

Einstein Medical Laboratories: Providing Integrated Healthcare for Brazil

Built on a Foundation of Excellence in Quality

OVERVIEW

Quality is at the Core

As a part of the Sociedade Beneficente Israelita Brasileira Albert Einstein (SBIBAE), Einstein Medical Laboratories had ambitious plans to build a singular healthcare resource for their community. They sought ways to elevate their quality and were motivated to pursue CAP accreditation where they learned it offered many benefits making their desire -- to expand with quality while serving their community at a globally-recognized level -- a reality.



AREAS OF IMPACT



Operational Excellence

The CAP accreditation process and checklists are embedded in Einstein and have helped Einstein manage growth and standardize best practices across diverse laboratory types and disciplines.



Business Growth

Einstein's impressive growth in testing capacity and their diversified model has helped serve more internal and external customers and fueled more B2B relationships.



Diagnostic Confidence

Since achieving accreditation, the number of Einstein laboratory tests performed has grown approximately tenfold to 1.2 million per month while accuracy and safety metrics also improved.



Dr. Cristóvão Manguiera
Medical Director
Einstein Medical Laboratories

“ The CAP is very good for the economic health of our laboratory. Why? Because the process is more quantitative which makes our quality visible and easily demonstrable. ”

Recognition on a Global Stage

BACKGROUND

Einstein's Quality Culture

Striving to provide a higher quality in their services has been a driving focus from the beginning and is a core part of the Einstein culture. They sought ways to elevate that quality and visited some of the premier institutions in the United States where they found they were all CAP accredited. This motivated the Einstein team to pursue CAP accreditation where they learned it offered many benefits: most importantly, a proven process to standardize and scale quality assurance.

APPROACH

Making the Exceptional the Standard

As part of the institution's quality culture, Einstein laboratories had a twenty-year history of using CAP proficiency testing/external quality assessment (PT/EQA) programs. That familiarity, as well as a legacy of internal quality controls, meant the CAP quickly became part of Einstein's quality culture.

Einstein found that CAP both complements its other accreditations and offers unique value. According to Dr. Manguiera "CAP was a choice to get more quality in the laboratory." And while the CAP accreditation process is more rigorous, it is not disruptive.

"It's now a normal part of our process," says Dr. Carlos Ferreira, Einstein's Medical Manager of Clinical Pathology. "It's not difficult because CAP standards are in our blood – part of Einstein's quality DNA."

CONCLUSION

CAP Accreditation: A Demonstrable Investment

Dr. Manguiera also appreciates how CAP standards help quantify and communicate the value of Einstein's laboratories to hospital management, doctors, patients, and external customers. "We use these kinds of indicators internally to continually improve and grow the laboratory and externally to capture more business, more easily."


According to Dr. Ferreira, "CAP is not a cost; it's an investment." And as such, the growing partnership between the CAP and Einstein laboratories is further cost-justified by how it supports ongoing educational, financial, and marketing objectives, including:

- Preserving quality controls as Einstein laboratories scale-up
- Educating laboratory managers and staff about new methodologies
- Differentiating Einstein laboratories from the competition

CAP accreditation not only serves as a compass for scalable quality and facilitates business growth, but helped Einstein become a globally-recognized premier institution.

FACTS AND FIGURES

Year Founded	1971
Headquarters	Sao Paulo, Brazil
Number of Laboratories	2 Main, 2 Reference, 16 Clinics
Clinical Tests Offered	2,000 onsite, 4,000 all menu
Tests/Day	40,000


With Einstein's growth over the last 10 to 15 years, we could have been really challenged to maintain quality. Our partnership with the CAP made sure we didn't lose our way. It gave us our direction.



Dr. Carlos Ferreira
 Medical Manager of
 Clinical Pathology
 Einstein Medical
 Laboratories

