

Top 10 Fallacies of Having an In Office Laboratory:

- Capital equipment is too expensive**
✓ **TRUTH:** ROI averages 16 months. There are great leasing options available that give you the same tax benefits as paying cash, AND you can get deferred payment programs allowing ZERO out of pocket expenses.
- Daily operations are too expensive**
✓ **TRUTH:** SMARTLab captures all operational expenses into a Fee Per Test billing method. You know exactly what your lab costs are at all times.
- There's no reimbursement in lab**
✓ **TRUTH:** When run efficiently, an in office lab brings substantial incremental revenue to the practice. Why let the reference lab make all the money? We provide a reimbursement specialist to assist you.
- Regulatory issues are too complicated**
✓ **TRUTH:** SMARTLab navigates the state and federal regulations, keeping you compliant even in difficult states such as California, New York and Florida.
- Quality isn't as good as reference/hospital labs**
✓ **TRUTH:** SMARTLab uses the same standards as the "big" labs, and in many cases, uses the same manufacturers and instrumentation.
- Lab Director requirements cumbersome**
✓ **TRUTH:** There are on-line programs allowing a physician to be a moderately complex Lab Director. SMARTLab manager is the Technical Consultant, who handles the daily operational oversight.
- Lab requires too much space**
✓ **TRUTH:** You only need about a 10' x 12' space. Polestar will provide you contractor ready drawings, if modifications are needed. We can be creative!
- IT/Computer issues are daunting**
✓ **TRUTH:** With SMARTLab you get an IT department, supporting your daily operations as well as facilitating EMR, practice management and reference lab interfaces.
- It's hard to find a good Medical Technologist**
✓ **TRUTH:** SMARTLab provides you with a qualified and trained M.T. It's our problem, not yours.
- Start up is too expensive**
✓ **TRUTH:** Your start up costs are absorbed by Polestar. Your Fee Per Test bill doesn't start until your lab goes "live"!