155
Total visits

16.00
Test Category

41.00
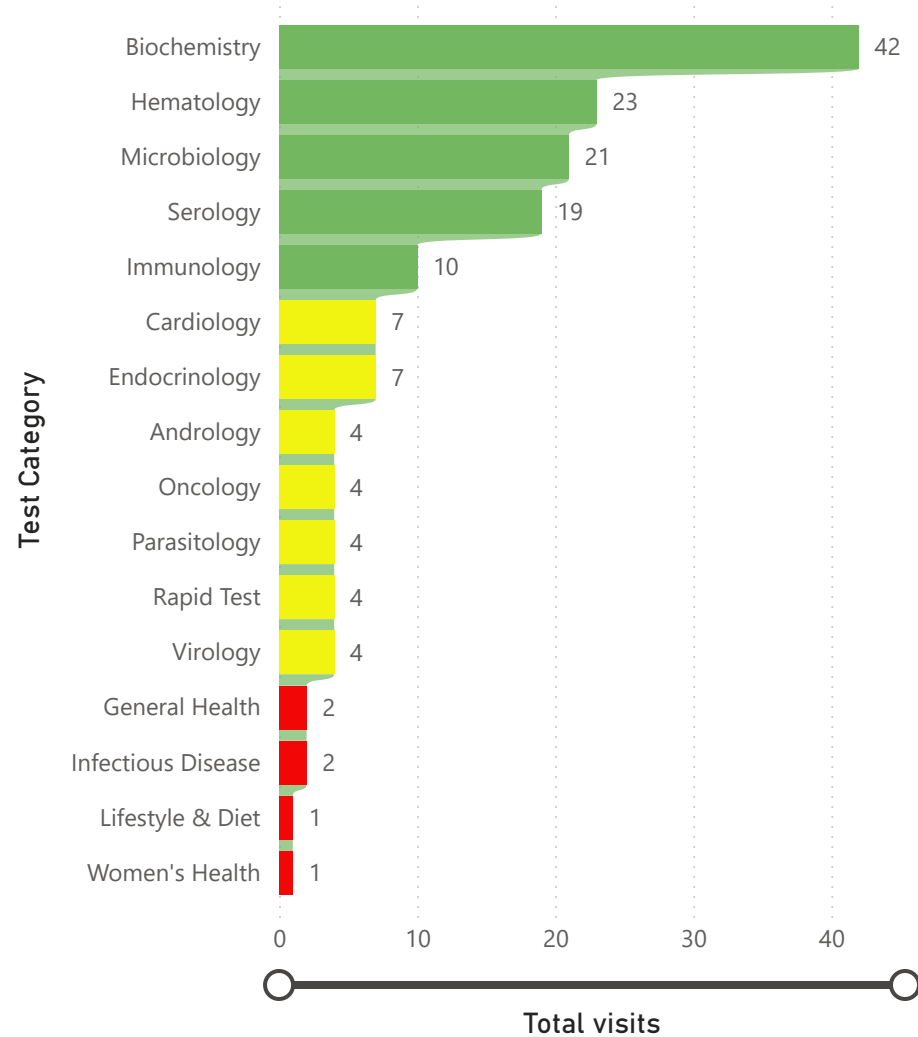Test Type

4.44
Average of Result Time (H...

22.78K
Revenue (GHC)

