



# NEWSLETTER

Summer 2017

*DLO would like to thank Bill Mosteller for 13 years of outstanding service to our patients, providers and employees.*



## Bill Mosteller Retires, Quest Executive Named New CEO

On April 30, 2017, Bill Mosteller retired from DLO after 13 years of service, having served as Chief Executive Officer since coming to DLO in 2004. Under Mosteller's leadership, DLO was named to the "Best Places to Work in Oklahoma" list by *okc.BIZ* magazine for 11 consecutive years, as well as voted to the top 100 "Best Places to Work in Healthcare" nationally by *Modern Healthcare* magazine for three straight years.

"Bill's contributions to the success of DLO during his 13-year tenure are significant and helped solidify its status as a high quality, customer service driven enterprise, and one of the highest performing divisions among its peers," said Ed Heinen, DLO Board Member and INTEGRIS executive. "He oversaw construction and relocation of DLO to its new state-of-the-art headquarters and led the organization to achieve recognition as one of the Best Places to Work in Oklahoma."

Prior to joining DLO, Mosteller served as System Vice President of Operations for INTEGRIS Health for seven years. Mosteller holds a Master of Science in Mental

Health Counseling from the University of Memphis, as well as a Master of Healthcare Administration from Trinity University in San Antonio, Texas. He and his wife, Charlotte, are moving to Georgia to be closer to their children and grandchildren.

After conducting a nationwide search, the DLO Board of Managers selected Dennis Hogle as the new CEO in January. Hogle has more than 30 years' experience in the lab industry with Quest Diagnostics, most recently serving as the Regional Director of Health Plans and Payor Marketing.

He began his career with Quest Diagnostics as a lab assistant in the Clinical and Forensic Toxicology lab in San Diego. As he worked his way up to management roles, he went on to achieve a Master of Business in Organizational Management. Hogle has held roles as supervisor and manager across a wide range of departments including Processing (both clinical and forensic toxicology), Facilities, EHS and Customer Service. He has also served as a Director in several different roles. His fellow employees

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## DLO is In-Network with BlueCross BlueShield

Diagnostic Laboratory of Oklahoma (DLO) is an in-network provider of lab services for BlueCross BlueShield of Oklahoma (BCBSOK). As an in-network provider, DLO is able to provide the same great service and quality that you've come to expect. DLO's employed team of 75 highly-trained route service representatives travels 9,500 miles a day and make more than 1,250 stops throughout the state, ensuring the highest standards of specimen integrity are met every step of the way. DLO also offers more patient access points than any other lab provider in the state with more than 50 DLO Patient Service Centers and contracted draw sites, including many in rural areas, to allow for the best access to care for your patients.

DLO is in-network with the following BCBSOK plans:

- BlueChoice PPO<sup>SM</sup>
- Blue Plan65 Select<sup>SM</sup>
- BluePreferred PPO<sup>SM</sup>
- BlueLincs HMO
- BlueOptions PPO<sup>SM</sup>
- BlueTraditional<sup>SM</sup>
- Caring Program

Earlier this year, there were some errors around the implementation of our contract by BCBSOK with our providers and patients. Due to these errors, DLO claims filed between January 1, 2017 and February 4, 2017 were processed as out-of-network, resulting in DLO being viewed as an out-of-network provider, when in reality DLO is a contracted in-network provider. During this time frame, patients received Explanation of Benefits statements where DLO services were rejected as out-of-network or patients were charged at out-of-network rates.

BCBSOK has acknowledged their processing error during

this period and they are working to correct the claims. Patients should soon receive corrected invoices reflecting DLO's services as in-network. If patients have concerns regarding a claim, please have them contact BCBSOK directly at 1-800-942-5837.

While a comparison of in-network to out-of-network lab services would constitute a higher bill to the patient, comparing an in-network provider to a preferred provider does not imply the patient would receive a higher bill under the current contractual agreement between DLO and BCBSOK. During the recent contract negotiations, DLO significantly decreased the cost for testing to BCBSOK over the previous contract, which should provide additional savings to the patient. Any minor savings a preferred lab may provide on a patient bill will be mitigated to the patient by providing more than 50 access points to your patients throughout the state, lessening the impact on a patient's time and travel requirements. No other lab in Oklahoma can match this level of service.

