

Expanding What's Possible

A Laboratory Growth Planning Guide



IMMUNDIAGNOSTIK, INC.

DISCOVER. DEVELOP. APPLY.

Helping Laboratory Leaders Explore Opportunities for Sustainable Growth

Laboratory growth can take many forms. It may mean expanding testing capabilities, increasing operational efficiency, improving turnaround times, entering new specialty areas, or strengthening relationships with clients and providers.

Five Drivers of Sustainable Laboratory Growth

Successful laboratories rarely grow by accident. Sustainable growth comes from evaluating five key areas:

- 1. Expanding the right testing capabilities
- 2. Optimizing operational efficiency
- 3. Preparing systems for increased demand
- 4. Building strong supplier partnerships
- 5. Identifying emerging clinical opportunities

As you evaluate your laboratory's future, use the questions in this guide to identify opportunities, uncover challenges, and spark meaningful discussions about your next steps.



Menu Expansion

Are there unmet testing needs among your current clients?

Consider:

- ☐ Are providers requesting tests you currently send out?
- ☐ Are there specialty areas generating increased interest or demand?
- ☐ Are competitors offering services your laboratory does not?
- ☐ Which testing categories align with your laboratory's strategic goals?

Discussion Notes



Looking Ahead

What opportunities could specialty testing create for your lab over the next 2-3 years?

Notes

Clients & Market Opportunities

Where are your greatest opportunities for sustainable growth?

Consider:

- ☐ Are existing clients requesting services you don't currently offer?
- ☐ Which customer segments represent your greatest growth opportunity?
- ☐ Are there provider specialties or healthcare organizations your lab is well-positioned to support?
- ☐ Are referral patterns changing in your market?
- ☐ Are there underserved markets where your laboratory could provide greater value?
- ☐ What differentiates your lab from the competition?
- ☐ Does your current testing portfolio align with your ideal customer base?

Discussion Notes



Looking Ahead

Where is your next meaningful source of growth likely to come from?

Notes

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Workflow & Efficiency

Where are your current operational bottlenecks?

Consider:

- ☐ Sample preparation
- ☐ Instrument capacity
- ☐ Staffing limitations
- ☐ Turnaround time expectations
- ☐ Manual processes
- ☐ Quality control requirements

Discussion Notes



Looking Ahead

If one workflow challenge could be eliminated tomorrow, what would have the greatest impact on your lab?

Notes



Growth & Scalability

Is your lab prepared for future growth?

Consider:

- ☐ Can current workflows support increased testing volume?
- ☐ Are staffing resources keeping pace with demand?
- ☐ Do existing systems allow for menu expansion?
- ☐ Are you positioned to bring additional testing in-house?
- ☐ Will your current technology still meet your laboratory's needs 2-3 years from now?

Discussion Notes

Looking Ahead

**What does
successful
growth look like
for your
laboratory?**

Notes

Partnership & Support

Does your current supplier relationship help your lab grow?

Consider:

- ☐ Do you have access to responsive technical support?
- ☐ Can you easily connect with product experts when needed?
- ☐ Are implementation and validation resources available?
- ☐ Does your supplier understand your laboratory's unique challenges?
- ☐ Do you view your supplier as a strategic partner or simply a vendor?

Discussion Notes

Looking Ahead

**What support
would make the
greatest
difference for
your lab today?**

Notes



Innovation & Emerging Opportunities

Which trends could reshape your laboratory over the next five years?

Consider:

- ☐ Specialty and esoteric testing
- ☐ Personalized health approaches
- ☐ Laboratory automation
- ☐ Workflow optimization
- ☐ Emerging biomarkers
- ☐ New service offerings
- ☐ Strategic partnerships
- ☐ Artificial intelligence and data-driven decision support

Discussion Notes



Looking Ahead

Where do you see the greatest opportunity for innovation within your laboratory?

Notes



Reflection & Prioritization

You've explored your laboratory's current opportunities, challenges, and long-term goals. Now, consider which initiatives are most important to your organization's future.

Rate each area on a scale of 1 (Low Priority) to 5 (High Priority) based on your laboratory's current strategic priorities.

There are no right or wrong answers. The goal is to identify where your team should focus its time, resources, and conversations over the next 12–24 months.