First Peak/Off-Peak by New/Returning Patient
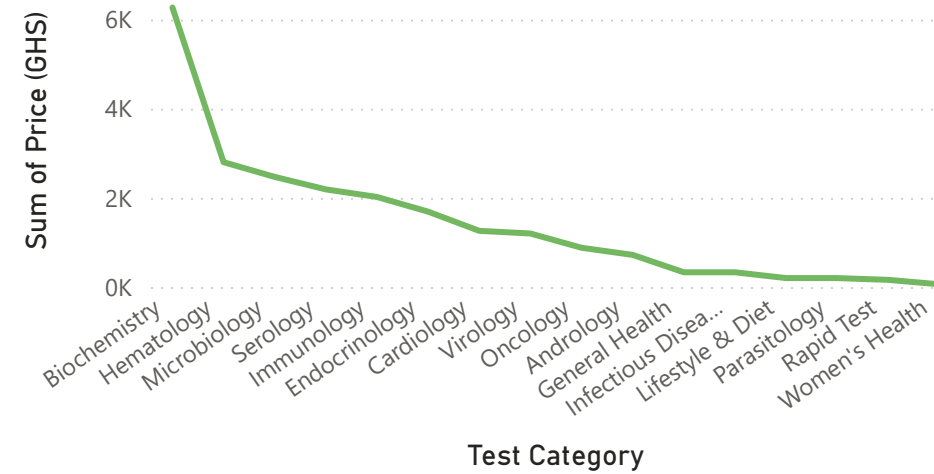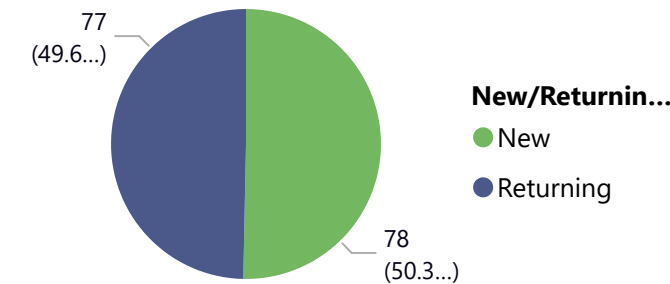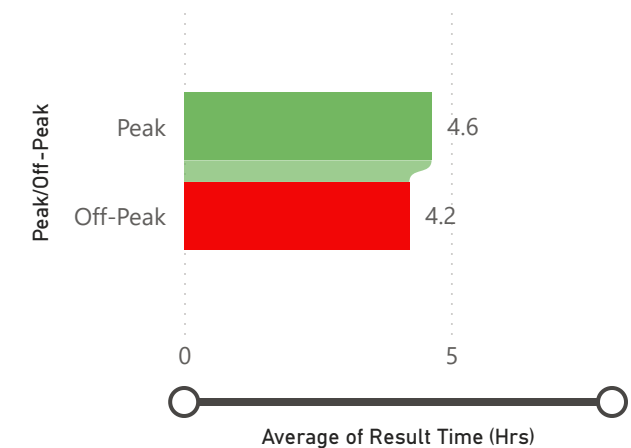- ○ New
- ○ Returning

Total visits by Test Category

Test Category	Total visits
Biochemistry	42
Hematology	23
Microbiology	21
Serology	19
Immunology	10
Cardiology	7
Endocrinology	7
Andrology	4
Oncology	4
Parasitology	4
Rapid Test	4
Virology	4
General Health	2
Infectious Disease	2
Lifestyle & Diet	1
Women's Health	1

Sum of Price (GHS) by Test Category

Line chart of Sum of Price (GHS) by Test Category, descending from Biochemistry (~6K) through Hematology, Microbiology, Serology, Immunology, Endocrinology, Cardiology, Virology, Oncology, Andrology, General Health, Infectious Disea..., Lifestyle & Diet, Parasitology, Rapid Test, Women's Health.

