

BOUTIQUE DIAGNOSTIC LAB

It's coming in August! This advanced diagnostic lab brings state-of-the-art procedures, convenient hours, and fast and accurate results.



ILLUSTRATION COURTESY OF ORACLE DIAGNOSTIC LABORATORIES

SERVICE, LOCATION. Oracle Diagnostic Laboratories brings its boutique approach to lab testing to Port St. Lucie. Comfortable and gracious amenities, testing by appointment or for walk-ins, fast and accurate results, and customized delivery options create a pleasant and effective patient and physician experience.

Ask patients what they like least about visiting a diagnostic lab, and they'll talk about the crowded waiting rooms and lengthy delays before being attended to, followed by rushed and impersonal procedures and prolonged processing times.

"It's all about to change for patients in Port St. Lucie," promises James Banner, president and chief executive officer of Oracle Diagnostic Laboratories, Inc.

With boutique locations in seven Florida counties, Oracle Diagnostic Laboratories will open the doors in August 2007 to its newest diagnostic lab, conveniently



located near the Port St. Lucie post office on Northwest Peacock Boulevard in Peacock Plaza. They were also selected by Miami Children's Hospital South Dade Center to provide a similar specialty service center in that area.

"Patients needing routine lab work can call ahead and schedule an appointment at their convenience or can simply drop in when they are nearby. Either way," assures James, "we will welcome them, seat them comfortably in a relaxing waiting room where they will wait no more than 15 minutes past their appointment-time process, draw their labs, and have them back on their way quickly."

It's a bold promise, but one that James says Oracle Diagnostic can easily keep.

"We plan to have one staff member for every 20 patient visits per day," says James, "so we extend that promise even to walk-in patients. We understand that their time is valuable, whether they are coming in after fasting, taking time away from work, or hurrying to important commitments like picking up their kids from school. They may already be anxious about what their tests will reveal; they don't need the additional stress of a lengthy wait to have their labs drawn."

Doctors' orders

The opening of Oracle Diagnostic's boutique patient service center and on-site STAT lab will be a boon for the physicians who refer their patients for needed tests, whether they are in solo or group practice, a medical center, or an urgent-care facility.

"We spoke to doctors in the area who told us there is a tremendous need for high-quality lab services here, and we responded," says James.

James explains that Oracle Diagnostic Laboratories opened its first office in Ft. Lauderdale in March 2000. Today, Oracle Diagnostic processes more than 12,000 lab results a day in South Florida, operating around the clock 365 days a year.

"The Port St. Lucie location will be our only patient service lab offering STAT service to physicians who need their patients' results in a matter of hours. Most patients' lab work doesn't require that rapid response time," he acknowledges,

Lucie, Oracle Diagnostic will be able to respond to this need, returning results within four hours."

James is quick to assure that Oracle Diagnostic does not sacrifice quality to provide that prompt service.

"Each test we perform meets rigorous quality standards," he reports. "Our company is built on its reputation for customer



JAMES BANNER

service and on testing accuracy, with every fluid or tissue sample, every day."

Oracle Diagnostic teams its referring physicians with board-certified anatomical pathologists and a full-time staff of licensed supervisors and technologists.

Its lab reports are customized to meet a physician's specific office needs.

"We can offer doctors an electronic medical records interface with real-time Web access or can provide them with digital records that will open on their own computers. Results can be sent via e-mail, fax, U.S. mail, or courier delivery, and physical reports

not only to provide current patients with the highest standard of care but also to reach out into the community.

"If our referring physicians conduct an open house, wellness day, or other special event," says James, "our staff will be on hand to provide a free day of screenings to help ensure the day's success."

Comprehensive testing

Oracle Diagnostic is a full-service clinical lab with a medical director who is a board-certified anatomical pathologist. The state-of-the-art testing facility is equipped to conduct a broad spectrum of tests, from basic health screens to complete toxicology tests to complicated genetic and DNA testing.

The lab also actively participates in many clinical trials.

Customized services for long-term care facilities and substance abuse programs help these specialized clients to meet their critical needs.

"We provide these clients with our own specially trained phlebotomist for routine services," states James, "and we provide our own experts in laboratory collection, safety, and education, all at no charge to our clients."

Oracle Diagnostic makes external quality control programs available to all its clients and maintains a proactive billing department to facilitate all billing needs, including coding requirements, Medicare updates, and patient account inquiries.

For long-term care facilities, Oracle Diagnostic provides monthly and quarterly infection control reports and participation in these facilities' quality assurance meetings.

When working with substance abuse programs, Oracle Diagnostic provides daily, quantifiable results, with drug panels customized to the individual program or to individual patients, and toxicology education programs are available.

"We can also provide a turnkey occupational drug screening program," informs James. "This includes clinical testing, administration, and medical

Mark your calendar!

Oracle Diagnostic Laboratories opens its newest office in Port St. Lucie, August 2007

- A BOUTIQUE DIAGNOSTIC LAB •
- BY APPOINTMENT OR WALK-IN •
- PROMPT, ACCURATE RESULTS •

270 NW Peacock Blvd.
Suite 114
Peacock Plaza
(next to post office)
Port St. Lucie
(866) 722-5312

review officer services."

Insurance?

"Oracle Diagnostic works with more than 250 insurance plans, so doctors don't have to wonder if their patients' lab services will be covered," reports James.

"We accept Medicare and Medicaid, as well as all PPO and major medical plans."

As patients become better educated and more proactive about their health care, they sometimes prefer to self-refer and pay out of pocket for certain tests. "Our new facility will have a dedicated area for these patients," says James, "complete with a menu of testing services available at a very affordable cost."

"Oracle Diagnostic Laboratories is proud to become a member of the Port St. Lucie community," says James. "This growing area has need for a high-quality, state-of-the-art lab for routine and STAT lab services. With our established track record of exemplary customer service and meticulous attention to detail, we are able to deliver the doctors and patients in the Port St. Lucie area the fast, accurate test results they need."

"We look forward to serving this growing community."

FHCN—Billie S. Noakes

ORACLE DIAGNOSTIC LABORATORIES

- SERVICE 24 HOURS A DAY, 365 DAYS A YEAR
- STATE-OF-THE-ART TESTING FACILITY
- BOARD-CERTIFIED ANATOMICAL PATHOLOGISTS
- LICENSED SUPERVISORS AND TECHNOLOGISTS
- STAT RESULTS WITHIN FOUR HOURS OF INITIAL ORDER RECEIPT
- ACCEPTS MEDICAID, MEDICARE, ALL PPOS, AND MORE THAN 250 MAJOR MEDICAL PLANS

SERVING THESE SOUTH FLORIDA COUNTIES:

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|-------------------------|------------------------------------|-------------------------|
| Broward Indian River | Martin Miami-Dade Okeechobee | Palm Beach St. Lucie |
|-------------------------|------------------------------------|-------------------------|

Opening in August 2007 in Peacock Plaza
For information, please call **(954) 430-5775**,
or toll free, **(866) 722-5312**.
WWW.ORACLEDIAGNOSTIC.COM

"but every so often patients present symptoms to their doctor that require immediate identification. With our newest lab in Port St.

are printed with a high-quality laser printer," lists James.

Oracle Diagnostic is a valuable partner in helping physicians