

Research Paper: Protecting People and Information

Robert Taylor Martin, Jr.

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## **Introduction**

Quest Diagnostics empowers participatory action of the community and leadership to educate and raise awareness of moral and ethical injustices, driving factors behind universal health coverage and facilitation of equitable access to care (I-Bytes Healthcare Industry, (2020). With online information systems, meta-analyses, and hierarchical systems for grading evidence (Briere et al., 2018), Quest Diagnostics reveals advances in the design, synthesis, and biological evaluation to treat disease, practices beyond heart-healthy preventative measures, and the concept of patient-driven healthcare through social networks, holistic medicine, and the premium placed on self-optimization (Bauer et al., 2016). Mapping cross-national patterns, support groups, and agents to its vectors and hosts, Quest Diagnostics' goals and objectives served by primary care physicians and nurses, social workers in primary care, and critical providers is to improve access to comprehensive, high-quality healthcare among state, local, and rural communities across the United States (Yeager et al., 2017).

## **Background**

Since the announcement in October 2006 that UnitedHealth had selected LabCorp as its exclusive lab, it is believed, according to McDowell (2007), that Quest Diagnostics has lost out-of-network referrals, Medicare prescription drug coverage, and waiver of patient copayments and deductible; the key to understanding what these communities are and how they work, knowledge, economy, and to leverage efforts to protect existing business.

### **In What Ways Would Your Organization Use Its CRM to Gain Insight Into Customers' Needs, Wants, and Behaviors to Serve Them Better?**

The concepts of customer relationship and knowledge management, according to Jamil et al. (2018), highlight the organization's current capability based on existing competencies using

customer relationship management (CRM) systems and the efficiency of their endpoint discussion with IT instruments; simple network management protocol (SNMP), World Wide Web, and wireless technology supporting Transmission Control Protocol/Internet Protocol (TCP/IP) to keep interconnectedness between organizations and customers to gain complete advantages. These investment expenditures called the new economy, give rise to intangible assets; the development and enhancement of their websites to attract new customers and retain current customers have risen to equal or surpass those intangible assets but do the cognitive absorption and beliefs of consumers warrant user acceptance of computer technology?

As reflected in the creation and distribution of digitized content and services, power and interdependence in the information age, according to Ogbeibu et al. (2021), are gathered, analyzed, bought, and exploited daily. Both as an organizational and individual imperative, how and why the metrics and analytics can conceive the power, including privacy and security, can also be used as a weapon against, violate, and exploit you. For example, Facebook spent over \$150 million on a free app used by millions called Onavo (Tiger et al., 2016) to use their schemata or a mixture of terms existing from a specific data source by altering aspects of web architecture to infer potential relevance to users' search queries (Liebowitz, 2016).

From a business process manager's perspective, according to Deleidi et al. (2020), companies can aggregate demand from software by balancing the creation of value with the need to commercialize without overwhelming them. With different increments of new functionality to integrate various elements of a successful channel (Sabri, 2019), organizations can manage subsequent changes by focusing on customer responsiveness, time to market, and value chain integration.

### **In What Ways Could Your Organization Use Its CRM System to Support Sales Force Automation, Customer Service, and Support?**

Organizations operate in a collection of different elements that produce interfaces implemented by data aggregation strategies. They grow as a policy to input development, crafting coherence in dynamic environments to create value and cultivate objectives and applications of motivational orientation and performance. According to Kamble et al. (2020); Okwir et al. (2018), introducing Performance Management Systems (PMS) to an organization is a strategic change and fundamental application of improving productivity, efficiency, and effectiveness aimed at Return on Investments (ROI) through transformation efforts. Designed to integrate and optimize the business process and transactions (Bahit et al., 2021), the Enterprise Resource Planning (ERP) system is a universally accepted information systems solution that requires significant resources, commitment, and changes to analyze and evaluate every aspect of business process, including eBusiness automation (Kirmizi & Kocaoglu, 2021).

Similar to the Promoting Action on Research Implementation in Health Services (PARIHS) (Harvey & Kitson, 2020), technology transfer and organizational change will be the most effective communication between physicians and opinion leaders is a critical element in translating medical advances into practice (Melder et al., 2020). Therefore, managers must assess the association of readiness for change, leadership behavior, and organizational commitment before introducing new systems (Uluskan et al., 2018). Failure to do so may result in resistance, policy failures, and depletion that exceeded gross investment impacting the interventions on employee perceptions.

