Becoming the Consumer Lab Provider of Choice

Cathy Doherty

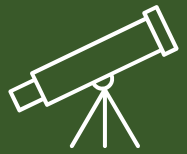
SVP, Clinical Franchises & Marketing



Quest Diagnostics™

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VISION

to become

the lab provider of choice

for consumers

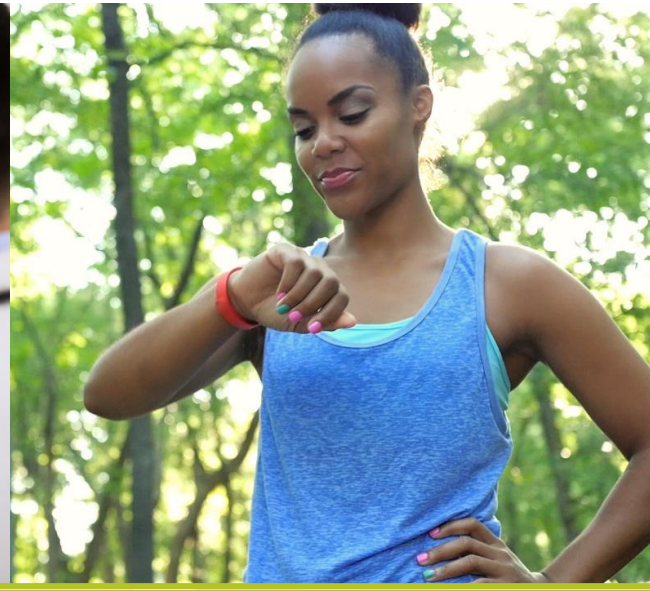
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Market trends are making healthcare consumers an increasingly relevant segment for us to serve effectively

Consumers have increased decision-making power and economic motivation to proactively manage their health and wellness decisions







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Patients are now **consumers**

