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HALIFAX CHAMBER OF COMMERCE | MARCH 2017 | VOLUME 26 ISSUE 2



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Made with Precision

Company enables quantum leap in blood work **By David Pretty**

Sometimes the most direct solution can pay dividends. Such was the case with Precision BioLogic. For the past 25 years, the Dartmouth-based company has manufactured kits and reagents used in the diagnosis of blood disorders such as hemophilia and thrombophilia.

But what makes Precision's approach so different from its competitors is that these valuable assets are frozen and not freeze-dried. According to Precision BioLogic CEO Paul Empey, this innovation represented a quantum leap of convenience for busy labs around the globe.

"Freeze-dried kits and reagents have to be reconstituted on the lab bench. This can be cumbersome and take upwards to an hour or so. Ours are frozen and ready to go in minutes."

This ambitious and practical product line, dubbed CRYOcheck™, became the foundation for Precision's early success.

"Our uniqueness and creativity came from understanding how to freeze these products and then get them shipped around the world for our customers," Empey says.

And while three-dimensional thinking was critical to Precision's genesis, it's the company's unflagging dedication to customers that ensured its growth.

"Our marching mantra is to be the solution finder, not only for potentially-new customers but existing customers," Empey maintains. "This will always be part of our culture, our mission and our vision."

At Precision, this means proactive, two-way communication designed to help both vendor and client.

"We constantly leverage our relationships to ask questions," Empey says. "What are your needs? Are your needs being met? Have they changed? Even existing customers will have a changing climate with new and different needs and in order to stay at the forefront we need to have open communication with all of them."

Empey is that rare breed of CEO who insists that this approach extends "right to the top."

"I spend a lot of my time on the road visiting customers and travelling with our account managers so that I'm visi-



Photo: Contributed

“*Our marching mantra is to be the solution finder, not only for potentially-new customers but existing customers. This will always be part of our culture, our mission and our vision.***”**

— Paul Empey, CEO, Precision BioLogic

ble,” he says. “Our customers know that when they’re talking to an account manager or the director of sales or marketing that they’re one phone call away from the CEO of the company.”

This has translated into a series of glowing customer testimonials on Precision's website, as well as consistently positive satisfaction surveys.

"I've been in business for 36 years and I've never worked for an organization with marks as high as we get with our customers," Empey beams. "It's fantastic."

A change Empey observed is who is ordering from them. When Precision got started 25 years ago, lab managers were the primary decision makers. But now, with cost-cutting measures set in place in the U.S. and hospitals consolidating together to generate more purchasing power, the task of requisition has shifted to purchasing departments and agents.

"It's important that our relationships with the lab personnel remain strong,"

Empey explains. "But going forward one of the initiatives in our strategic plan is to build strong relationships with financial influencers."

Precision is also putting priority on forging long-lasting partnerships within the pharmaceutical industry.

"Because of our nimbleness and expertise, we can complement and work with some of the pharmaceutical companies with their new releases of drugs," says Empey. "We can develop and launch products to diagnose and treat patients in need of these new therapies."

Empey maintains that Precision's growth and future product development will spring organically from partnering up with these larger clients to bring value to their daily operation.

"It's very exciting," he concludes. "We're actually in the process of developing two such opportunities right now and we're very excited. Things are going very well for Precision. The future is bright!"