## **What Opportunities Can CRM Provide Regarding Business Strategy and Goals For Your Organization?**

In a paradigm shift, including an interaction to predict customer behavior and optimizing subsystems for treatment processing, Quest Diagnostics is driven to execute policies in the era of concern for initiated healthcare reforms that aim to improve the value given to human health. Offering a wide range of products and services that include diagnostic testing, clinical trials, and healthcare IT, Quest Diagnostics strategic acquisition of Athena Diagnostics from Thermo Fisher Scientific (Contreras & Deshmukh, 2017), an esoteric laboratory specializing in endocrinology, genetics, immunology, microbiology, molecular diagnostics, oncology, serology, and toxicology, solidifies leadership in a growing market.

According to Corriveau-Lecavalier et al. (2022), Athena Diagnostics has led the field of evaluations for integrative and functional medicine, initiatives in research, accreditation, and education and remains steadfast in its perennial efforts to ensure access to verifiable empirical knowledge as a scientific standard for defining subjective elements composing a framework for action, methods for quality control and improvement, and behaviors regarding the disclosure of medical errors. This partnership, according to Philippidis (2017); Shabani et al. (2019), expands on Athena's commitment to assess protein-coding and non-coding regions of human genes, as well as factors that do not refer to physical birth, such as histone methylation that demand an active, strategic posture towards corporate social responsibility to all segments of traditional and nontraditional risk factors that contribute to patient self-management of chronic disease in primary care while reducing hospitalization and overall costs.

### **Clinical Trials Testing**

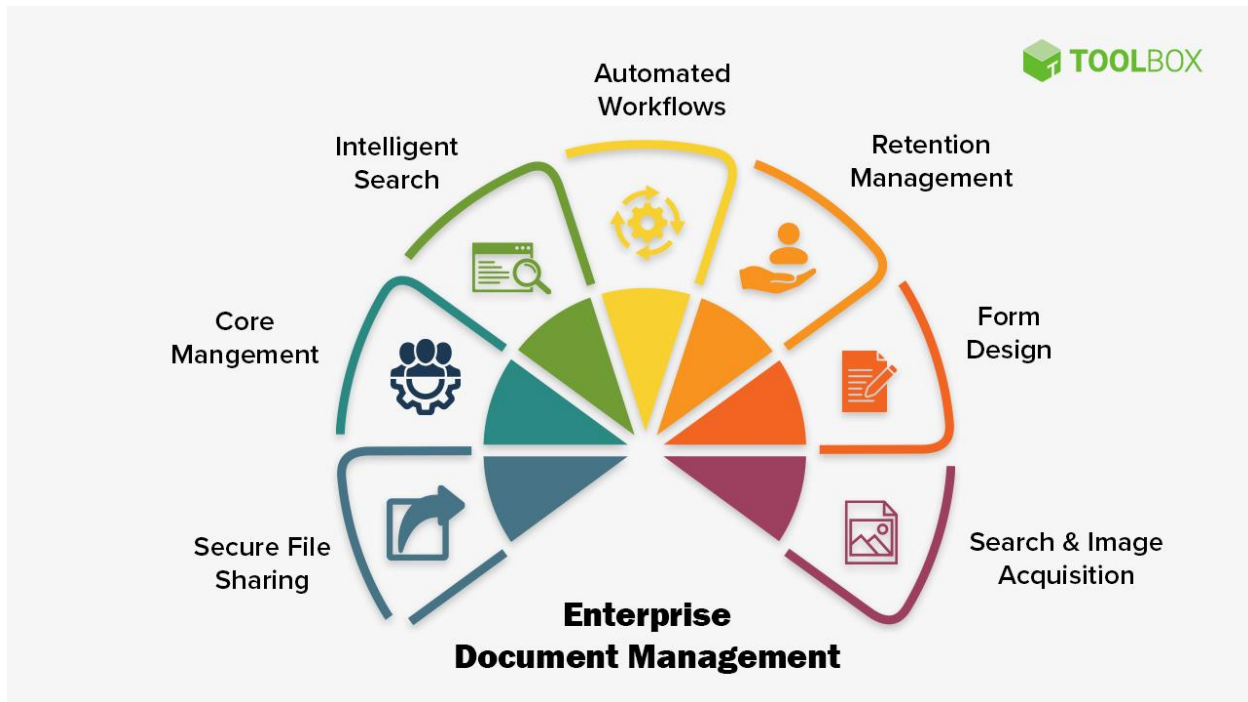
Fueled by a holistic approach to diagnosis, assessment, management, and trial methodology, Quintiles and Quest Diagnostics combined science, technology, and engineering and linked progress across the whole range of the human endeavor to form Q2 Solutions (Genetic Engineering & Biotechnology News, 2015). Providing more than 2,075 clinical studies since 2011, Q2 Solutions delivers sustainability indicators of interactive research associated with accelerating radical innovation critical to applying principles of human decision-making through interactive visual simulation (VIS) and artificial intelligence (AI) representation. Capturing the complexity in advanced technology and the business modes that support those initiatives (de Bono et al., 2021), Q2 Solutions' approach to the demographic and cost components of aging, natural death, compression of morbidity, and adapting global health research and policy to confront the new reality, broaden the engagement of learning analytics, educational data mining and the commercialization of academic science and technology (Cannizzo et al., 2022).

