

Problems and Opportunities as Perceived by Private Labs

<u>What could simplify and improve your purchase operations?</u>	<u>Percent of Total Surveyed</u>
Delivery/faster service	40%
Quality	20%
Cost	20%
One single source that has it all	40%
Kits that have longer shelf periods	20%
Technical ease for the technicians who do tests	20%
Nothing	20%
<u>Percent who face other major problems that, if solved, would help them improve their purchasing operation</u>	40%
Back orders	20%
Information (both technical and info about product availability)	20%
<u>Private Lab Advice to New Manufacturers on Increasing Their Chances of Selling</u>	
Honesty	20%
Quality	20%
Cost	60%
Delivery/Guaranteed	40%
Knowledgeable representatives Continuing education programs Reliable package inserts	40%
A better standardized kit size (50 instead of 100 on certain esoteric tests) Packaging with realistic amounts	40%
Good shelf life	20%