficiency gains from schedule optimization
- Revenue boost via bundled promotions & strategic partnerships

Call to Action

- Invest in CRM tools & BI dashboards
- Pilot off-peak promotion & track impact
- Explore clinic partnerships for test referrals

Thank You!

Questions & Feedback Welcome

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