All DLO Patient Service Centers and contracted sites are in-network with BCBSOK. To find the nearest DLO location to your practice, visit [DLOlab.com/Locations](http://DLOlab.com/Locations) or follow these steps on the BCBSOK site.

1. Visit [bcbsok.com](http://bcbsok.com) and click the "Find A Doctor" button
2. Click the orange "Start Search" button
3. Click "Search all networks and plans"
4. Type "Diagnostic Laboratory of OK" into the Facility name field and click the orange "Search" button
5. View the list of DLO Patient Service Centers throughout Oklahoma

If you have questions or need information about plans not listed above, please contact your DLO Account Executive and your BCBSOK Provider Relations Representative.

Keep watch for a **DLO Logistics Survey**. We want to know how we are doing and how we can better serve you.



# DLO Launches New Educational Marketing Campaign

DLO is committed to positively impacting the lives of our patients. That's why DLO has developed "Choose to Know through DLO". This new marketing strategy, which began in January, provides both patients and health care providers with information on diagnostic test recommendations from leading disease prevention organizations such as the Centers for Disease Control and Prevention (CDC), World Health Organization (WHO), the American Heart Association (AHA) and more. Rather than focus on a specific specialty, the "Choose to Know" campaign will concentrate on the importance of patient and provider education, promoting healthy lifestyles and having a proactive approach to healthcare.

DLO Sales and Marketing have worked together to develop an annual calendar of health topics that will be the focus for our materials and promotions each quarter. To support these efforts, DLO Marketing is developing branded educational material for both patients and providers.

Patient messaging demographically targets specific Oklahomans to educate them on health conditions, suggested testing guidelines, and the laboratory tests available. These materials will be readily available in all of our Patient Service Centers throughout the state.

DLO's goal is to encourage patients to have a more educated discussion with their providers about the various recommended tests.

The provider material, designed to complement the patient messaging, consists of information such as Oklahoma-specific statistical health data, guidelines on certain disease states, demographical targeting, and DLO's available diagnostic tests. DLO's sales representatives will be sharing this information with our clients each quarter.

Many of the tests on our calendar of topics are tied to national health observances to help capitalize our marketing efforts



by focusing on top-of-mind subjects. Additionally, all of the brochure content will be available on the DLO website. DLO has purchased "ChooseToKnow.com", which leads patients and providers to the section of our website with the latest "Choose to Know" test information.

For more details on the program and the latest test information available, visit [ChooseToKnow.com](http://ChooseToKnow.com).

