



From all of us at NeTLIMS, best wishes for this Holiday Season and a Happy New Year. We look forward to working with you in 2009.

Client Highlight - Shiel Medical Laboratory

Shiel Medical Laboratory is one of the country's oldest, continuously operating clinical laboratories and New York City's largest privately-held lab. It services private physicians, group practices, union and industrial accounts, long-term care facilities and home care agencies in the five boroughs of New York City, Nassau, Suffolk, Westchester and Rockland Counties and Northern and Central New Jersey. In business since 1919, Shiel is proud of its new, 25,000 square foot, state-of-the-art main laboratory facility at the historic Brooklyn Navy Yard. The lab was built to allow Shiel to service its clientele with the highest level of efficiency and accuracy while maintaining its position as the fastest growing regional laboratory in the New York metropolitan area.

Shiel Medical Laboratory uses the AutoLIMS suite of programs provided by NetLIMS, LLC, a Jersey City, New Jersey-based LIS company. During a year-long selection phase, a committee that consisted of Shiel's CFO, CEO, billing manager, lab director and an IT manager, interviewed all of the major LIS vendors. Tod Schild, senior vice president of sales and marketing at Shiel says they ultimately chose Netlims because it emphasized the flexibility of the system and their ability to customize and build modules specific to the lab's insurance mix.

"What attracted us was the customization aspect and the relatively short time that could be done," says Schild. When seeking reimbursement from large healthcare organizations, he says, *"You have to be able to go line by line - test by test - and be able to correctly apply what you're getting reimbursed for and what you're not. This system allows us to get very specific and seek reimbursement for charges that we were denied in the past because we just didn't have the capability to track those charges down."*

To understand the reasons for the laboratory's significant revenue and profit growth, we interviewed Tod Schild, Senior Vice President of Sales and Marketing for Shiel.

The Challenge:

What challenge were you looking to solve when you selected the NeTLIMS solution?

"We had outgrown the LIS we had been using. It had limited capability to handle our increasing growth in volume. It also lacked flexibility for a variety of customizations that many of our clients were seeking. The NetLIMS LIS offered us client connectivity options that our previous vendor

In This Issue

[Client Highlight](#)

[NeTLIMS Receives USLBA Award](#)

[NeTLIMS Announces Release of New Version of AutoIVR](#)

[Check Out Our New Website](#)

[New Product Enhancements](#)

AutoLims Version 3.02 Now Available

AutoLims Version 3.02 contains various enhancements to AutoLims.

Highlights of these enhancements include:

- AutoAP, Autolims' pathology solution, now supports automatic definitions of required blocks and slides based on procedure and specimen source including matching label/cassette printing.
- AutoLims now provides complete support for

could not provide. Had we not switched, we would have fallen behind our competition in providing physicians with the electronic connectivity solutions they want. Our new LIS puts ahead of the curve."

How would you describe the transition to the NetLIMS solution?

"The transition went as smoothly as could be expected given the size of our facility and the volume of work we do. I can also say, after the fact, that we are now capturing at least 10 percent more in reimbursements from our insurance providers than we did with our old LIS. Our clients are now enjoying the benefits of the work NetLIMS and Shiel accomplished together in creating a superior LIS billing interface."

What do you feel are the best features or functions of the NetLIMS solution? What benefits/advantages has the NetLIMS solution provided you?

"I can honestly say there are too many to document in a short interview. They run the gamut from lab operations, reporting and billing superiority to tools that allow our account representatives to monitor their accounts."

How has NetLIMS helped Shiel become a better lab?

"Our previous LIS had limited lab processing capabilities and lacked client connectivity technology. It also had a less advanced billing module and provided limited flexibility for customization. NetLIMS significantly improved all of these activities which helps us better serve our clients and makes us a better lab."

How has NetLIMS helped you grow sales at Shiel, and what major sales objectives has NetLIMS helped you achieve?

"Probably the most notable feature is AutoWeb, NeTLIMS' Web based solution. It provides our clients with an interface that allows them to get lab results on their patients via the Internet. We believe, and our clients seem to agree, that it is the most user-friendly access tool available when compared to any of our competing labs, both locally and nationally. We have doctors who rely on it heavily. Additionally, there are a variety of sales representative monitoring tools available via AutoWeb. These tools allow our representatives to keep track of new and existing clients, including specimen count and test statistics as well as pending results. As good as our lab is at monitoring pendings, the sales representatives have a vested interest in staying on top of their accounts. This function allows them to review just their accounts, plug in specific dates and get a summary report of all specimens that have not been reported for any date range that they feel their clients would think to be unreasonable. They can then notify the lab to prioritize processing of these specimens. Overall, NeTLIMS gives our representatives the tools to provide a proactive approach to account management."

How has NetLIMS allowed you to better manage your staff, department and processes?

