



Learning Scope Questions

1. **When developing a grand strategy, the following should be considered:**
 - a. market opportunity
 - b. operations capabilities
 - c. service gaps
 - d. infrastructure
 - e. all of the above
2. **Two primary components of a grand strategy are:**
 - a. marketing plan
 - b. price point analysis
 - c. operating plan
 - d. A and B
 - e. A and C
3. **Existing infrastructure assessment is important because:**
 - a. if current infrastructure is inadequate it can reduce the return on investment of the program.
 - b. current infrastructure does not impact future outreach capabilities.
 - c. it will determine which service to offer clients.
 - d. none of the above
4. **Core processes:**
 - a. are the company's areas of strength.
 - b. determine the natural market for the program.
 - c. directly interact with patient, client or specimen.
 - d. go to the heart of the company's mission statement.
5. **Enabling processes:**
 - a. contribute to the company's bottom line.
 - b. facilitate best practices.
 - c. support system function.
 - d. all of the above.
6. **Patient wait times for phlebotomy service can be a source of:**
 - a. extra time for paperwork
 - b. patient/client dissatisfaction
 - c. good competitive intelligence
 - d. draw site overcrowding
7. **The primary point of client contact is often:**
 - a. the sales rep.
 - b. the customer service rep.
 - c. the courier.
 - d. the administrator.
8. **A potential source of eroding margins for outreach business can be:**
 - a. increased liability costs of courier fleet.
 - b. increased workers' compensation claims.
 - c. personal injury liability.
 - d. all of the above
9. **Why is the use of EMR's in clients' offices problematic for outreach programs?**
 - a. lack of standardized formats, syntax and hardware
 - b. programmers are hard to find
 - c. nobody likes computer geeks
 - d. A is the best answer
10. **"One-stop shopping" refers to:**
 - a. the proliferation of medical malls.
 - b. a single computer system for all aspects of the program.
 - c. the tendency for clients to deal with fewer and fewer providers.
 - d. none of the above.
11. **Outreach testing volume may impact laboratory staffing by:**
 - a. increasing staffing requirements on shifts with higher hourly rates.
 - b. utilizing excess capacity to minimize staffing of highly paid personnel.
 - c. increasing revenue, making more staffing possible.
 - d. de-skill certain testing methods, reducing salary costs.
12. **Delivery of patient results to client physician is complicated by:**
 - a. differing expectation from clients.
 - b. hospital information systems inadequately designed for outreach use.
 - c. need for custom IT solutions due to electronic medical practice managers.
 - d. all of the above
13. **A useful alternative to complicated custom IT solutions is:**
 - a. U.S. Postal Service overnight delivery.
 - b. in-house courier report delivery.
 - c. Web-based electronic gateways.
 - d. verbal reports through client services.
14. **Once a client agrees to send outreach testing to a facility:**
 - a. the pressure is lessened, and the account moves to maintenance mode.
 - b. competitive pressure will increase and business is at risk almost immediately.
 - c. service response keeps the customer loyal.
 - d. the competition become irrelevant.
15. **In the outreach testing market drivers of client satisfaction are:**
 - a. exactly the same as in-patient markets.
 - b. usually the same as in-patient markets.
 - c. may or may not be the same.
 - d. never the same.
16. **Not properly considering the impact of outreach programs on enabling processes may result in:**
 - a. disappointing operating margins.
 - b. high employee turnover.
 - c. higher profit on individual tests.
 - d. poor quality.
17. **What group of people should be trained to deal with customer service issues?**
 - a. company leadership
 - b. receptionists and volunteers
 - c. everyone
 - d. lab personnel
18. **To ensure that operational goals for the outreach program are met, the company should establish:**
 - a. operating rules and regulations.
 - b. customer submission guidelines.
 - c. performance metrics based on industry benchmarks.
 - d. a good corrective action plan.

Registration/Answer Form

Learning Scope Answers (circle response)

- | | | |
|--------------|-------------|-------------|
| 1. A B C D E | 7. A B C D | 13. A B C D |
| 2. A B C D E | 8. A B C D | 14. A B C D |
| 3. A B C D | 9. A B C D | 15. A B C D |
| 4. A B C D | 10. A B C D | 16. A B C D |
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Survey Questions

Circle the correct answer:

1. **To what extent were the objectives stated at the beginning of the article met?**
 - a. completely
 - b. some
 - c. a little
 - d. not met
2. **How long did it take you to complete both the reading and the quiz?** _____ minutes
 - a. all
 - b. some
 - c. very little
 - d. none
3. **How much of this article can you apply in practice?**
 - a. all
 - b. some
 - c. very little
 - d. none
4. **This program is used to meet CE requirements for:**
 - a. state license.
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 - d. other.