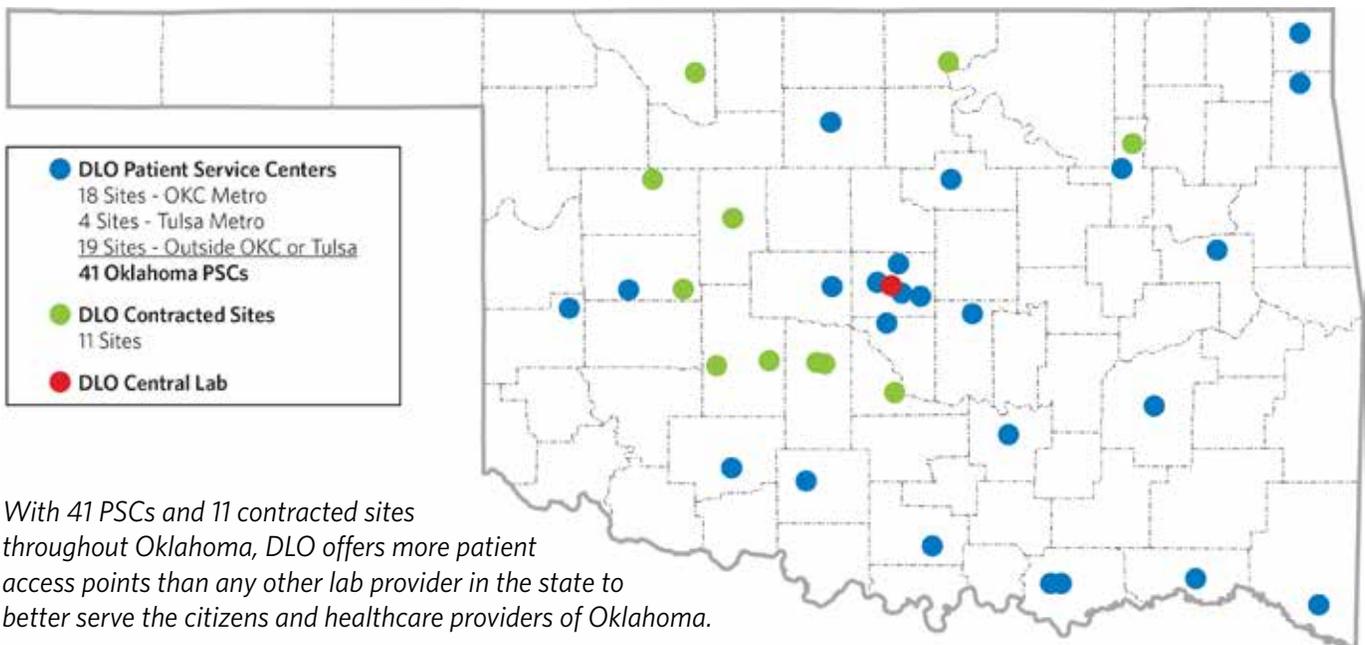
## Patient Access Expanded with New PSC in Hugo

Providing superior patient access throughout the state is a key initiative for DLO. We are continually looking at open markets where we can serve the communities of Oklahoma, especially in the rural areas where access to quality healthcare can be limited.

In 2016, DLO determined southeast Oklahoma was an

under-served market for laboratory services, so a DLO Patient Service Center (PSC) was opened in Idabel in May of 2016. In February, DLO added a second location to the area when its newest PSC opened in Hugo.

To find the nearest DLO draw site to you, visit our website at [DLOlab.com/Locations](http://DLOlab.com/Locations).



*With 41 PSCs and 11 contracted sites throughout Oklahoma, DLO offers more patient access points than any other lab provider in the state to better serve the citizens and healthcare providers of Oklahoma.*

# Direct Access Lab Testing Now Available from DLO

Diagnostic Laboratory of Oklahoma believes consumers should have the most accurate and up-to-date information needed to proactively manage their personal health. That's why DLO is proud to offer DLO Direct™, a new program that gives our customers the ability to order select lab tests without an order from a healthcare provider. Oklahoma patients can take a more active role in their health through direct access testing with a menu of select lab tests.

DLO Direct offers more than 40 confidential tests to pick from, including:

- Overall health profiles
- General screening tests
- Allergy screening
- Diabetes screening
- Heart health screening
- Immunity testing
- Infectious disease screening
- Sexually transmitted disease screening

DLO also believes personal health management is most effective when it involves a partnership with a healthcare provider, so DLO is encouraging patients to share their test results with their personal healthcare provider. Only a healthcare provider can interpret results and provide an accurate picture of a patient's health status.



To order lab tests, patients just need to follow these three easy steps:

1. Visit *DLODirect.com* and print out the lab order form. Take the completed form to a DLO Patient Service Center. Follow the instructions on the laboratory test order form if fasting is required for the testing that is being requested.
2. Visit any DLO Patient Service Center throughout Oklahoma. Check in with our friendly staff and give them the completed order form. Full payment is due at time of service before sample collection is performed. Note that we accept all major credit cards and checks. Unfortunately, we cannot accept cash payments. One of our skilled phlebotomists will draw a blood sample or take a urine sample to send to our laboratory for testing.
3. Create a *MyQuest™* account and view the test results through the *MyQuest* online patient portal.

Patients will be able to privately review their secure test results online through the *MyQuest* patient portal within 7-10 business days of completing the lab work.

For more information on the DLO Direct program and the lab tests that are available, visit *DLODirect.com*.