Consumers bring the same expectation about customer experience to healthcare

Apple



Amazon

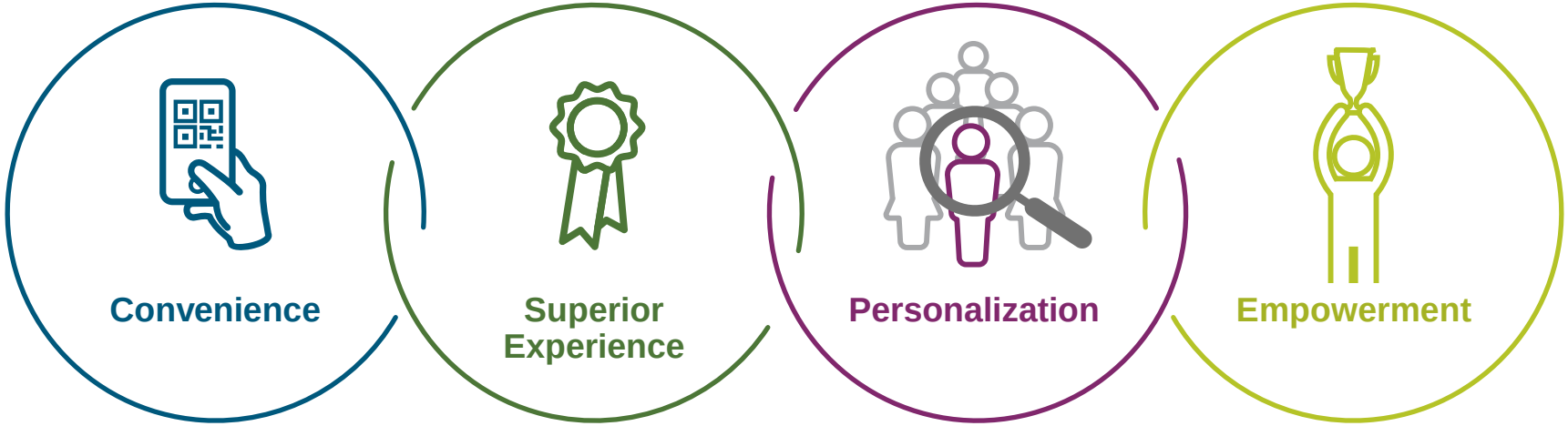


Zappos



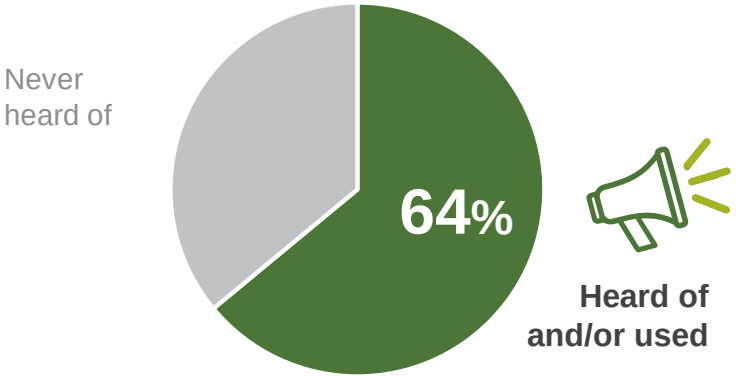
Quest Diagnostics™

Quest is well positioned to meet the needs of today's consumer and empower their better health with **diagnostic insights**

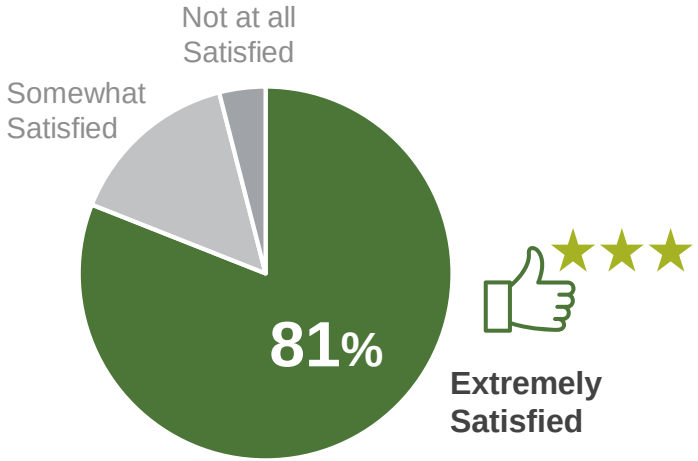


Quest Diagnostics™

Quest has the **highest level of unaided consumer brand awareness** among lab providers…



…and **high levels of satisfaction** among patients who have experienced our services



Going to **where consumers are** has been a winning strategy



The most **convenient, comfortable** and **efficient** environment for our patients and employees

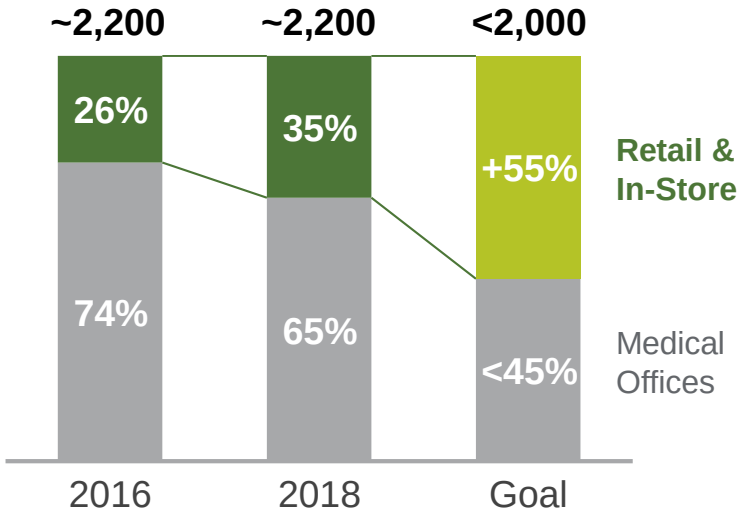


A **network of access points** that lead to incremental, profitable growth



A customer experience that brings to life our **Quest Brand and value proposition**

