Quest Diagnostics®

A service of Quest Diagnostics®

QuesTest™

health tests *you* choose.™

Agenda

I. Current Drivers

II. Mandatory Building Blocks

III. Quest Diagnostics' Approach

IV. Early Results and Learning

V. Future Drivers

VI. Q&A

Consumerism

Today's Consumers

- Want control
- Are increasingly educated
- Have access to health information through the Internet

Health Fairs and Resellers

A service of Quest Diagnostics
QuesTest
health tests you choose.

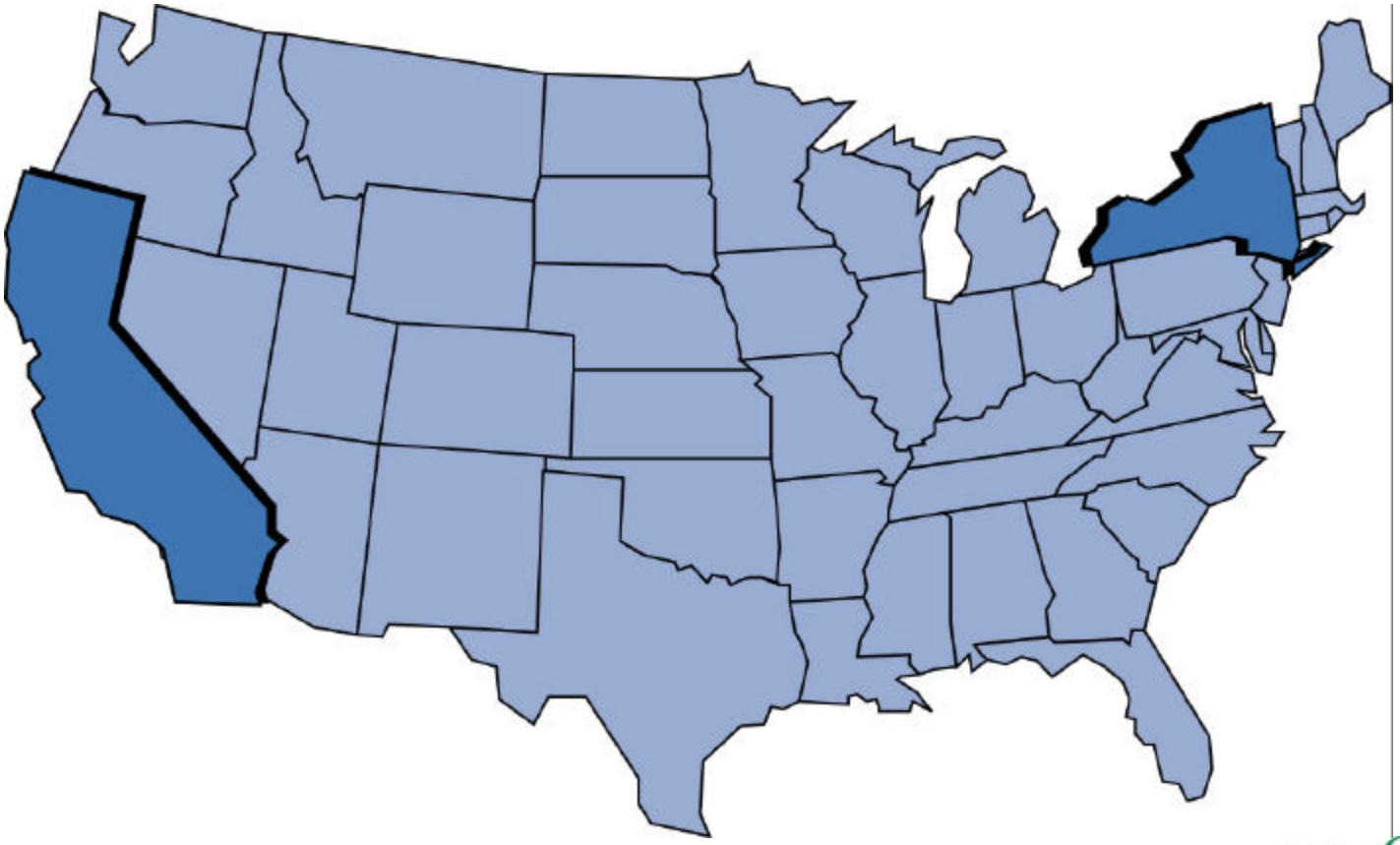
Explosion in Direct Providers

Home Test Kits

New York and California

A service of Quest Diagnostics
QuesTest
health tests you choose.

