

# Should You Add That Test to Your Menu? A Decision Framework

Five questions to ask before committing to a new assay

Article 19 of 22

5-minute read

## 5 Questions

Framework for every  
new test decision

## 50-100

Minimum monthly volume  
for routine assays

## 12-18 Mo

Target payback  
period for investment

*Expanding your test menu can drive revenue growth, reduce send-out costs, and attract new clients. But adding the wrong test can tie up capital and generate losses for years. Run every candidate through this five-question framework.*

## 1 Is There Sufficient Demand?

Check your send-out log. How many samples per month? Survey top referring physicians. Rough guide: 50–100/month for routine, 20–30/month for specialty.

**QUICK TIP:** Your send-out log is the best demand signal you have.

## 2 What Is the Reimbursement Landscape?

Look up CPT codes on the Medicare CLFS. Check commercial payer contracts. Factor in prior authorization costs. If reimbursement is declining or under scrutiny, think twice.

## 3 What Is the Total Investment?

Beyond the instrument: validation, LIS interface, training, PT enrollment, ongoing reagent/controls/calibrators. Use the break-even analysis to determine payback period.

## 4 Do You Have the Expertise?

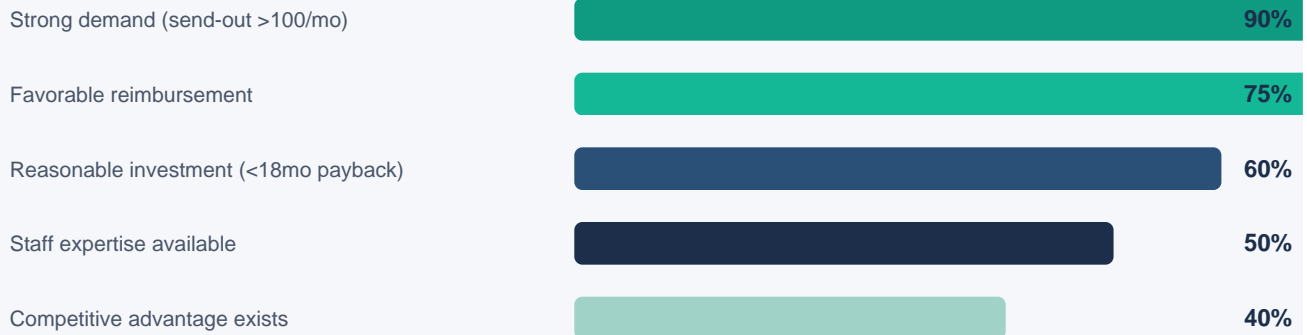
Factor in training cost and time. Confirm your lab director has appropriate qualifications for the new testing under your CLIA certificate.

## 5 What Is the Competitive Landscape?

Are other local labs already offering this test? If so, can you compete on volume or price? If nobody offers it locally, you may have first-mover advantage.

**QUICK TIP:** If two or more questions score unfavorably, proceed with extreme caution.

## NEW TEST DECISION SCORING



Scoring framework for new test evaluation

**BOTTOM LINE:** Run every new test idea through all five questions. If the answer to any two is unfavorable, proceed with extreme caution or pass.

## FREE TOOLS TO GET STARTED

Template	What It Does
<a href="#">New Test Decision Matrix</a>	Score up to 3 test candidates across all 5 criteria with auto-recommendation

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