Count of New/Returning Patient by New/Returning Patient

Pie chart:
- 77 (49.6...) Returning
- 78 (50.3...) New

New/Returnin...
- ● New
- ● Returning

Average of Result Time (Hrs) by Peak/Off-Peak

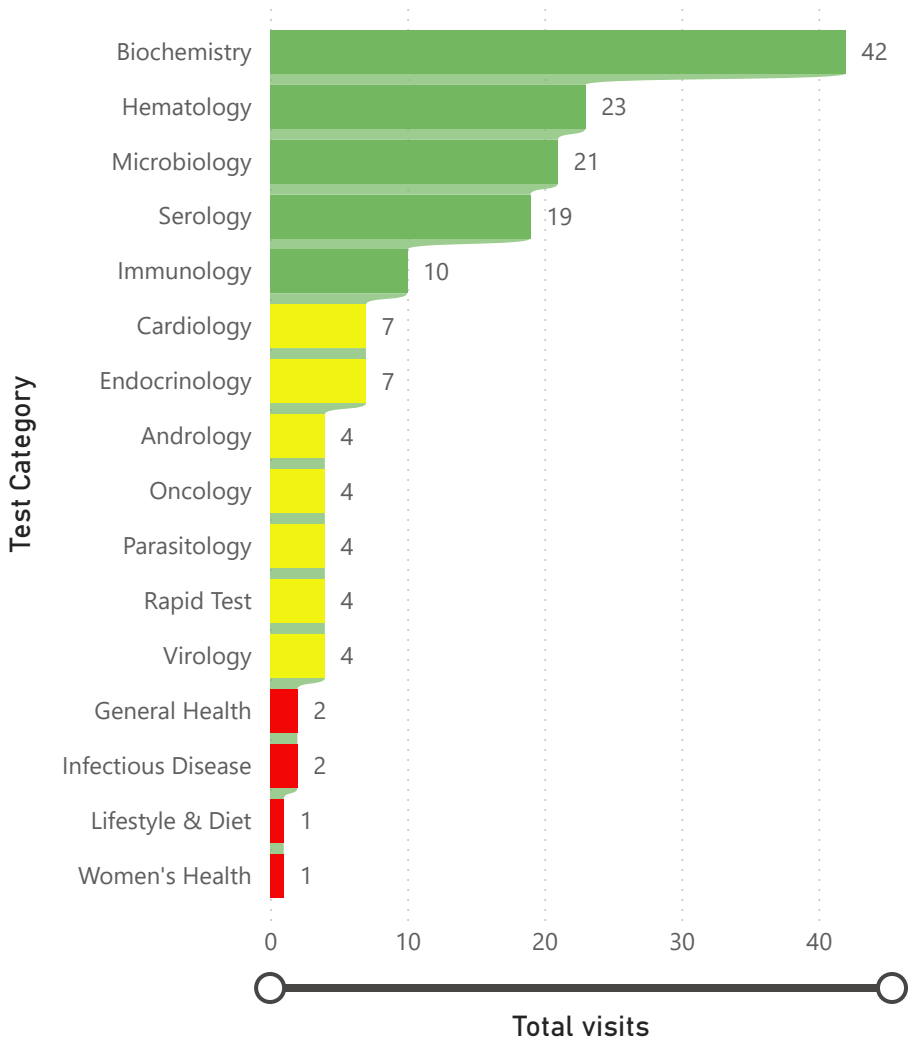| Peak/Off-Peak	Average of Result Time (Hrs)
Peak	4.6
Off-Peak	4.2

PROBLEM STATEMENT

This project aims at improving customer retention, workflow efficiency and revenue growth

CHALLENGES

- High-demand tests like Biochemistry and Hematology show rising turn around time, indicating operational constraints caused by staffing gaps, limited equipment capacity, or workflow inefficiencies. These delays in the lab's most requested and profitable tests risk customer dissatisfaction and potential loss of business to faster competitors .This project aims at improving customer retention, workflow efficiency and revenue growth,

- The underutilized specialty tests (Cardiology, Oncology, Endocrinology), which typically command high strategic value or strong margins, are not being maximized.

- The observation that Online Booking has the least referral source percentage indicates the lab is not fully leveraging the advantages of digital convenience.

- Although the overall mix of new and returning number of patient looks healthy, the slightly lower number of returning patients suggests a minor retention issue.

Total visits by Test Category

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Women's Health	1

Key Insight

It was observed that Biochemistry, Hematology , Microbiology and Serology are in high demand whereas Cardiology, Endocrinology, Rapid test, Andrology and Oncology test are of low demand.

The peak is representing test that are of high demand whereas the off-peak is represented by test that are of low demand. Green bars represent the peak whereas red represent off peak.

Count of New/Returning Patient by New/Returning Patient

77
(49.68%)

78
(50.32%)

New/Returning Patient
● New
● Returning
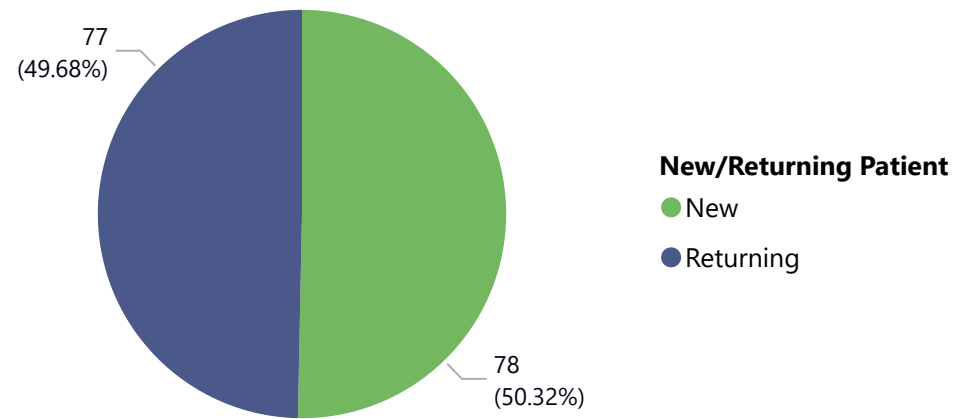
Key Insight

The pie chart shows that the percentage of returning patients is a bit lower than new patient and so is the percentage of new patients slightly more than the returning patients. This shows that Medlab Diagnostics is able to attract new clients but they are unable to retain them.

