



The Benchmarking Partnership

Keele University



GP Pathology Demand Optimisation Programme

Demand optimisation is one of only a very small number of things a pathology laboratory can do to simultaneously achieve cost efficiency savings whilst also improving outcomes for patients, without spending a significant amount of time or resource to implement the strategy.

In fact, most successful demand optimisation strategies involve virtually no initial outlay at all, and the benefits can be realised almost immediately.

The Benchmarking Partnership's GP Pathology Demand Optimisation Programme is designed to help laboratories identify their best opportunities for demand optimisation success, and to support them with critical performance and forecasting data throughout the implementation process. It has helped support successful laboratory demand optimisation strategies for over a decade, and brings with it the shared learning and experience to help guide your own strategy planning.

Year One Forecast Impact of Demand Optimisation Intervention				
	Calculated Volume - 09/2024 to 08/2025	% Difference vs Latest 12 Months	Difference (Number of Tests)	Change in Cost (Based on £5.00 per test)
Same volume as current year	78,371	0	0	£0
Forecast volume based on trend	96,021	+22.5%	+17,650	+£88,248
Flatline vol from 08/2024 onwards	77,604	-1.0%	-767	-£3,835
10% reduction intervention*	75,654	-3.5%	-2,717	-£13,585
25% reduction intervention*	65,739	-16.1%	-12,632	-£63,160
50% reduction intervention*	49,215	-37.2%	-29,156	-£145,780
*Including 6 month period of intervention 'establishment' post-implementation				

Next 12 Months Forecast Volume

Chemistry Focus Tests Latest 12 Months to 08/2024 Change vs Prev 12m		
HBA1C	£2,642,725	+£218,290
FREE T4	£449,814	+£31,090
URINE ALBUMIN/MICROALBUMIN	£353,056	+£60,631
VITAMIN D	£1,970,609	+£326,215
PSA	£867,293	+£58,824
FIT TESTING	£212,513	+£25,286
BNP/NT-PRO BNP	£547,501	+£25,851
CA 125	£388,162	+£9,910
FAECAL CALPROTECTIN	£382,372	+£15,379
FSH	£41,941	-£1,137
LH	£38,180	-£786
LITHIUM	£14,490	+£280

Registered Patients Within Highest % of "Non-White" Population Group			
Population Group	Overall Spend per Capita	Tests per Patient	Number of Practices
Highest % 10			0
9			0
8	£11.64	2.71	7
7	£13.05	3.13	21
6	£13.77	3.30	15
5	£14.81	3.55	13
4	£14.44	3.45	23
3	£15.79	3.76	11
2	£20.51	4.80	11
Lowest % 1	£21.15	4.90	2

Strategy Planning Analyses

- ✓ Identification of your top 3 "quick wins"
- ✓ Analysis of potential savings (volume and cost) vs current position and vs upcoming forecast
- ✓ Strategy implementation forecasting and modelling

Test Volume Trend and Forecasting Analyses

- ✓ Test volume analyses over last 3 years for key markers
- ✓ AI-powered forecasting for key marker tests predicts monthly volume for upcoming 12 months
- ✓ Comparative relative test rates vs national peers
- ✓ Performance monitoring of ongoing strategies
- ✓ Fasting growing and declining tests

Test Cost Analyses for Key Marker Tests

- ✓ Current and upcoming 12 months forecast cost of testing for key marker tests
- ✓ Cost to GPs, or cost to laboratory ie consumable cost of testing, or 'no cost data' versions of reports
- ✓ Either use your own or our national average cost data

Equity of Access and Key Contextual Data

- ✓ Test rate and cost per capita analyses for key demographic groups, incl. deprivation and ethnicity
- ✓ Demographic data provides context to wider analyses, including age, deprivation, ethnicity and key marker condition prevalence

For further information about this service please contact us: info@pathology.support or visit our website – www.thebenchmarkingpartnership.com