New Laws Impact Consumer Testing



Quest Diagnostics

Agenda

I. Current Drivers

II. **Mandatory Building Blocks**

III. Quest Diagnostics' Approach

IV. Early Results and Learning

V. Future Drivers

VI. Q&A

Mandatory Building Blocks

A service of Quest Diagnostics
QuesTest
health tests you choose.

- Patience
- Consumer Payment Collection System
- Health Dept. Reporting Protocol
- Call Center/Customer Service
- Consumer-Friendly Results Report
- Legal Due Diligence

Quest Diagnostics

Agenda

I. Current Drivers

II. Mandatory Building Blocks

III. **Quest Diagnostics' Approach**

IV. Early Results and Learning

V. Future Drivers

VI. Q&A

Our Philosophy

I. Tests menu limited to tests appropriate for consumers

II. Most tests are inappropriate for consumer order

- Complex medical conditions
- Difficult to understand or interpret
- Serious symptomatic illnesses
- Uncommon medical conditions

Our Philosophy

III. Utilize independent physicians
- Review test requests
- Order
- Authorize release of results
- Contact consumer if results are critical
- Provide explanations

IV. Do not diagnose or treat disease

V. QuesTest™ services used in context of relationship with physician

Product – Test Menu

A service of Quest Diagnostics
QuesTest
health tests you choose.™

QuestTest™ Services

Diabetes

- Diabetes Monitoring Panel
- Diabetes Screen

Drug Screen

- Drug Screen
- THC Screen
- THC Quantitative

Health Profiles

- Women's Health Profile
- Men's Health Profile
- Men's Health Profile Plus PSA
- Complete Blood Count (CBC)
- Urinalysis

Allergy Panels

- Food Allergy Panel
- Indoor Allergy Panel
- Outdoor Allergy

Quest Diagnostics®

Product – Test Menu

A service of Quest Diagnostics
QuesTest
health tests you choose.™

QuestTest™ Services

Heart Health

- Risk Panel (includes Cholesterol)
- Homocysteine

Infections

- STD Screen
- Hepatitis C

Specific Conditions

- Gout Screening and Monitoring
- Liver Health Panel
- PSA (Prostate Specific Antigen)
- Thyroid Health Screen

Other Concerns

- Anemia Screening Panel
- Blood Type
- Pregnancy Test (Blood)
- Nutrition & Vitamin Panel

Quest Diagnostics®

Web Site (www.questest.com)

A service of Quest Diagnostics
QuesTest
health tests you choose.

A service of Quest Diagnostics
QuesTest
health tests you choose.

About Us | Site Directory | Privacy Policy | SEARCH: | GO

CUSTOMER SERVICE | LOCATION FINDER | MY INFO

GET STARTED | TEST MENU | RETRIEVE RESULTS | HEALTH LIBRARY

QUESTEST PROCESS
BENEFITS OF TESTING
SERVICES AND EXPERTISE
PAYMENT INFORMATION

Get Started

Take charge of your health

Learn how to purchase your tests >
Learn about the different types of locations where you can purchase QuesTest™ services.

Understand screening tests >
See how QuesTest™ services can supplement your existing healthcare and maybe even change how you manage your health and life.

Discover our expertise >
Find out how QuesTest™ services deliver the quality of Quest Diagnostics, the world leader in laboratory testing.

Review payment options >
Get information about paying for your QuesTest™ services.

Request our *e*-newsletter

Where can I buy tests?

