

Promoting Self-Referral for Laboratory Testing

From time to time, **ecp** will publish selected images to illustrate how various tests and treatments are being marketed to the public. Our goal is to inform our clinician readers of the kinds of messages that their patients may be receiving. These messages may stimulate demand for various services and/or distort expectations about the benefits (and harms) of the services. Readers are encouraged to submit their own examples for publication.

Here we feature two pages from a Web site that encourages consumers to order their own laboratory tests. The site gives the following testimonial about why patients might want to order tests. "I often wonder if I'm at risk for any problems, even though I feel fine. I don't want to wait until something goes wrong. So I ordered my own lab tests—and the results helped me focus on how to stay healthy." Tests can be ordered singly (e.g., a complete blood count) or as a panel. Panels offered include women's health profile with or without osteoporosis risk test, gout screening and monitoring, heart risk panel, STD screen, and allergy panels.

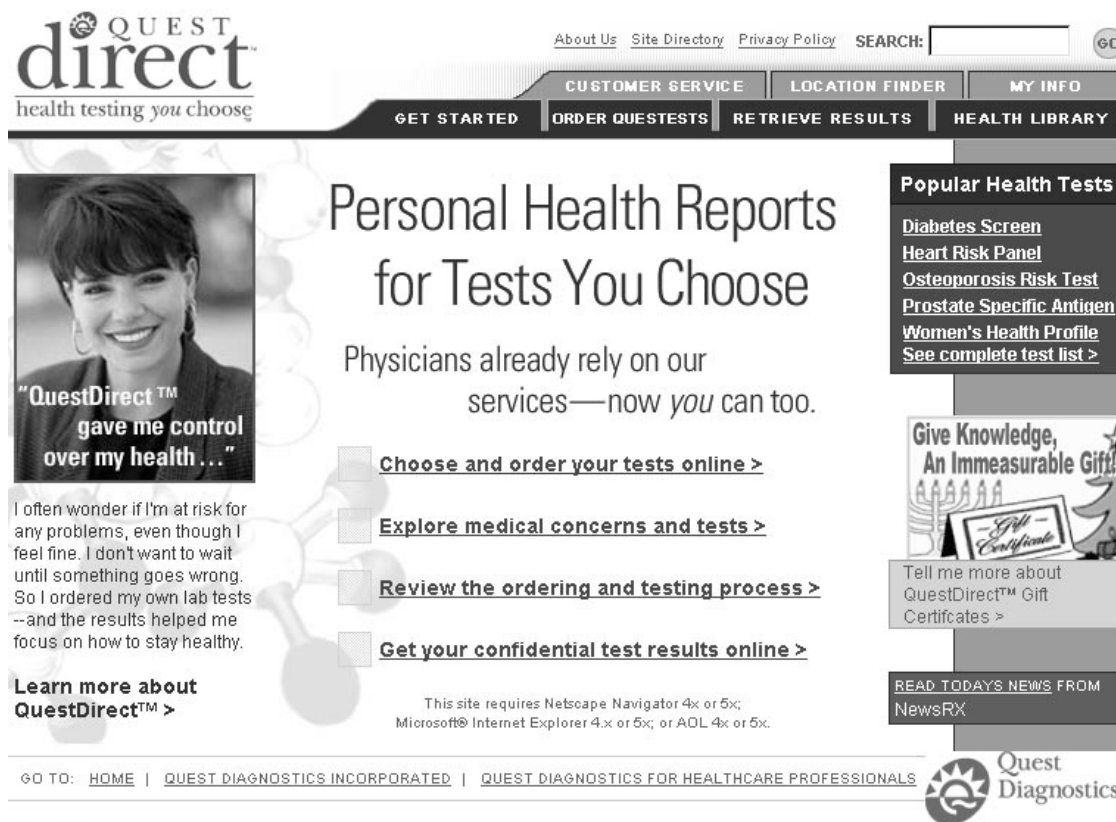


FIGURE 1. Main page of the QuestDirect Web site (www.questest.com/ch/minihome/Home.jsp).

This paper is available at ecp.acponline.org.

**TO ORDER, SELECT
A QUESTEST™ FROM THE LIST:**

General Wellness

- [Women's Health Profile](#)
- [Women's Health Profile Plus ORT
\(Osteoporosis Risk Test\)](#)
- [Men's Health Profile](#)
- [Men's Health Profile Plus PSA
\(Prostate Specific Antigen\)](#)
- [CBC \(Complete Blood Count\)](#)
- [Urinalysis](#)

Specific Conditions

- [Allergy Panels](#)
- [Anemia Screening Panel](#)
- [Diabetes Monitoring Panel](#)
- [Diabetes Screen](#)
- [Gout Screening and Monitoring](#)
- [Heart Risk Panel](#)
- [Liver Health Panel](#)
- [Osteoporosis Risk Test \(ORT\)](#)
- [PSA \(Prostate Specific Antigen\)](#)
- [Thyroid Health Screen](#)

Infections

- [STD Screen](#)
- [Hepatitis C Screen](#)
- [Hepatitis C \(Home Testing Kit\)](#)
- [HIV \(Home Testing Kit\)](#)

Other concerns

- [Blood Type](#)
- [Drug Screen](#)
- [Homocysteine](#)
- [Pregnancy Test \(blood\)](#)
- [THC Screen](#)
- [THC Quantitative](#)

Men's Health Profile plus PSA

QuickLook

QuesTest™ Price \$150.00

**Results can provide information on or
about your**

- | | | |
|-------------------------|---------------------------------------|-------------------------------------|
| • Blood health | • Kidney function | • Metabolism |
| • Cardiovascular health | • Liver function Purine
metabolism | • Probability of prostate
cancer |
| • Immune system | • Sugar metabolism | |
| • Iron metabolism | • Thyroid function | |

This QuesTest™ requires

- Blood sample
- Urine sample

Preparation for your visit

- Wear sleeves that roll up easily
- Be prepared to give a urine sample
- Fasting required 8 hours before your test

QuesTest™ includes

- Anemia Screening Panel
- Diabetes Screen
- Electrolyte Panel
- Heart Risk Panel
- Kidney Health Panel
- Liver Health Panel
- Prostate Specific Antigen (PSA)
- Thyroid Health Screen
- Urinalysis

[Learn about
Health Conditions](#)

[My Test Selections
View or Checkout](#)

[Order this QuesTest](#)

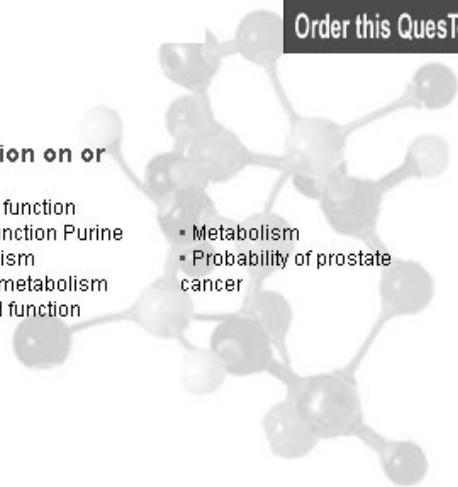


FIGURE 2. Screen to order the men's health profile plus a prostate-specific antigen test (www.questest.com/ch/health_library/healthlibrary.jsp?tab=7&pagename=healthtests&sequence=87).

The Web site has a location finder that helps users find the nearest QuestDirect lab. Acceptable payment forms are cash, check, or major credit cards; insurance is not accepted.