

ORCHARD AND ATLAS AT TOP OF WEB VENDOR SURVEY

By and large, lab customers are satisfied with their Web-connectivity vendors, according to our survey. On average, survey participants gave their vendor a rating of 3.52 on a scale of 1 (low) to 5 (high) when asked, "How would you rate the level of support/service that your Web-connectivity vendor provides?" When asked, "Would you buy from your current vendor again?" the overall survey average was 3.58. The combined average rating for these two questions was 7.10 (out of a possible 10).

The Web-connectivity vendor with the highest combined rating was Orchard Software Corp. Fifteen surveyed customers gave Orchard an average rating of 4.33 (out of a possible 5) on the question: "How would you rate the level of support/service that your Web-connectivity vendor provides?" And Orchard received an average 4.08 rating on the question: "Would you buy from your current Web-connectivity vendor again?" Orchard's combined score was 8.41 (out of a possible 10).

Atlas Medical was second with a combined average rating of 7.96 from 28 surveyed lab customers, including 3.88 for "level of service/support" and 4.08 for "Would you buy again?"

Other vendors that received a combined score of greater than 7.0 included: CareEvolve at 7.67, Misys at 7.25 and LabTest at 7.07.

Meanwhile, despite all the challenges associated with building bridges to practice management systems and EMRs, most survey participants said Web connectivity is now a requirement for competing in the marketplace.

"Web connectivity is becoming a necessity in healthcare. Many physicians like to review reports from their home or office. We are an acute care facility and have several specialty physicians who travel between hospitals spending one day a week in several facilities. It is essential that they can obtain their patient's results no matter where they work that day," wrote a hospital lab manager from Wisconsin.

"This is an absolute must for hospitals that want to increase outreach business," said a hospital lab manager from Minnesota.

And finally, an independent lab executive from Kansas warned: "Connectivity is the total future of the lab industry.... Testing capability and associated services are a distant secondary consideration to clients and prospective clients. We are entering a period of 'connect or die.'"

Average Customer Ratings on a Scale of 1-5 (with 5 the highest)

	# Surveyed Customers	Level of Service/Support	Would you buy again?	Combined Rating
Orchard	15	4.33	4.08	8.41
Atlas Medical	28	3.88	4.08	7.96
CareEvolve	6	4.00	3.67	7.67
Misys	9	3.50	3.75	7.25
LabTest	7	3.62	3.45	7.07
Telcor	6	3.25	3.60	6.85
McKesson	13	3.18	3.45	6.63
4Medica	12	3.18	3.33	6.51
Cerner	30	3.10	3.25	6.35
Dr. Chart	7	3.14	3.14	6.28
Total-Unweighted Avg.	—	3.52	3.58	7.10

Source: Laboratory Economics Web-Connectivity Survey (September 2006)