According to Tuthill (2019), delivering end-to-end lab services across the clinical trial continuum, from the central lab, precision medicine, and biomarker discovery and development, is the essence of the business goals and philosophies aligned with current regulatory standards and accreditations. The clinical impact of an informatics platform supporting business operations, clinical and translational research (CTR), and patient intelligence results in a smarter trial design with predictable and rapid study execution (Campion Jr et al., 2020).

### **IT Support: "Front Office" Versus "Back Office" Systems?**

Enterprise Content Management (ECM) is the application for variation analysis used to codify knowledge, couple data with mathematical protocol, archive, and notify the document of an intended receipt related to quality assessment and service improvement (Svård, 2017).

Image 1: Enterprise Document Management (Kanade, 2021)



### Conclusion

Along with a shift towards value-based care, a digital transformation is underway in healthcare. However, healthcare enterprises are having a hard time keeping up with advances in Information technology. Organizations that could once spend months or years developing a Strategy to deliver solutions now must implement changes on a near real-time basis.

Complicating matters is the emergence of new data sources, new technology architectures and models, and new methods to analyze an avalanche of data.

Quest Diagnostics empowers participatory action of the community to educate and assess comprehension of health outcome measures: online information systems, meta-analyses, and hierarchical systems for grading evidence; Quest Diagnostics reveal advances in the design, synthesis, and biological evaluation to treat disease, practices beyond heart-healthy preventative measures, and the concept of patient-driven healthcare through social networks, holistic

medicine, the premium placed on self-optimization (Neff & Nafus, 2016). Mapping cross-national patterns, support groups, and agents to its vectors and hosts, Quest Diagnostics' goals and objectives served by primary care physicians and nurses, social workers in primary care, and key providers is to improve access to comprehensive, high-quality healthcare among state, local, and rural communities across the United States (Yeager et al., 2017).

Eventually, downward pressure from networks of collaborative ventures which serve as the primary institutional arrangement; clinical facilities, primary care physicians, medical specialists, Medicare, Medicaid, and the biotechnological and pharmacological industry will give way to actual demand. With more than 650 PhDs and medical doctors, and 25 pathologists (Ton & Reavis, 2017), Quest Diagnostics, Inc brings advanced competencies in Neurology, Pathology, Oncology, Endocrinology, Epidemiology, and Maternal-Fetal Medicine, also known as Perinatology with an in-depth understanding of ethical standards, issues, and procedures related to clinical practice. With an emphasis on managing the customer experience; identifying and influencing what drives customers' attitudes and behavior, Quest Diagnostics continues to evolve into a continual cocreation utilizing advanced analytics and proprietary technologies such as Quintiles Infosario, a platform that enables real-time specific analytics (Ma, 2013) and Results\|View, a cloud service that allows a patient to see and interact with clinical data, regardless of origin, data format or location. According to Mitchell et al.(2021), serving as an empathic connection of a successful counseling relationship provides the client with favorable short-term outcomes in virtual reality in which they can explore their thoughts and feelings in a way that communicates acceptance of themselves and others. This inner edge of possibility, praying and hoping associated with a measure of adaptation, is a construct that illustrates the link between the clinical efficacy and structure of Quest Diagnostics, Inc.



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