

Tip of the Month



Do Your Phlebotomy Services “Ad” Up?

Whether you realize it or not, everyone is in the marketing industry. You market yourself to potential friends and spouses, you market your job skills to potential employers, and you market your personality to every stranger you meet. Package yourself properly and people invest in you. Friends and spouses invest their hearts in you; employers invest their income in you; strangers invest their trust in you.

If you collect blood samples for the laboratory to test, you’re marketing your skills to every patient you draw. If you’ve had the proper training, developed your professional persona, mastered customer service, and regularly pursue continuing education, you should be an easy sell. All you need now is a slogan. Which one of these proven catchphrases best describes you?

Let your fingers do the walking. If your fingertips that are highly developed vein-finders, you will have no trouble marketing your ability to find even the most elusive veins on the most difficult patients with this little jingle.

The quicker picker upper. This name fits you like a non-latex glove if you’re the type who jumps at the chance to draw a patient instead of waiting to see if someone else jumps first. Or who doesn’t hesitate to clean those spills and messes everyone else walks past.

We bring good things to life... good things like accurate test results because you drew the sample properly, comfort to a patient who was distressed, and a “thank you” to a coworker who knows you mean it.

It keeps going, and going, and going. Just like the bunny, this slogan fits you if you put in a full day’s work without a complaint, always look for something to do, and prewarm heel- and fingerstick sites so the blood keeps flowing without you having to milk the daylights out of them.

A mind is a terrible thing to waste. This advertising phrase is for you if you continually seek ways to expand your understanding of blood, and how it can be safely drawn, handled, processed and transported so that, when tested, it accurately reflects the patient’s state of health.

Good to the last drop. Is every sample you draw and deliver for testing capable of accurately reflecting the patient’s condition? Do you know those things that threaten the accuracy of every lab test, and work to prevent them? Then this is your new marketing campaign.

My bologna has a first name. It’s O-S-C-A-R. My bologna has a second name. It’s M-A-Y-E-R. When it comes to spelling names, Oscar Mayer had the right idea. Making sure patients spell their first and last name isn’t just a bunch of bologna, it’s required by the CLSI patient identification guideline.

They’re G-r-r-r-eat! Is this what you and your coworkers strive for every patient to say about you? If you market yourself properly with solid training, continuous education, and finely tuned phlebotomy skills, Tony the Tiger won’t mind if you share this slogan.

Make no mistake, you’re in marketing. A catchy slogan is a great way to get people to remember you, but it only works if it really describes you. Start looking at yourself as a constant commercial for what you do and who you are. If you are dedicated to projecting excellence, you’ll never be accused of false advertising. Once you decide to have it your way through the relentless pursuit of perfection, your patients will fly the friendly skies toward better health.