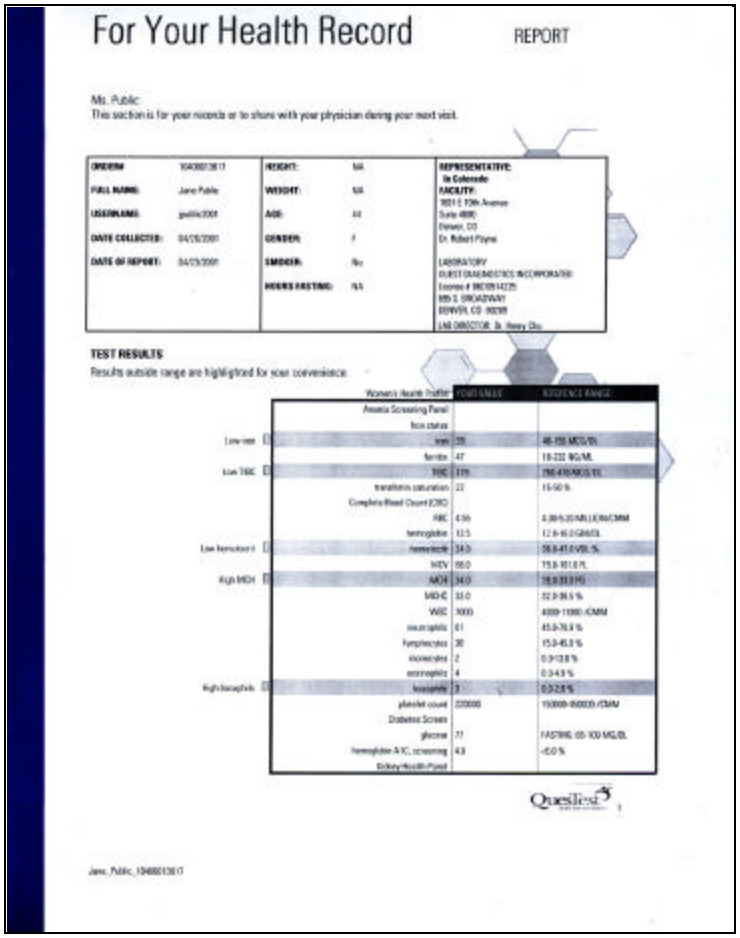
We take your tests, results and personal information very seriously.

Review our privacy policy >

GO TO: HOME | QUEST DIAGNOSTICS | QUEST DIAGNOSTICS FOR HEALTHCARE PROFESSIONALS | ABOUT OUR COMPANY

Product – Results Report

- Introductory letter
- Topline summary (showing out of range)
- Individual analyte explanations
- Physician-friendly summary


For Your Health Record

REPORT

Ms. Public
This section is for your records or to share with your physician during your next visit.

ORDER#	[illegible]	HEIGHT:	NA	REPRESENTATIVE: In Colorado
FULL NAME:	Jane Public	WEIGHT:	NA	FACILITY: [illegible]
USERNAME:	[illegible]	AGE:	[illegible]	[illegible]
DATE COLLECTED:	[illegible]	GENDER:	F	[illegible]
DATE OF REPORT:	[illegible]	SMOKER:	No	LABORATORY [illegible]
		HOURS FASTING:	NA	[illegible]

TEST RESULTS
Results outside range are highlighted for your convenience.

	Women's Health Profile	YOUR VALUE	REFERENCE RANGE
	Anemia Screening Panel		
	Iron status		
Low iron	iron	[illegible]	[illegible]
	ferritin	47	[illegible]
Low TIBC	TIBC	[illegible]	[illegible]
	transferrin saturation	22	[illegible]
	Complete Blood Count (CBC)		
	RBC	[illegible]	[illegible]
	hemoglobin	[illegible]	[illegible]
Low hematocrit	hematocrit	[illegible]	[illegible]
	MCV	[illegible]	[illegible]
High MCH	MCH	[illegible]	[illegible]
	MCHC	[illegible]	[illegible]
	WBC	[illegible]	[illegible]
	neutrophils	[illegible]	[illegible]
	lymphocytes	[illegible]	[illegible]
	monocytes	[illegible]	[illegible]
	eosinophils	[illegible]	[illegible]
High basophils	basophils	[illegible]	[illegible]
	platelet count	[illegible]	[illegible]
	Diabetes Screen		
	glucose	[illegible]	[illegible]
	hemoglobin A1C, screening	[illegible]	[illegible]
	Kidney Health Panel		