One-third of PSCs in a retail setting, with 10% in a partner's store



Quest Diagnostics

Being **where consumers are**

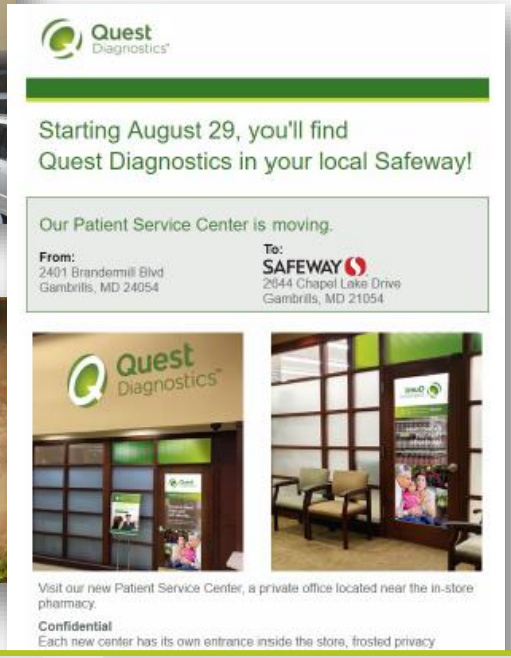
Locations – seamless integration into a consumer's already busy day

Extends visibility including association with brands that consumers recognize and trust

New, modern and updated







Making a difference in the consumer experience



SURVEY METRICS:

Care & Compassion

>93%

2016

Launch

Enterprise launch (~44,000 employees)

2017

How we work

Broader integration into our strategies and processes

2018

Taking it to the next level

Integration into **performance assessment** and **frontline behavioral standards**

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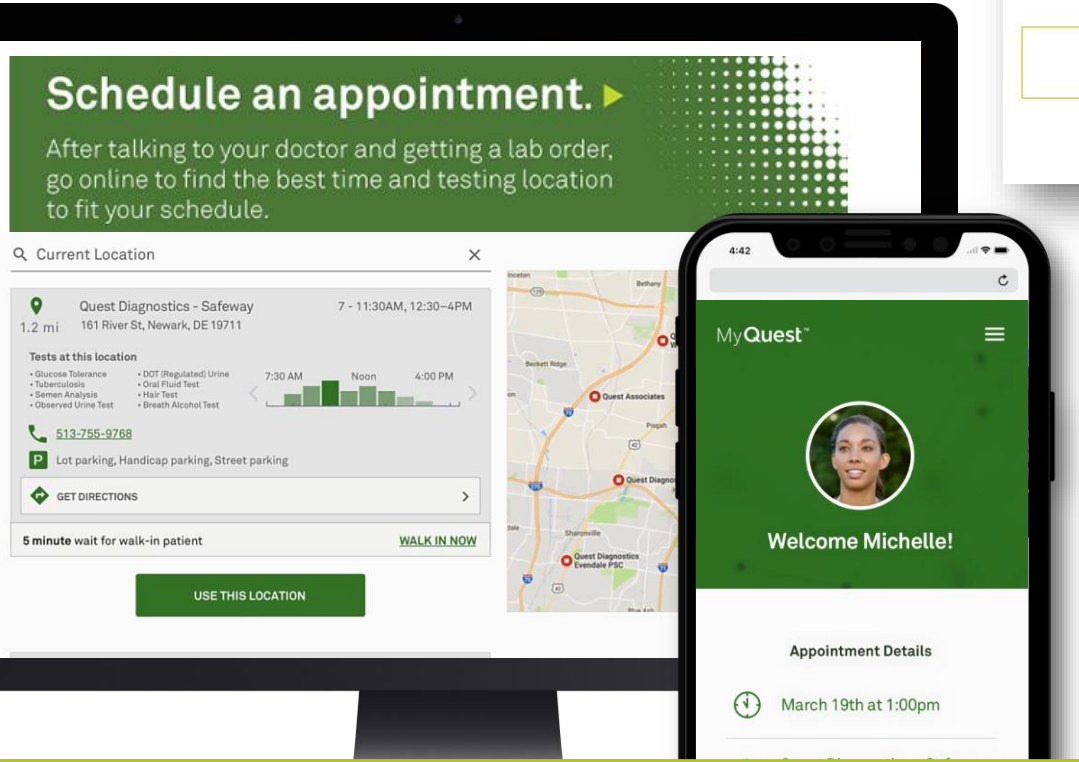
Easy-to-use digital experience

Results directly to you

You can get your test results sent directly to your smartphone, tablet, or desktop.

