Ortho Clinical Diagnostics

Ortho Clinical Diagnostics Honored for Customer-Focused Training Effort at Brandon Hall Group Excellence Awards

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Recognition follows numerous honors for Ortho's industry-leading customer service and support



Ortho Clinical Diagnostics, a global leader of in vitro diagnostics dedicated to improving and saving lives through innovative laboratory solutions, was recognized with a Silver Award for an innovative laboratory training program at the 2019 Brandon Hall Group Excellence Awards, held this week at the Brandon Hall Group's HCM Excellence Conference.

Ortho was recognized in the category of Best Advance in Competencies and Skill Development

The laboratory specialist training program, co-created with Zimmet Group, with which Ortho shared the honor, aims to help professionally develop laboratory workers' crucial customer-care behaviors and improve competencies.

Ortho's award-winning customer service is anchored by its laboratory specialists, experts who travel to customer labs to provide onsite training and clinical support to laboratorians. Zimmet Group worked with Ortho to design a training program that elevated the lab specialists' customer engagement strategies, which improved and elevated their training delivery. Afterwards, customer satisfaction with the training experience rose from 77 to 93 percent, and satisfaction with the lab specialist trainer rose from 92 to 97 percent.

> ***"It is a top priority at Ortho to do all we can to ensure that every customer receives the best possible service and support," said Karen Taylor, vice president of global learning and development and customer excellence at Ortho. "We are thrilled to receive this award for our efforts with our employees, but even more excited by the validation of our efforts and that they will lead to the best possible customer experience. And they do, as is shown by our repeated recognition for customer service and support around the world."***

IMV ServiceTrak has ranked Ortho's Ortho Care™ service and support program number one in the diagnostics industry for the past four years based on opinions of laboratory professionals working in U.S. hospitals representing more than 3,000 systems. In addition, Ortho also has won International Stevie Awards in recent years for service and support, and is a 2020 Stevie Award finalist. Ortho also has been honored for customer service separately in India and the Philippines.

Brandon Hall Group Excellence Award entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group analysts and executives based upon the following criteria: fit the need, design of the program, functionality, innovation and overall measurable benefits.

> ***"The HCM Excellence Awards recognize programs that measurably benefit organizations," said Mike Cooke, Brandon Hall Group CEO. "Many human capital management departments are unable to confirm that their initiatives help the business's bottom line. Because we focus on measurable benefits, our awards program is universally recognized and highly prestigious."***

About Ortho Clinical Diagnostics

Ortho Clinical Diagnostics a global leader of in vitro diagnostics dedicated to improving and saving lives through innovative laboratory solutions, serves the clinical laboratory and immunohematology communities.

Ortho's high-quality products and services help hospitals, hospital networks, blood banks and labs in more than 125 countries and territories deliver consistently fast, accurate and reliable results that allow clinicians to make better-informed treatment decisions.

Ortho's lab solutions provide sophisticated testing technologies, automation, information management and interpretation tools to clinical laboratories to help them run more efficiently and effectively and improve patient care.

Ortho's blood typing products help ensure every patient receives blood that is safe, the right type and the right unit.

Why does Ortho continue to innovate and provide industry-changing solutions? Because every test is a life.

About Brandon Hall Group

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and HR/Workforce Management.

With more than 10,000 clients globally and 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results. Our mission: Empower excellence in organizations around the world through our research and tools each and every day.

At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient. (www.brandonhall.com)

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