"I can't speak directly for the technical and ancillary lab staff, but I know there are a large variety of tools in the NetLIMS suite that internal lab managers have at their disposal to help them manage their lab related activities. I can say from a sales management perspective that the comprehensive commission, specimen and financial reports that NetLIMS provides allow me to track weak sales representative performance or misdirected efforts by representatives to obtain unprofitable work based on a client's usage and insurance mix."

What NeTLIMS feature/functions do your salespeople use most to gain new accounts?

"NeTLIMS' XML/XSL technology allows us to customize requisitions and result reports to gain new accounts, and the ability to incorporate graphs,

tracking specimens on pre-analytical analyzers and devices and robotic lines.

- AutoLims now offers implicit receipt confirmation option for samples, based on analyzer/pre-analytical device/robotics line interaction.
- Reporting capabilities were expanded for all modules to provide automatic report functionality based on any on screen table.
- All modules allow users to make multiple selections on all work lists based on sequential barcode reading.

"The AutoLims enhancements significantly improve workflow and help laboratorians and LIS professionals more efficiently manage their laboratory operations," explained Gonen Ziv. "These system improvements, once again, provide cutting edge technology and unparalleled customizability, making AutoLims the perfect LIS solution for any laboratory."

pictures, instrument printouts and cumulative reports is a clear competitive advantage. Additionally, there are several tools available that allow them to monitor and grow existing accounts. It is one thing to get a physician to agree to set up an account; it is another thing to get them to actually send you specimens or the right specimens. As mentioned earlier, AutoWeb allows reps to regularly view the specific number of requisitions and number of tests per requisition that a client sends in. AutoCommissions allows the representatives and me to view the quality of work being sent (better insurances, bad debt, etc.) and then point the clients in the right direction, thereby increasing their profitability. If we are unsuccessful at managing the specimens we receive, we de-select the unprofitable accounts, which also helps increase our bottom line. These two tools and others help us grow our existing business and keep our laboratory financially viable."

Any final comments?

"All in all, the NetLIMS LIS suite of programs has given Shiel a system that will always allow us not only to compete but beat our competition. They have designed a superior and flexible system from the ground up. It encompasses all phases of laboratory operations under a single umbrella: technical and ancillary lab operations, including logistics and supply inventory; the complicated and constantly changing medical and insurance billing requirements of today's healthcare environment; client and lab connectivity; interfaces to instruments; referral labs; physician practice management and EMR systems; and client and sales monitoring functions. It is truly the complete package. It is limited only by what you haven't asked the system to do yet."

NeTLIMS Awarded 2008 Best of Jersey City Award by USLBA

NeTLIMS was recently selected for the 2008 Best of Jersey City Award in the Computer Services category by the U.S. Local Business Association (USLBA).

The USLBA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, USLBA identifies companies that have achieved exceptional marketing success in their local community and business category and enhance the positive image of small businesses through service to their customers and community. USLBA is a Washington D.C.-based organization funded by local businesses operating in towns across America and was established to recognize the best of local businesses in their community.

"We're proud to be recognized for the LIS services we provide to our community and those of our clients throughout the state, the country and the world" remarked Gonen Ziv, COO of NeTLIMS. "We strive to provide market leading LIS solutions, and this award is representative of that effort."

NeTLIMS Announces Release of New Version of AutoIVR

NeTLIMS announces the release of a new version of its AutoIVR™ module.

AutoIVR provides physicians and authorized personnel with fast access to their patients' laboratory results over the phone with an Interactive Voice Response system. The service is completely automated and is available 24/7, so all authorized users (physicians, hospital personnel, nursing home staff) have access at any time when requesting specific laboratory test results.

Some of the enhanced features include:

- Immediate access to Abnormal and Critical Test Results;
- A direct access to all new test results since the last access to the system;
- Ability to request a fax of specific result(s) report;
- Support of advanced voice phonetics options.

AutoIVR is fully automatic; results are retrieved by the system directly from the AutoLims system and can then be read directly to all authorized users with no need for any intervention on the laboratory personnel's side. The solution is therefore able to reduce the laboratory's costs while improving information accessibility for all.

NeTLIMS' AutoLims product suite maximizes clinical laboratory productivity, efficiency and profitability based on technological superiority, accuracy, ease of use and careful attention to customer needs. AutoLims' advanced architecture and design includes multi-tier technology, multiple platforms support (all variants of Windows clients, Linux, UNIX/Windows Servers), multiple database support (Oracle, MSSQL, Cache, Informix,), multiple order entry method support (screen, barcode, OMR, ASCII files), multi-user technology, browser access to laboratory results and flexible XML/XSL reporting.

New Website

NeTLIMS is proud to announce our newly re-designed Website - you can view the Website at <http://www.netlims.com>.



NetLIMS™

Phone: (201) 894-5300

Toll free number: 1-866-NETLIMS (1-866-638-5467)

Fax: (201) 894-5385

E-mail: info@netlims.com

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to rbendmktg@aol.com by david@netlims.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

