

PROBLEMS AND OPPORTUNITIES

When asked what factors could simplify and improve their purchase operations, respondents from hospital labs suggested the following: (1) decrease red tape/paperwork, (2) improve relations between sales vendors and staff, (3) improve inventory/accounting system, and (4) more product information from seller. Respondents from private labs suggested: (1) delivery/faster service, and (2) one single source that has it all.

Respondents were also asked what advice they would give to new manufacturers for increasing their chance of selling, and the advice was consistent across. In summary, the advice was: (1) have a new and better product with competitive prices, (2) have an informative sales approach, and (3) develop a good relationship among vendors, staff and purchasers. The majority (90%) of the respondents said their advice would not differ if the firm was Canadian.

Two of the five private labs interviewed suggested that new manufacturers could increase their chances of selling by introducing a better standardized kit size. Specifically, they suggested "50 instead of 100 on certain esoteric tests".