

Building Physician Relationships That Drive Consistent Volume

Win and keep clients through service, not sales

Article 20 of 22

5-minute read

Quarterly

Minimum visit frequency for top clients

3 Reasons

Physicians switch labs: TAT, problems, communication

Top 5

Clients to visit this month

For independent labs, physician relationships are the lifeblood of the business. Independent labs win and keep clients through service quality, personal relationships, and responsiveness.

1 Start with Service, Not Sales

Physicians switch labs for three reasons: faster TAT, fewer problems, and better communication. Before pitching new clients, make sure your basics are airtight.

2 Visit in Person

Visit top referring offices quarterly. Visit prospects to introduce your lab. Talk to the office manager and nurses—they are your real daily contacts. Ask about frustrations with their current lab.

QUICK TIP: Every frustration they share is an opportunity for you.

3 Provide Value Beyond Test Results

Offer phlebotomy training. Share clinical updates. If a physician orders a test you do not perform, help them find the right reference lab. This builds trust and partnership.

4 Resolve Problems Fast

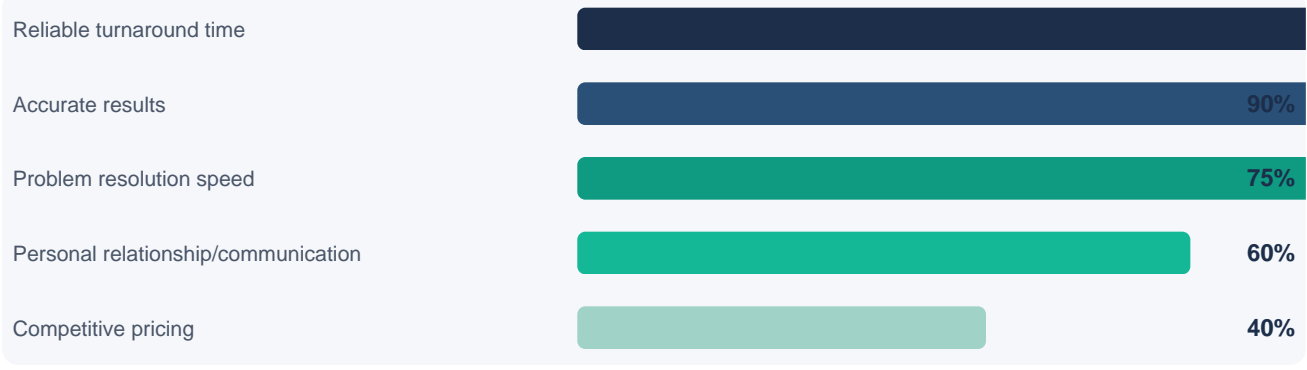
Acknowledge issues immediately, explain what happened, describe what you are doing to fix it, and follow up. A problem well-handled can strengthen a relationship more than if it never occurred.

5 Track and Measure Client Satisfaction

Monitor volume per client monthly. A sudden drop is an early warning. Send a brief annual survey (5 questions max) to your top 20 clients.

QUICK TIP: Pick your top 5 clients and schedule a visit this month.

WHAT PHYSICIANS VALUE MOST IN A LAB PARTNER



Independent physician survey data (illustrative)

BOTTOM LINE: Pick your top five clients by volume and schedule a visit this month. Ask: what is the single thing we could do better? Then act on it.

FREE TOOLS TO GET STARTED

Template	What It Does
Client Volume & Satisfaction Tracker	Track volume trends, survey scores, and action items per client

Download the complete JIT4LABS Templates Toolkit
 23 ready-to-use Excel templates covering inventory, financials, compliance, and more.
[Visit: \[jit4you.myshopify.com/resources\]\(https://jit4you.myshopify.com/resources\)](https://jit4you.myshopify.com/resources)

This is Article 20 of the **JIT4LABS Lab Operations Resource Series** — 22 practical guides for independent diagnostic labs.