Quality control for complete blood counts
Every hematology system needs it.
So does your business.

No hematology testing system is complete without quality control. An ever-growing number of national and international regulations now require clinical laboratories to conduct QC programs that ensure the quality of complete blood count (CBC) testing.

Boule Medical is one of few producers in the world of hematology controls. What’s more, these quality products offer smart solutions to everyday testing challenges. For example, users enter all control reference values by scanning barcodes. This simple solution eliminates one of the most common control errors; faulty manually-entered data. And as a key part of our Total Quality Concept (TQC), Boule QC materials also boost your business profitability.

Demand for CBC quality control is growing. CBC is already the world’s most common diagnostic test, and everything points to a growing consumption of QC materials. For distributors like you, the market potential of Boule hematology controls is obvious. With our active support you can:
- Increase your sales revenue
- Reduce your running costs
- Gain a competitive advantage

Business examples overleaf
Boule QC products comprise Boule Con Diff (control) and Boule Cal (calibrator). See overleaf for some simple examples of how they can boost your business operations.

In beginning of September we will sent out an invitation to a Quality Control Webinar to be held in mid September. At the Webinar we will introduce the Quality Control campaign overall and present the campaign material found in the Quality control campaign-folder.

Best regards,

Boule Partner
Sales & Marketing Department
Boule Medical AB
Boost your hematology business operations by increasing sales, cutting costs and building stronger customer relationships

Increase sales revenue
When regulations demand routine hematology QC as a requirement for reimbursement, quickly introducing testing laboratories to Boule Con Diff and Boule Cal hematology controls immediately generates more sales income.

When non-regulated private laboratories dominate the market, finding USPs gains in value. Supplying testing laboratories with Boule hematology controls so that they can offer their clients 'Quality-controlled hematology results' both increases your sales and strengthens customer relationships.

Reduce running costs
When hematology testing is 'all inclusive', including just one control per day plus planned follow-up in the leasing contract is more cost effective than emergency service visits. And it boosts your image as a quality distributor.

Gain a competitive advantage
Marketing activities such as a 'Monthly control-check', where your service technician or/and sales rep travels to end-users and analyze their controls, strengthens your quality image and increases the number of customer contacts. Such activities also raise QC awareness at end-user sites.

Product summaries
Boule Medical is one of very few companies in the world that develop and produce controls. Boule offers a complete range of high quality QC material for the hematology analyzers they market. Control material in normal, abnormal low and abnormal high level is available in different configurations together with a calibrator.

How to order
The order is to be placed according to an Order and Shipment schedule and you are then ensured to get your shipment as ordered with the best in-use time possible.

Don't hesitate to contact me for further information.

Best regards,

Kenneth Wikner
International Product Manager
Boule Medical AB