## CEO CONTINUED FROM PAGE 1 .....

will tell you he is a servant leader who has successfully led teams through acquisitions, facility transitions and business transformations.

"I cannot be more proud to take up the lead from Bill Mosteller at DLO," said Hogle. "The entire DLO organization will have remnants of Bill's fingerprints all over it for many years to come, but more importantly, his heart will continue to beat strong throughout the organization."

"It will be tough to fill the shoes of such an amazing leader who had the utmost respect for his employees and passion for serving the citizens of Oklahoma. I look forward to leading the great DLO team into the future as we learn from and build on the successes of the past."

Hogle began his transition to DLO's CEO in February by splitting time between his position in Las Vegas and traveling to Oklahoma City to work with Mosteller to ease the changeover.

Prior to joining Quest Diagnostics, Hogle served with distinction in the US Navy and spent four years on the USS Constellation.

Hogle, who is originally from Columbus, Ohio, also believes in giving back to his community. He has participated in and led several mission trips to Cambodia, and enjoys working with many local charities. He and his wife, Cathy, have two daughters, and they enjoy off-roading, hiking, kayaking and cycling.



Dennis Hogle

Realize the **importance of providing solutions and services** to keep your patients engaged in their health and help them achieve better outcomes.

Laboratory testing to measure levels of the steroid hormones testosterone and estradiol can help discover, diagnose and monitor treatment of a number of serious conditions and chronic diseases.

Conditions and diseases include:

- Polycystic ovarian syndrome
- Androgen deficiency in men, a possible precursor to diabetes or cardiovascular disease
- Breast disease and breast cancer
- Testicular cancer
- Prostate cancer
- Erectile dysfunction
- Infertility
- Osteoporosis
- Hypothalamus and pituitary disorders



### Expert Clinical Consultations

DLO's Medical Director is available for consultation during regular business hours, in addition to the more than 900 MDs, PhDs and genetic counselors accessible through Quest Diagnostics.

## Choose the **most reliable menu of hormone testing** for your patients.

Contact your Account Representative for more information on hormone and thyroid testing available through DLO or visit [ChooseToKnow.com](http://ChooseToKnow.com).

With a wide range of testing and services, DLO is committed to giving you the insights you need to help your patients lead healthier lives at every age.





DEMAND

SERVICE  
ACCURACY  
QUALITY  
DLO

## Education Center

### Clinical Education Webinars: Free CME Credit



#### Breakthroughs in Alzheimer's Disease Assessment: Quantitation of CSF Beta Amyloid 40 & 42

Dr. Nigel Clarke discusses the advantages in assessing Alzheimer's disease by measurement of amyloid beta 42/40 ratio, describes an improved LC-MS/MS approach for quantitating amyloid beta and Apolipoprotein E phenotyping and its advantages over ELISA platforms, and reviews a new, comprehensive metric that assesses a patient's overall risk of developing Alzheimer's disease, represented by a total hazards ratio.

ASCLS P.A.C.E.® credits are available to laboratory professionals through November 24, 2017.

[http://education.questdiagnostics.com/presentations/breakthroughs-in-alzheimer-s-disease-assessment-quantitation-of-csf-beta-amyloid-40-42?presentation\\_id=395](http://education.questdiagnostics.com/presentations/breakthroughs-in-alzheimer-s-disease-assessment-quantitation-of-csf-beta-amyloid-40-42?presentation_id=395)



#### Tuberculosis Screening: Latest Developments in Diagnostic Testing

Dr. Sarojini Qasba describes latent tuberculosis infection (LTBI) and identifies appropriate patients to be tested, discusses recently updated clinical practice guidelines for diagnosis of tuberculosis (TB) and summarizes differences between the TB blood test and the TB skin test.

ASCLS P.A.C.E.® credits are available to laboratory professionals through September 22, 2017.

[http://education.questdiagnostics.com/presentations/tuberculosis-screening-latest-developments-in-diagnostic-testing?presentation\\_id=373](http://education.questdiagnostics.com/presentations/tuberculosis-screening-latest-developments-in-diagnostic-testing?presentation_id=373)