



NATIONWIDE DIAGNOSTIC OUTREACH

A Division of Direkt Sales Corp.

**WE BRING TESTING
TO THE CONSUMER**





**HELPED LABS
FACILITATE**

**1 MILLION
PATIENT TESTS**

— **LAST YEAR** —



5,000
HIPAA-CERTIFIED AGENTS



LOCATIONS:
Near CVS, Walmart,
Senior Homes & Medical Clinics



**WE BRING TESTING
TO THE CONSUMER**



TESTING NEAR RETAIL LOCATIONS



COMMUNITY & MOBILE TESTING



SENIOR COMMUNITY TESTING

SEEKING LAB PARTNERS
FOR CONSISTENT TEST VOLUME



RPP



RSV



FLU



COVID



UTI



STI

Nationwide Diagnostic Outreach

We Bring Community-Based Testing Access Directly to the Patient

**Helping laboratories reach difficult-to-access
populations including:**

- Seniors in assisted living and care facilities
- Patients with transportation barriers
- Underserved urban communities
- Hard-to-reach populations with limited healthcare access

Partnership Development Executive:

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Proven Capabilities

In 2025, Our Network Helped Procure Over 1 Million Diagnostic Tests

How We Did It:

- 5,000+ field representatives nationwide
- HIPAA-certified outreach agents
- Rapid deployment capabilities
- Face-to-face patient engagement
- Thousands of lease agreements and outreach relationships with:
 - Medical centers
 - Senior living centers
 - CVS locations
 - Walgreens locations
 - Walmart locations
 - Community-based retail environments

Why Laboratories Need Outreach Infrastructure

Common Problems Labs Face:

- High patient acquisition costs
- Low response rates from digital advertising
- Difficulty reaching seniors and underserved populations
- Transportation barriers preventing testing completion
- Insurance reimbursement concerns

Many outreach campaigns generate patients who:

1. Are out-of-network
2. Are unqualified
3. Cannot be properly reimbursed
4. Never complete testing

**Why We're
Different:**

**Targeting
Based On
Insurance
Contracts**

Step One: The Laboratory Identifies:

- Accepted insurance carriers
- Covered testing programs
- Geographic priorities
- Target patient demographics
- Eligible patient populations

Step Two: We Build Outreach Around:

- In-network populations
- Eligible communities
- Covered testing opportunities
- High-conversion target zones

Step Three: Results:

- Higher reimbursement efficiency, stronger conversion rates, and fewer non-billable tests.

**What We
Offer:**

**Flexible
Outreach
Across
Multiple
Diagnostic
Categories**

**Universal and High-Demand Testing
Categories Include:**

- RPP / respiratory pathogen panel testing
- STI testing
- UTI testing
- COVID testing
- Fingernail fungus testing
- Infectious disease testing
- Preventive health screening

**Additional Health Screening Opportunities
Include:**

- Blood testing through fingerstick collection
- Wellness screening
- Diabetes screening
- Cardiovascular risk testing
- Hormone testing
- Chronic disease screening

Traditional & Modern Collection Methods

Traditional Collection Methods May Include:

- Nasal and throat swab collection
- Urine specimen collection for STI and UTI testing
- Standard specimen collection workflows
- Mobile and on-site testing support

Modern Collection Methods May Include:

- Finger-prick blood collection
- Dried blood spot testing
- Self-collection testing kits
- Mail-back specimen systems

Reaching Difficult-to- Access Communities

We help remove barriers to testing access.

Populations We Help Reach Include:

- Seniors in assisted living communities
- Patients with transportation limitations
- Underserved urban populations
- Low-access healthcare communities
- Medicare populations
- Medicaid populations
- High-risk chronic disease groups

Human Engagement Drives Higher Participation

Traditional Outreach:

- Passive advertising
- Digital-only engagement
- Low trust
- Low conversion

Nationwide Diagnostic Outreach:

- In-person communication
- Community trust
- HIPAA-certified representatives
- Real-time education
- Immediate action opportunities
- High-touch engagement model

How Our Model Works

Six Steps

- Step 1 — Lab Defines Coverage Parameters
- Step 2 — Select Outreach Locations
- Step 3 — Outreach Deployment
- Step 4 — Patient Education & Qualification
- Step 5 — Testing Pathway Initiation
- Step 6 — Reporting & Scale

The Key Step:

We select locations based on thousands of existing contracts with retailers and medical facilities across the country.

Potential Partnership Opportunities

Diagnostic Laboratories:

- Preventive screening
- Blood testing programs
- Population health initiatives
- At-home testing programs
- Chronic disease management

Healthcare Organizations:

- Health plans
- Telehealth providers
- Community clinics
- Mobile healthcare programs

Why Partner With Us

Key Advantages:

- Insurance-aligned outreach
- Existing field infrastructure
- HIPAA-certified teams
- Thousands of established outreach locations
- Community penetration
- Scalable programs
- Flexible testing models
- Over 1 million tests procured in 2025

Pilot Program Structure

Our Suggested Pilot Framework:

1. Define approved insurance carriers
2. Select testing categories
3. Choose geographic target areas
4. Identify preferred outreach locations
5. Deploy HIPAA-certified outreach specialists
6. Measure conversion and reimbursement efficiency
7. Optimize and scale successful markets

Our Vision

Nationwide Diagnostic Outreach is building a scalable field-engagement platform that connects laboratories, healthcare organizations, and underserved populations nationwide.

We believe healthcare engagement works best when it happens directly inside the communities that need it most.



NATIONWIDE
DIAGNOSTIC OUTREACH

DELIVERING **HEALTH**
DEFENDING **FUTURES**



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