



wheel

# 5 Stories of Customer Success

LAB & DIAGNOSTIC COMPANIES

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# Proven clinician oversight solutions built for scale

Delivering high-quality virtual lab services is a key revenue opportunity for lab and diagnostic companies. But powering these services at scale without a reliable clinician oversight partner is expensive, time consuming, and complex.

Wheel delivers clinician oversight solutions for the industry's leading lab and diagnostics companies – from brick and mortar labs moving digital, to digital-first labs and lab infrastructure technologies.

This customer story compendium features five success stories of companies leveraging Wheel to uplevel their lab offerings, drive revenue, and build customer loyalty. See how Wheel could support your business with fast, secure testing and treatment that adds value, fosters growth, and promotes consumer engagement.

If you'd like to learn more, let's chat:  
[sales@wheel.com](mailto:sales@wheel.com)



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## **After at-home COVID testing success, leading diagnostics company uses Wheel to expand footprint to employers**

Once successfully establishing a comprehensive, direct-to-consumer COVID testing service, this company wanted to expand their patient reach with an employer-sponsored program for cardiometabolic health.

## Challenge

To stay competitive in the market, this client wanted to quickly build and launch a cardiometabolic health testing service for employers – an emerging market for them. The program includes at-home testing kits for cardiometabolic health, review of lab results, and a follow-up video appointment with their clinician to discuss overall health history, plus a review of cancer and behavioral health risk factors in combination with their lab results.

Clinician oversight at that scale requires a 50-state clinician network and review technology. They also needed a partner that prioritizes security and compliance and can be trusted to build a successful long-term program.



**The customer needed a nationwide partner with on-demand, high-quality clinician oversight and follow-up telehealth services for labs, and they wanted to launch as soon as possible.**

## Solution

This client chose Wheel because our 50-state clinician network with 24/7 availability **unlocked expedited response times for their patients** – enabling them to confidently meet service-level agreements (SLAs) at scale. Plus, our easy integration and pre-built library of clinical intakes allowed them to launch in just 30 days.

## Key Wheel Services

- ✓ Approval of lab order requests in under one minute through our Smart Review Technology
- ✓ Clinical lab results review and interpretation
- ✓ White-labeled telehealth follow-up visits to review:
  - Cardiometabolic panel
  - Health history and lifestyle questionnaire
  - Cancer screening questions
  - PHQ4 screening for depression and/or anxiety

# Direct-to-patient diagnostics company rapidly expands lab menu with 26 tests with Wheel

After launching with COVID testing, this leading at-home labs company wanted to expand their reach and stay competitive by adding 26 new test services.

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## Challenge

With only a COVID test offering, this company wanted to diversify their lab menu and add new revenue streams to stay competitive. But building out a comprehensive test menu from scratch with all the necessary legal and regulatory requirements would have been too expensive and time consuming.



**This company needed a clinician oversight partner with the experience and easy-to-use technology to scale their lab testing program quickly and easily – without compromising compliance or quality.**

## Solution

The client leveraged Wheel's nationwide clinical network, easy-to-use technology, and library of pre-built lab-intakes to get to market quickly with 26 new direct-to-consumer lab tests. **Wheel provided near-instant lab ordering, results review, and prescription treatment for patients when necessary.** Plus, guidance from our in-house legal and clinical teams offered strategic value, while our scalable clinician network supported their future growth.

## Key Wheel Services

- ✓ Approval of lab order requests in under one minute through our Smart Review Technology
  - flu
  - yeast infection
  - birth control
- ✓ Flexible, nationwide coverage for lab oversight
- ✓ White-labeled telehealth follow-up visits
- ✓ Prescription treatments when necessary



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## Leading B2B lab infrastructure platform unlocks nationwide, scalable clinical oversight with Wheel

This company powers comprehensive testing infrastructure for health systems, retail pharmacies, and government entities. When their clinician oversight provider turned into a competitor, they needed to find a different solution fast.