The Lab Priority Matrix					
Initiatives	1	2	3	4	5
Expand Testing Menu	☐	☐	☐	☐	☐
Improve Workflow	☐	☐	☐	☐	☐
Increase Automation	☐	☐	☐	☐	☐
Reduce Send-outs	☐	☐	☐	☐	☐
Improve Turnaround Time	☐	☐	☐	☐	☐
Add Specialty Testing	☐	☐	☐	☐	☐
Strengthen Strategic Partnerships	☐	☐	☐	☐	☐
Strengthen Provider Partnerships	☐	☐	☐	☐	☐
Prepare for Higher Testing Volume	☐	☐	☐	☐	☐

A laboratory setting featuring a white shelf with a multi-channel pipette and colorful rack. Below the shelf, a white and yellow ELISA reader and a white and black microcentrifuge are on a dark countertop. A green eyewash station is on the wall to the left. The image is framed by a blue and yellow border with text overlays.

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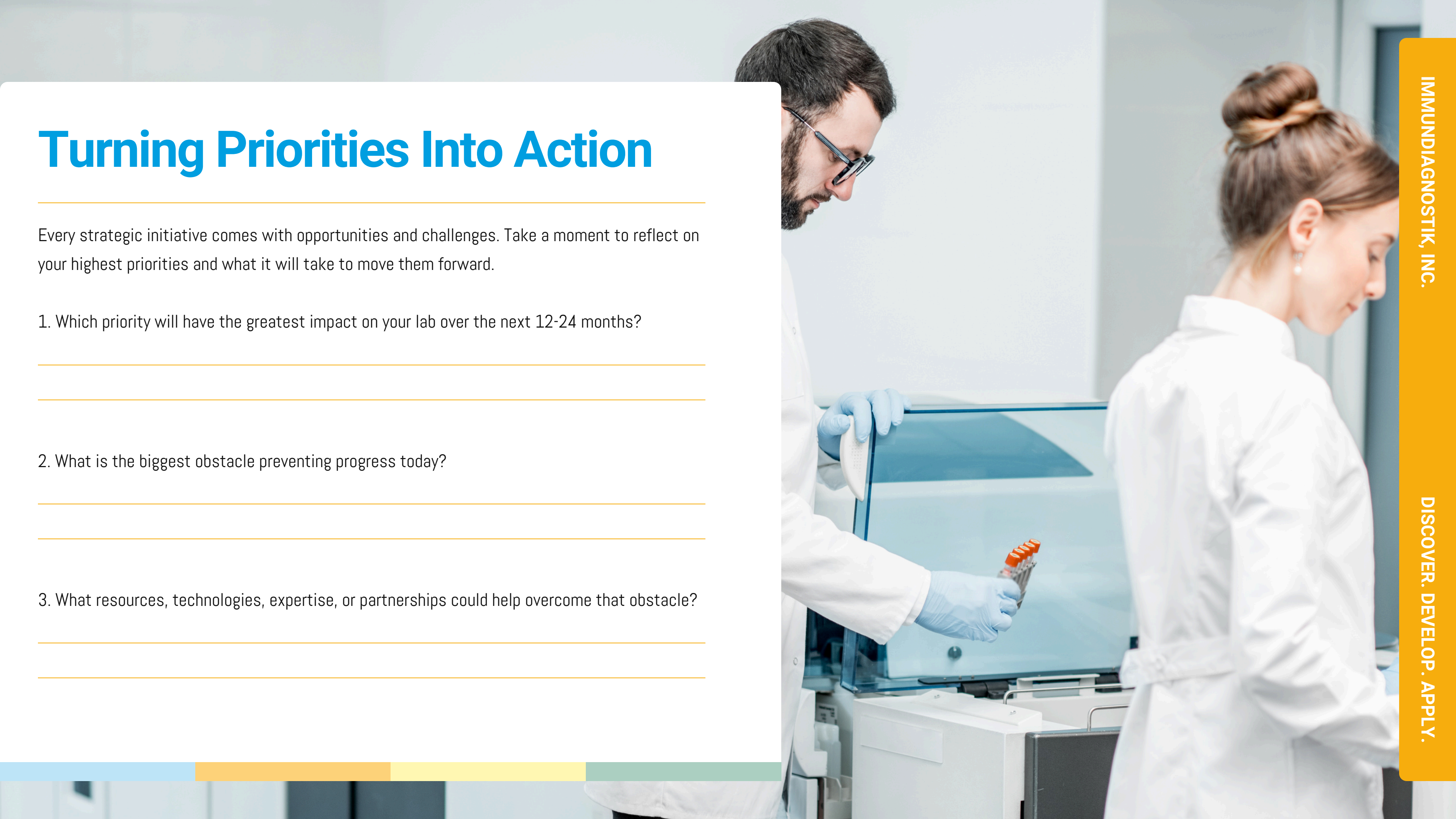
Turning Priorities Into Action

Every strategic initiative comes with opportunities and challenges. Take a moment to reflect on your highest priorities and what it will take to move them forward.

