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Media Contact: Marcus Gordon, Vice President, Marketing
mgordon@hc1.com

hc1 Introduces Outreach Optimization Solution to Drive Laboratory Success

A combination of technology and strategic guidance transforms laboratory outreach programs

Indianapolis, IN, June 3, 2025 — [hc1](#) introduced today its new Outreach Optimization solution, designed to transform how clinical laboratories expand their outreach programs, strengthen provider relationships, and drive new revenue. This innovative program combines expert advisory services with advanced technology and connectivity tools to evaluate laboratory outreach efforts and deliver a tailored strategic plan that enhances efficiency and ensures measurable results.

As health systems grapple with rising costs and shrinking reimbursements, many healthcare leaders are reconsidering the future of their laboratory outpatient testing services. While selling to a large reference laboratory may offer short-term financial relief, investing in and optimizing laboratory outreach programs can yield substantial long-term benefits, including improved provider and patient satisfaction. hc1 Outreach Optimization delivers the insights, technology, and strategy needed to grow outreach testing, foster stronger provider partnerships, and deliver exceptional customer service, unlocking the full potential of laboratory outreach programs.

“Healthcare leaders are facing the critical decision of what to do with their lab outreach programs—sell or invest. hc1 provides a comprehensive growth strategy that transforms laboratory data into an actionable roadmap for long-term outreach success,” said hc1 CEO, Founder, and Chairman Bradley Bostic. “Designed specifically for laboratories by lab experts, hc1 Outreach accelerates success at every stage of the provider relationship and increases the value of the laboratory asset.”

hc1’s approach begins with a comprehensive evaluation of a laboratory’s current outreach program to identify opportunities, establish benchmarks, and create a strategic plan. hc1’s team of experts then implements the plan using proven methodologies. With the framework in place, hc1’s laboratory-specific CRM integrates prospecting, sales, and service workflows into a single platform, streamlining collaboration, improving operational efficiency, and providing actionable insights. Additionally, hc1’s proprietary clinical data exchange platform ensures secure, real-time results delivery to providers. Together, these solutions enable laboratories to identify profitable outreach opportunities, enhance provider engagement, and increase revenue.

“We needed a better understanding of what was taking place within our clients’ hospitals,” said Nate Koenig, former Chief Marketing Officer for Incyte Diagnostics. “To grow, we had to improve. That’s where hc1’s lab-specific CRM proved invaluable.”

Laboratories with a strong outreach strategy and a track record of success are highly valued in today's competitive healthcare landscape.

Visit [here](#) to learn more about how hc1 Outreach Optimization positions laboratories as strategic assets.

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About hc1

hc1 unlocks the vast potential of actionable lab data to improve patient care and boost the financial performance of the healthcare system. By partnering with hc1, health systems gain profitable new growth and improve patient outcomes. Our solutions use advanced data management, analytics, and workflow automation powered by AI to uncover actionable insights and hidden risk signals, delivering innovation, operational and clinical excellence, and revenue growth across the entire care continuum. With over a decade of experience and thousands of health systems and labs leveraging our technology and consultative services to care for nearly 100 million patients, we provide the expertise needed to unlock the strategic value of your lab data, improving patient outcomes and boosting financial performance. Healthcare Progress Starts Here.™ With hc1. Learn more about our proven approach at www.hc1.com.