

Press release

SYNLAB International GmbH
Moosacher Straße 88
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SYNLAB partners with Feedtrail to promote and evaluate customer feedback

SYNLAB, the leading medical diagnostic services provider in Europe, entered into a partnership with Feedtrail, offering a digital platform for real-time patient and customer feedback based in Europe, that distributes and conducts customer and patient satisfaction surveys.

With Feedtrail as trusted partner, SYNLAB aims at further enhancing its customer experience. Using Feedtrail, hospitals, clinicians and patients can evaluate the service being provided by SYNLAB in real-time. This way, SYNLAB maintains a continuous dialogue with its patients and customers.

“With this partnership we are giving our patients and customers a strong voice and based on their feedback, we are able to offer even better services.” says Head of Group Marketing and Communication, Alexander Hagen.

“Since day one, SYNLAB has been the epitome of an innovative *medical diagnostic services provider* truly committed to prioritizing their patient and customer experience. This partnership is more than just improving results at SYNLAB, it’s about showing how one organization can pave the way to putting patients and customers at the center of care across Europe”. says *Gert Volmer, Co-Founder and Head of Marketing at Feedtrail*.

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For more information:

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About SYNLAB Group

- SYNLAB Group is the leading medical diagnostic services provider in Europe. SYNLAB offers a full range of innovative and reliable medical diagnostics for patients, practising doctors, clinics and the pharmaceutical industry.
- Providing the leading level of service within the industry, SYNLAB is the partner of choice for healthcare professionals. SYNLAB's services also encompass veterinary and environmental laboratory analysis.
- SYNLAB is present in more than 40 countries across four continents and holds leading positions in most markets. Over 20,000 employees contribute every day to the Group's success across different geographies. SYNLAB carries out 500 million laboratory tests per year, achieving sales revenues of approx. EUR 2.0 billion.
- More information can be found on www.synlab.com

About Feedtrail:

Feedtrail is a real-time feedback platform built to meet the specific and ever-changing needs of the healthcare industry. Feedtrail automates the collection of in-the-moment feedback, analysis of the data, and service recovery, helping healthcare organizations improve patient care, enhance employee retention, increase revenue, and prevent patient churn.