Sum of Price (GHS) by Test Category
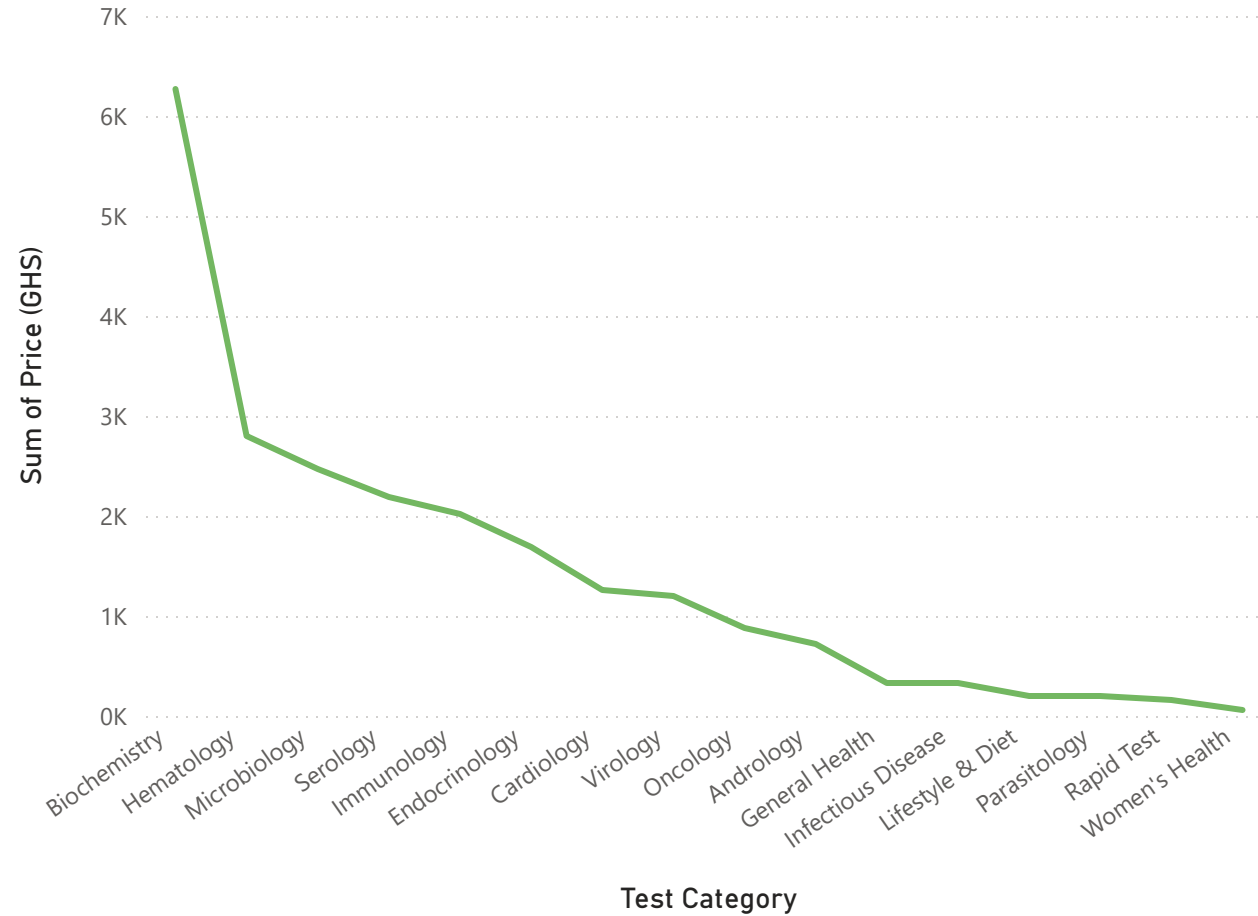
Key Insight

Taking into consideration the pricing and revenues it is observed that tests that are of high demand generate more income for Medlab Diagnostics and the test that are of low demand generate less revenue. This suggest that Medlab needs to focus more on the tests of high demand as this will increase revenue.