Quest Diagnostics

Delivery Systems – PSC

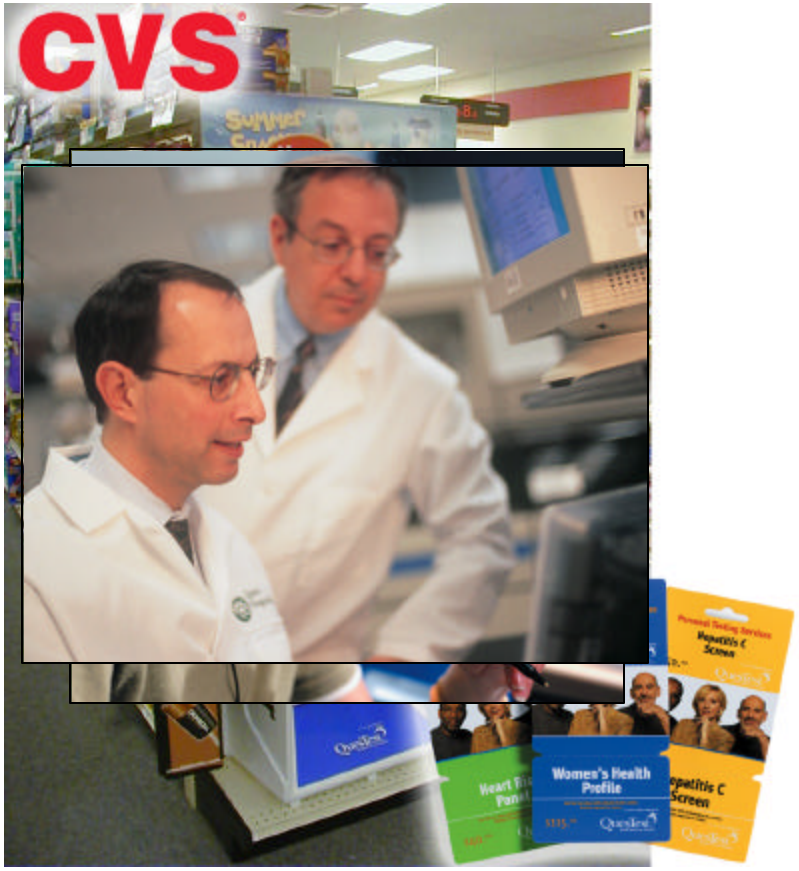
1. Gets information via ad, Patient Service Center (PSC) display, or web site
2. Registers via call center and receives secure ID for web access
3. Physician network approves order

Delivery Systems – PSC

4. Consumer visits PSC, pays and provides specimen
5. Physician network releases results
6. Consumer receives results in mail and/or on-line

Delivery Systems – Retailer

1. Purchases card at retailer
2. Registers via call center and receives secure ID for web access
3. Physician network approves order



Delivery Systems – Retailer

4. Consumer visits PSC and provides specimen

5. Physician network releases results

6. Consumer receives results in mail and/or on-line

Agenda

I. Current Drivers

II. Mandatory Building Blocks

III. Quest Diagnostics' Approach

IV. **Early Results and Learning**

V. Future Drivers

VI. Q&A

Tremendous Press Interest

A service of Quest Diagnostics
QuesTest
health tests you choose.

- Wall Street Journal
- New York Times
- Time Magazine
- Good Housekeeping
- Heavy local print, radio and TV

Reprinted from THE WALL STREET JOURNAL.

HEALTH JOURNAL

Patients Bypass Doctors To Get Medical Tests Directly From Labs

TIME

Good Housekeeping

The New York Times

Quest Diagnostics

Industry Reactions

Physicians (minimal):

- Free consults
- Consumers not capable
- Bypassing me
- False positives/negatives
- Won’t proactively address issues

Industry Reactions

Managed Care:

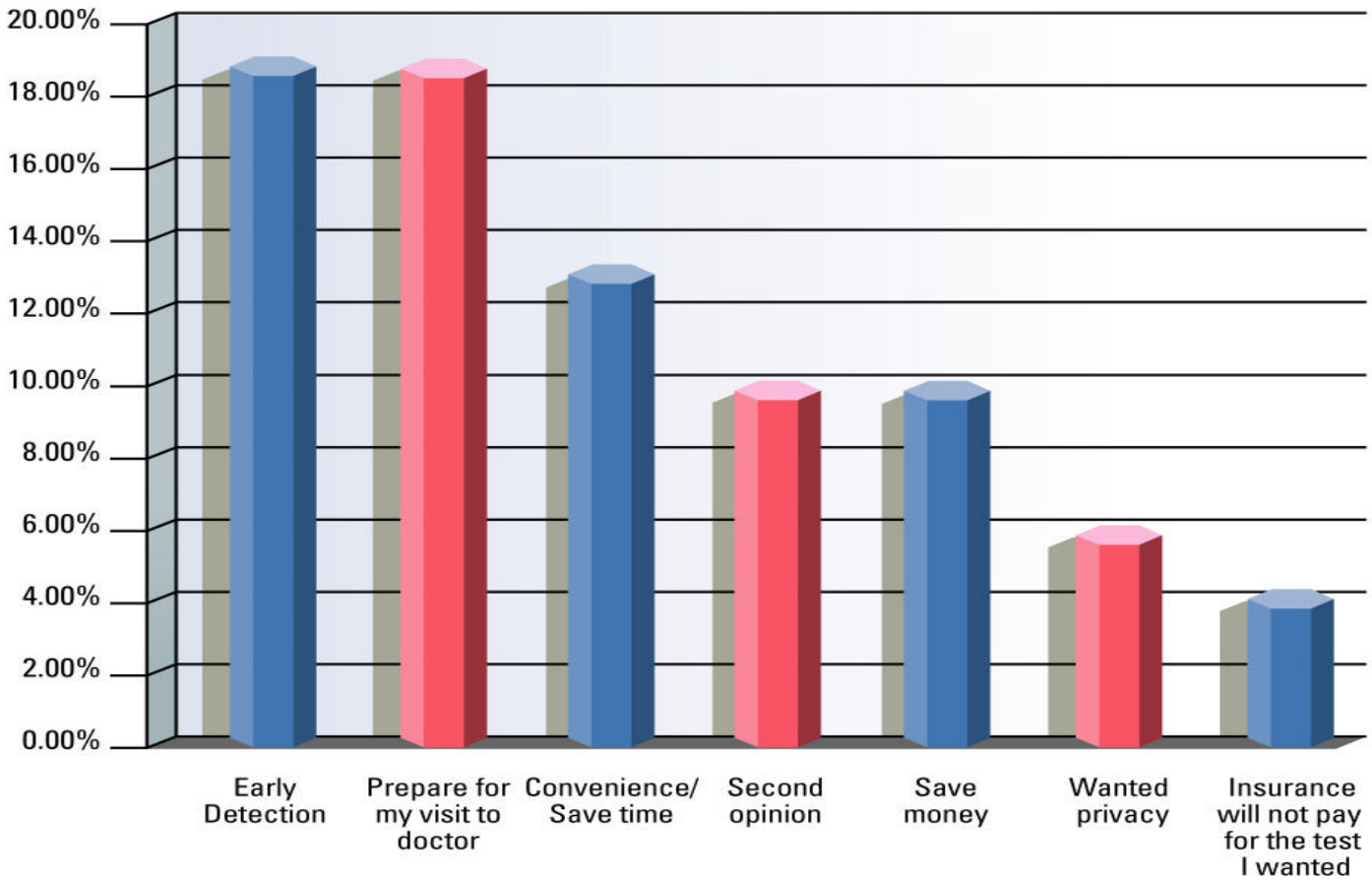
- Primary concern is claim slipping past back office billing

Purchaser Profile

- Upscale
- Older
- Both male and female (slight skew male)
- Educated
- Worried-well

