



MESSAGE MAP

Brand Characteristic	Beaumont Laboratory Constituents		
	Beaumont Physicians	Non-Beaumont Physician	Medical Office Managers
<p>Comprehensive expertise</p> <ul style="list-style-type: none"> - Complex care experience - First choice for a second opinion 	<p>With the country’s leading pathology experts, Beaumont Laboratory is where you should turn when faced with complex cases. It’s why we are the first choice for second opinions.</p>	<p>With some of the country’s leading pathology experts, Beaumont Labs is where physicians turn when faced with complex cases. It’s why we are the first choice for second opinions.</p>	<p>BL offers among the broadest array of complex testing along with the insurance coverage to protect your patients.</p>
<p>Partner in patient care</p> <ul style="list-style-type: none"> - Holistic - Integrated - Empathetic - Accessible 	<p>Partnering with Beaumont Laboratory pathologists is the first step in holistic, integrated treatment of a patient from diagnosis to treatment to recovery. Pathologists have a shared understanding of patient needs, rooted in their position or the “front-line” of full care.</p>	<p>Our pathologists are committed to sharing knowledge and explaining diagnosis to help you make a more accurate diagnosis and treatment plan.</p>	<p>Beaumont Laboratory pathologists assist your physicians and help them understand pathology results.</p>
<p>Precise</p> <ul style="list-style-type: none"> - Accurate analysis - 2% accuracy vs. 10% national - Responsive - Focused on service 	<p>Access to total patient information helps aid in diagnosis and setting treatment plans.</p>	<p>BL’s highly trained pathology teams provide among the nation’s best accuracy and quality rates.</p>	<ul style="list-style-type: none"> • We understand your need for quick, accurate turnarounds that help you with patient satisfaction. <ul style="list-style-type: none"> - Proof point: Atlas launch • We will do whatever it takes to provide the responsive service your practice needs. • Insurance advantage