Average of Result Time (Hrs) by Peak/Off-Peak
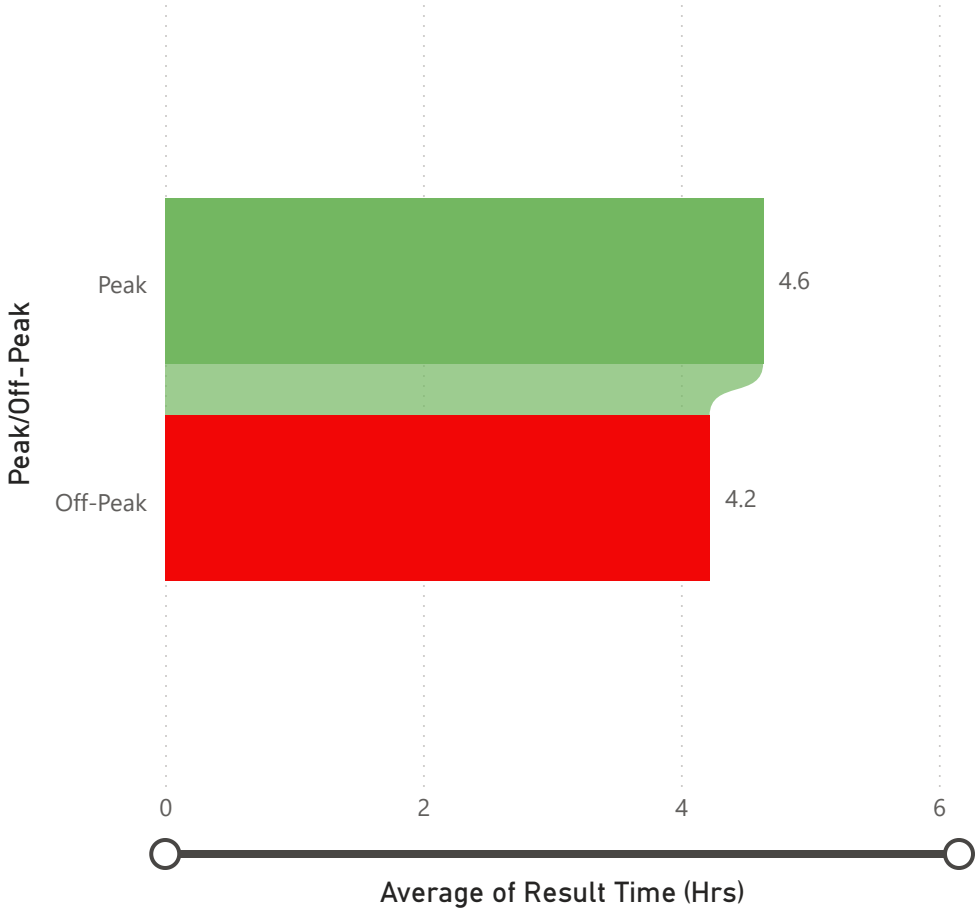
Key Insight

Tests of high demand shows increased turnaround time and vise versa for the off-peak.

long turn around time does not make the patients satisfied with the service they are being offered. Thus we can say this is one of the reasons why Medlab diagnostics is not being able to retain their patients.

RECOMMENDATIONS

For Customer retention

- Personalize communication and follow up. This gives the patients an impression that you care about them and it makes them feel valued. This makes the customers feel at home will want to return. Personalize communication and follow ups can be done by sending mail, SMS or reminders.
- Offer loyalty and membership programs. Give discounts on tests or plan a bundled lab test packages.
- Improve turn around time. This can be achieved by using Laboratory Information management systems to streamline work flow and maintaining strict Quality Assurance to minimize result revisions.
- Make your lab services more convenient and accessible. This can be done by offering to give home or workplace sample collection. Also enable result assessment can be done on digital platforms and payment can also be done digitally.

For Improving work efficiency

- Leverage on Automation Techniques for laboratory testing especially in the field of the tests that are in high demand.
- Develop a software can help in tracking pending test, new test request, turn around targets, revenues and the entire workflow.
- Prioritize testing based on urgency and cooperate patients

For Improving revenue growth
- Expand capacity strategically. Focus more on test that on high demand by adding or upgrading analyzers as this will increase work efficiency, reduce turnaround time and increase the revenue that is being generated.
- Build strong relationships or partnerships between the referral sources. This can be done by giving discounts on the number of patients referred and also building trust by giving accurate, reliable and timely results
- Bundle high-demand tests. Create test packages on high demand test.