1. Which priority will have the greatest impact on your lab over the next 12-24 months?

2. What is the biggest obstacle preventing progress today?

3. What resources, technologies, expertise, or partnerships could help overcome that obstacle?



Your 90-Day Action Plan

Growth doesn't happen all at once. Small, strategic steps can create meaningful momentum over time.

Identify three actions your laboratory could take in the next 90 days to move closer to your highest-priority goals.

Action 1

Action 2

Action 3

Let's Continue the Conversation

Every laboratory's path to growth is different.

Whether your priorities include expanding your testing menu, improving workflow efficiency, implementing automation, reducing send-outs, or preparing for future growth, thoughtful planning starts with asking the right questions.

For the past 40 years, Immundiagnostik AG has helped laboratories worldwide navigate evolving challenges through innovative analytical tools, specialized biomarkers, and scientific expertise.

Together with Immundiagnostik, Inc., IDK® continues that commitment by supporting labs with custom testing solutions, workflow innovation, technical guidance, and responsive support.

Contact our team to discover how we can help support your lab's next stage of growth.



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Contact Our Team

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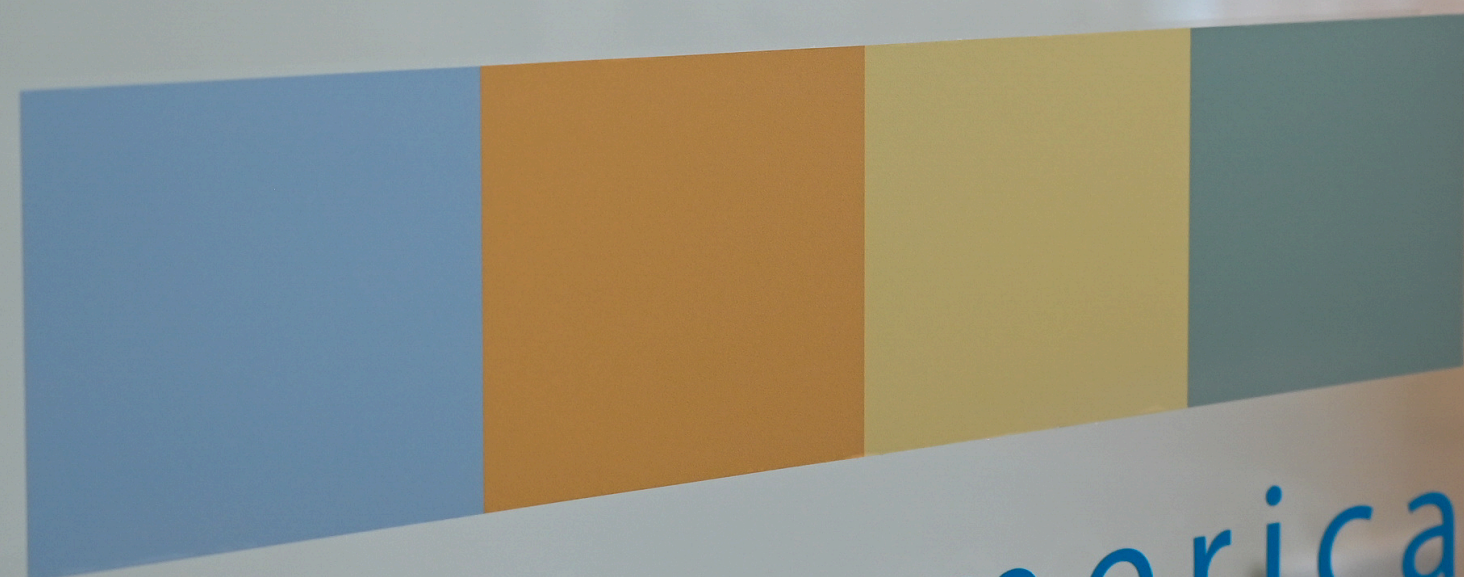
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