



Strategic Focuses 2020-2025

Prairie Diagnostic Services (PDS) Inc.

Continuous Improvement with a **Client-Focus** Mindset

PDS is committed to providing the laboratory analytical and consultative services that our clients need. We strive to understand our current and future clients and continue to adjust our services accordingly.

Success Indicators

- ❖ *Client satisfaction rate is maintained or improved*
- ❖ *Turnaround time is optimized*
- ❖ *Outreach activities for existing and new clients are developed and delivered*

Continuous Improvement by **Innovation**

PDS is committed to be better and more efficient through applied research, test development, and process refinement.

Success Indicators

- ❖ *Applied research supports improved animal health outcomes*
- ❖ *New tests are developed, existing tests are improved*
- ❖ *Internal processes are fine-tuned for greater efficiency*
- ❖ *Profits are re-invested for innovation initiatives*

Continuous Improvement through Strategic **Partnerships**

PDS is committed to building and strengthening strategic partnerships and alliances to advance animal health outcomes.

Success Indicator

- ❖ *Strategic partnerships are built and improved to enhance laboratory testing, surveillance and applied research that are beneficial to animal health and One health.*