



08

HOSPITALS IN-COMMON LABORATORY INC.

# ANNUAL ADDRESS

## Commitment to Customer-Centric Services

*A message from Carl Braun, PhD, Chairman*

**For over forty years, physicians, hospitals and laboratory testing facilities across Canada have depended on Hospitals In-Common Laboratory (HICL) to deliver reliable, state-of-the-art services and accurate, timely information.**

Like any successful relationship, ours has been a two-way street. Just as we have provided services to our customers, they in return have given us valuable feedback, ideas and experience to help us shape HICL's future. They've shown us the areas of our business we should be focusing on and helped direct us to new and better ways of doing things.

HICL has always been able to offer our customers quality, dependable services for routine laboratory tests. Important interactions with our customers have allowed us to also meet short-term needs, providing pathology

and other health-related services to many communities across the country. Additionally, we continue to look for new tests that will be of value.

This year, HICL formalized this feedback process by conducting a customer-service survey. We were looking for input that could help us extend and improve still further our relationship with our customers.

What we learned underscores just how intricately our respective futures are entwined. The more we do to understand their needs and goals, the greater our shared strength and ability to build and grow together. Our ongoing and mutual support is the best assurance of a bright future and continued, collective success.



# How Can We Help You? HICL's Customer Satisfaction Survey

At HICL, we recognize that to continue to grow and improve, we need feedback and information that can help us adjust our focus and stay on-track. So, in 2007, we went out directly to our customers across the country, asking them to tell us how we can better help them. What we learned was sometimes surprising, often encouraging and always appreciated.

Over 50 customers were invited to respond to a written survey that asked them about the quality of HICL's services, the accuracy and presentation of information, how we handle difficulties, and more.

The responses, which came from all across Canada, were compiled for review by HICL's management and Board of Directors. While overwhelmingly positive, the answers also gave us some interesting starting points for further consideration and improvement. What we learned will be used to help guide us in the future development of our business, as well as to point to areas of our operations that need our focus and attention.



*In 2007, Ron Weingust joined the team as HICL's Sales & Marketing Executive.*

## Here's a sampling of what our clients told us.

### **HICL's quality of service meets my expectations.**

**Ninety percent of customers responding to our survey reported that they are pleased with the service HICL provides, while only 10 percent disagreed.**

This finding confirmed that our customers recognize HICL's commitment to quality testing procedures, proper training for our staff members and overall rigour in our methods. Most who replied also indicated that HICL honours its estimated turn-around times for tests, and when circumstances warrant, the results are reported expeditiously and with sensitivity. The majority also indicated that their consultations with HICL staff over the past year had been generally positive, helpful and timely.

### **HICL's website is clear and helpful.**

**The vast majority of survey participants (90 percent) find HICL to be a reliable and responsible source of information, with only 10 percent dissenting.**

Our customers tell us that our efforts to meet their information needs are largely successful. Many had informally conveyed to us that our website was a preferred reference source; some even called it their "Bible" for test information. Some confided in us that even non-clients have referred to our site as a good source of information, something that correlates strongly with our goal of being the "go-to" source in laboratory testing.

### **HICL's communications regarding the discontinuation of certain tests and the introduction of new tests are provided in a timely manner.**

**When asked about the timeliness of certain key communications, 70 percent of those responding agreed strongly or somewhat that our efforts were effective. Fifteen percent neither agreed nor disagreed, and the remaining 15 percent somewhat disagreed.**

While this result was generally positive, it also indicated that some of our customers felt this was an area where improvements could be made. Going forward, HICL will be taking great care to ensure our website is regularly updated concerning new and discontinued tests, so that anyone needing information will have our best assurance of finding it there.