Reasons for Purchase

Primary Purchase Drivers are Detection, Convenience and Preparation

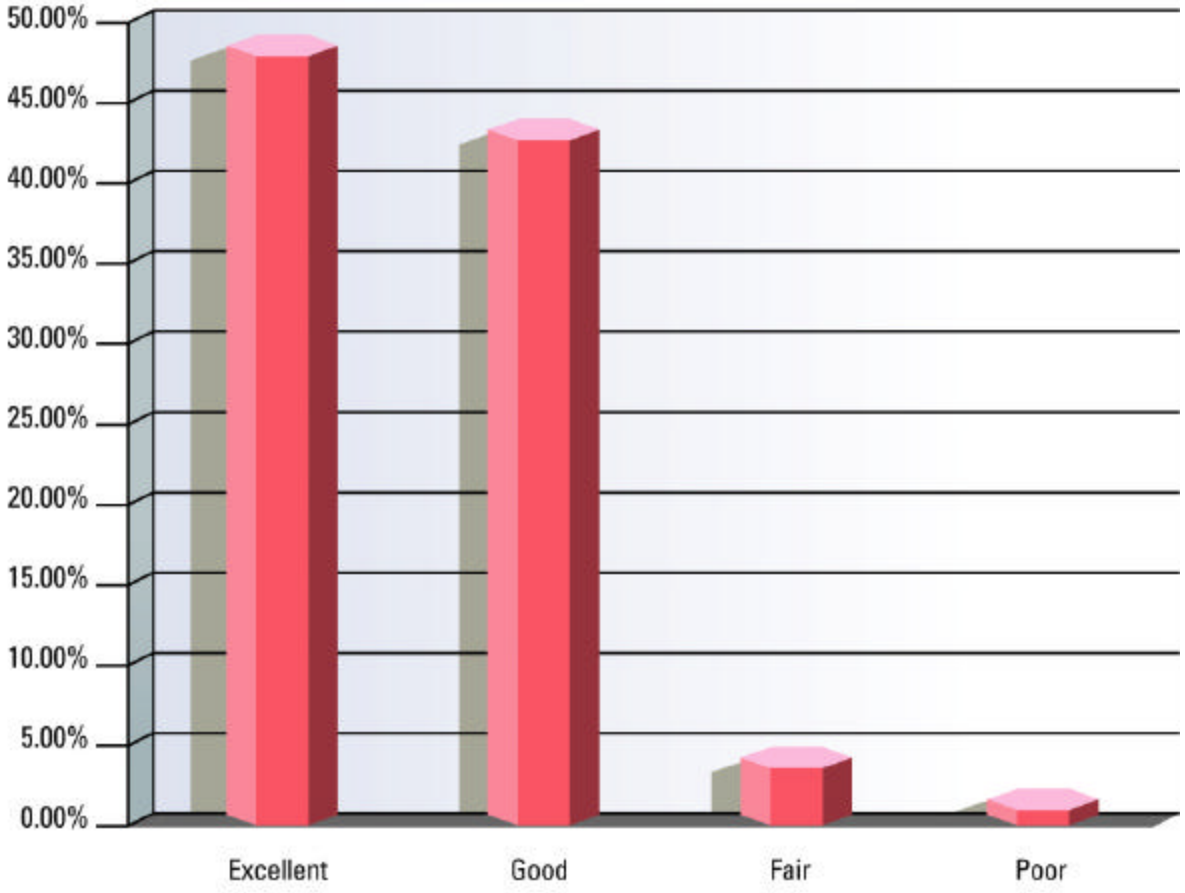


Other Reasons

- I am worried about my health
- Follow-up test
- Don't have a doctor
- Prior to insurance application/test
- Don't have medical insurance
- Doctor referred
- Don't trust home test kit

Customer Satisfaction

High Customer Satisfaction with QuestTest Purchase Experience



Agenda

I. Current Drivers

II. Mandatory Building Blocks

III. Quest Diagnostics' Approach

IV. Early Results and Learning

V. **Future Drivers**

VI. Q&A

Future Drivers

- Significant penetration of consumer-driven healthcare plans
- Increased pharmaceutical marketing shift from patient/doctor to consumer
- Focused effort by major retailers to develop screening/wellness

Future Drivers

- Availability of actionable gene-based testing
- Increased state legislation allowing direct access (could also be limiting)
- Consumer awareness of screening and access to information

Agenda

I. Current Drivers

II. Mandatory Building Blocks

III. Quest Diagnostics' Approach

IV. Early Results and Learning

V. Future Drivers

VI. **Q&A**

Quest Diagnostics®

A service of Quest Diagnostics®

QuesTest™

health tests *you* choose.™