

Delivering peace of mind for irreplaceable specimens

As an independently owned and operated specialized cancer diagnostics laboratory, CSI Laboratories is committed to putting the needs of pathologists, clinicians, and patients first. Every day, the lab tests and analyzes patients' biopsies from across the country and strives to maintain the superior levels of quality and responsiveness that have come to differentiate the provider from the competition.

It was this high-caliber service that prompted a large hospital in southern California to choose CSI Laboratories for its cancer diagnostic testing over other labs in much closer physical proximity. However, because the customer was concerned that irreplaceable tissue biopsies and bone marrow samples could be delayed past the 48-hour viability window en route to the CSI Laboratories testing facility in Alpharetta, Ga., the hospital was shipping each specimen individually instead of consolidating them into larger, more convenient shipments.

Enhancing shipment visibility and control

To deliver peace of mind, heightened security, and improved efficiencies to the customer, CSI Laboratories introduced SenseAwareSM powered by FedEx. The SenseAware multi-sensor device collects and transmits data on each package's location and environmental conditions in near real-time via wireless communication to a powerful online application for enhanced visibility and insight.



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*Tony Perez
Interim COO
CSI Laboratories*



Current
Location



Accurate
Temperature



Light
Exposure



Relative
Humidity



Barometric
Pressure

In conjunction with the advanced shipment monitoring and customized package recovery capabilities of FedEx Priority Alert®, both CSI Laboratories and the customer have shared access to the collaborative SenseAware online application and can set up personalized alerts to shipment events based on specified parameters. Utilizing the SenseAware service, both partners have complete visibility to know if any shipment is in danger of missing the delivery deadline, and the assigned FedEx Priority Alert specialist can immediately trigger an intervention and reroute the package to Atlanta using commercial airlines that support SenseAware.

Tony Perez, interim chief operating officer for CSI Laboratories, explained that his company uses the SenseAware GPS capability to help ensure that all samples are received in a timely fashion.

“The samples die quickly, and ideally we like to receive them within 24 hours,” said Perez, who added that the temperature-monitoring capabilities of SenseAware can flag any extreme fluctuations for the specimens.

Boosting customer confidence

Thanks to SenseAware and FedEx Priority Alert, the hospital now feels comfortable shipping six to 10 samples per package. In addition to being more convenient for the customer, the shipment consolidation has also paid dividends to CSI Laboratories. Since the lab pays the shipping charges for customers, the ability to bundle specimens together more than pays for the SenseAware service.

CSI Laboratories also uses SenseAware for heightened security when transporting approximately 20 to 30 samples to a partner lab via FedEx each night.

“The greatest comfort to a customer is knowing where their shipments are,” stated Perez. “SenseAware helps set us apart from our competitors and enables us to compete with larger labs that don’t offer the value-added services we do. It has given our sales team confidence that if customers are leery about their samples being misrouted, we have a tool that can overcome those concerns and give them peace of mind. I’m also able to sleep better at night knowing that my shipments will get to our partner lab without any issues.”