## Challenge

To power lab testing at scale, this company partnered with the industry's traditional clinician oversight provider. After that partner joined forces with a competitor, they needed to find an alternative, non-competitive solution that put their business first.



To support its high-value and high-volume client base, the company needed a reliable partner with proven clinician oversight experience to maintain their foothold as a long-term infrastructure partner.

## Solution

Wheel's white-labeled platform and clinician network **seamlessly replaced their existing provider within one month frame**. Beyond near-instant lab ordering capabilities, we work as a strategic partner to help this client take on new customers and enter new markets.

## Key Wheel Services

- ✓ Approval of lab order requests in under one minute through our Smart Review Technology
- ✓ Flexible, nationwide coverage for lab oversight
- ✓ White-labeled telehealth follow-up visits
- ✓ Prescription treatments when necessary

# Nationwide laboratory achieves 800% test volume growth and 100% adherence to response times in partnership with Wheel

The nation's leading specialty laboratory needed a new clinical oversight partner to rapidly meet exponential demand and unlock new markets while retaining their brand integrity.

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## Challenge

With the need for COVID testing rising exorbitantly, this lab company wanted to scale their high-quality testing services competitively to match patient demand. However, their incumbent labs oversight partner was failing to meet service-level agreements (SLAs) even at a small scale.



**To compete with new digital-first lab solutions and continue offering value to provider and payer partners, this company needed to partner with a tech-enabled, 50-state clinician network that could launch rapidly, meet SLAs, and adapt for multiple future use cases.**

## Solution

This client launched new direct-to-consumer testing programs in just two weeks from implementation with Wheel. **Within six months of launch, test volumes increased by more than 800%** while adherence to clinical quality metrics and lab order review response times remained at 100% adherence. After such success, Wheel partnered with the company to launch their first gap-in-care-program for payers focused on at-risk populations.

## Key Wheel Services

- ✓ Approval of lab order requests in under one minute through our Smart Review Technology
  - COVID-19 testing and treatment
- ✓ Flexible, nationwide coverage for lab oversight
- ✓ White-labeled telehealth follow-up visits
- ✓ Ongoing partnership to unlock new market opportunities with new lab services

**“When we found Wheel it was like a breath of fresh air. Your clinicians are amazing with our customers, and we’re confident they’ll have consistently great experiences. Communication is also important, and Wheel is always available to assist with our needs.”**

- SR. DIRECTOR OF D2C SERVICES



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## Laboratory launches direct-to-consumer men's health brand with Wheel

To grow revenue and stay competitive, this successful brick-and-mortar lab sought a clinician oversight partner to help develop, launch, and power their new consumer-driven lab services for men's health.

## Challenge

With COVID demand waning, this lab company wanted to expand its business and launch a new online men's health and wellness brand providing lab testing for testosterone, cortisol, thyroid, and more – as well as prescription treatment when needed.

Lower COVID testing demand added pressure to launch quickly, and the company knew the regulatory complexities for a brand new line of business would be too time-consuming and expensive to tackle on their own.



**This company needed a 50-state clinical oversight partner with trusted experience and robust tech infrastructure to get to market quickly, scale nationwide, and eventually provide supplemental virtual care services to their clients.**

## Solution

The client chose Wheel because our 50-state clinician oversight solution and library of pre-built lab intakes allowed them to build and scale their new consumer program quickly and confidently. **Wheel provides near-instant lab ordering, results review, and prescription treatment for their patients across the US.** Plus, with Wheel's built-in legal and regulatory compliance oversight, the company can confidently deliver testing services that meet the highest regulatory compliance and security standards.

## Key Wheel Services

- ✓ Library of proven, pre-built lab intakes for men's health
- ✓ Approval of lab order requests in under one minute through our Smart Review Technology
  - testosterone
  - estradiol
  - cortisol
  - DHEA levels
- ✓ Flexible, nationwide coverage for lab oversight
- ✓ White-labeled telehealth follow-up visits
- ✓ Ongoing partnership to unlock new market opportunities