Get MyQuest™







Quest Diagnostics™

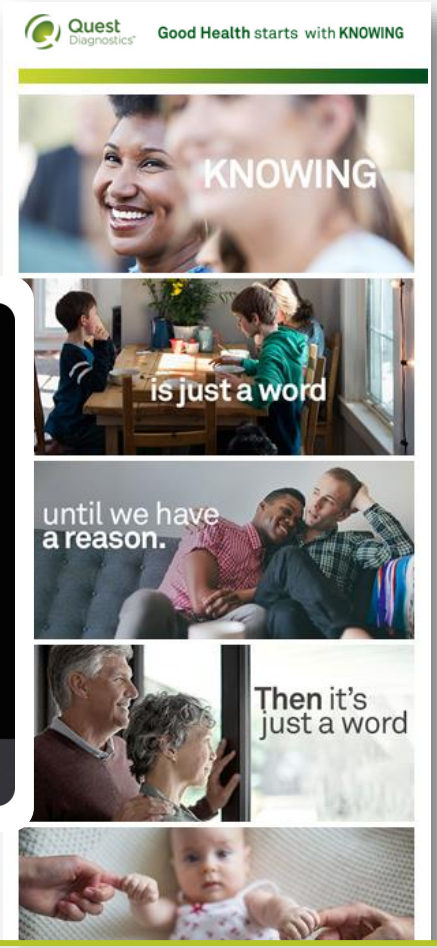
Information that is **relevant**



Personalized Content

My Circle

Text Messaging

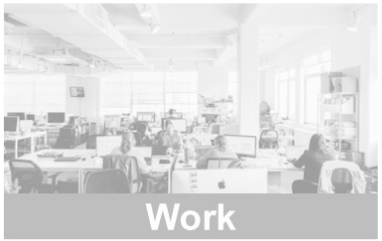


Quest Diagnostics™

Meeting the consumer where they want to be, **including at home**











- **Convenient sample self-collection at home**
- **Results delivered to your smart phone on MyQuest**

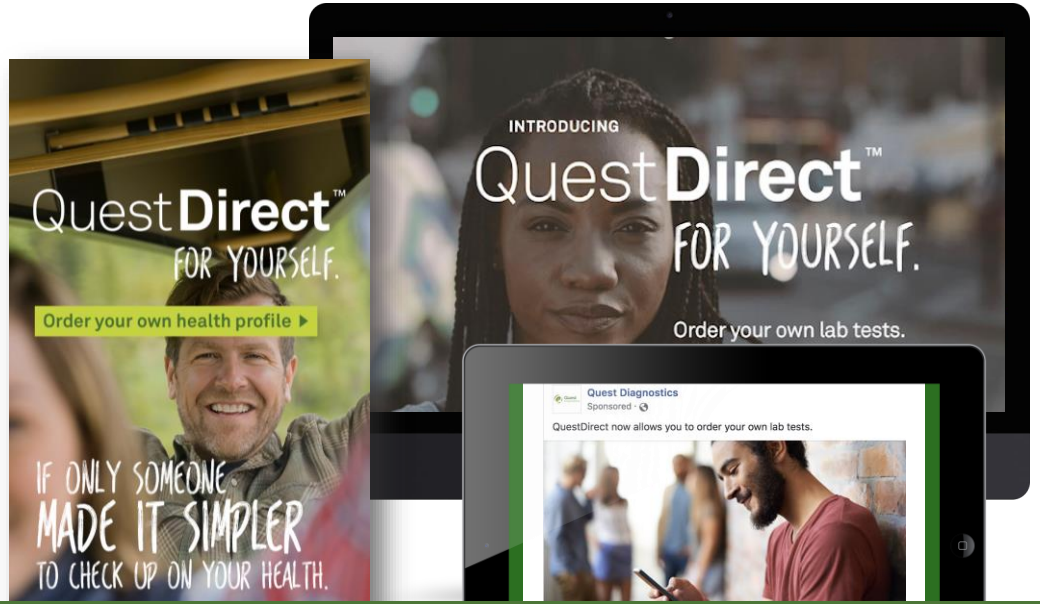
Quest Diagnostics™

Consumer initiated testing…a $300M market today

Shop online for your lab test – no doctor's visit required

Manage your testing appointment online

Get easy-to-understand results through your secure MyQuest account



35 offerings / **48** states

Full **digital** experience

telemedicine consult capability

Quest Diagnostics™



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Key takeaways

- Quest has the highest level of consumer brand awareness among lab providers
- Consumers are taking a more active role in their health
- We’re well positioned as we enter the $300M consumer initiated testing market, which is growing double digits


Quest
Diagnostics™
2018
INVESTOR MEETING