CASE STUDY

Carpermor: First Mexican-Owned CAP-Accredited Lab Company

Raising the Standards for Care for All of Mexico

OVERVIEW

Transformative Journey to Success

Two certificates hanging in the office of Carlos Alberto Mosqueira Pérez, CEO of the Grupo Diagnóstico Proa, are a source of great pride. They aren't his university degrees, but something just as valuable: Recognition of Carpermor laboratories being CAP-accredited—the first Mexican-owned laboratories to earn and maintain this distinction for 22 years.

Ricardo Olvera Calderon, MD, MS, MHA, Clinical Pathologist & Operations Director (center), with leadership team

This achievement, like so many others, began with a vision—one that had its roots back in 1948, when Mosqueira's grandfather was inspired to improve health care in Mexico. When Carpermor was established in 1993 to attract business-to-business (B2B) opportunities while bringing modern, quality diagnostic testing to the country, CAP accreditation was a key objective in its pursuit of laboratory excellence. Earning accreditation from the CAP in 2004 helped position the organization among Mexico's leading reference laboratory companies. More than two decades later, those certificates are reminders of how far the organization has come—and signposts for the journey that lies ahead.

AREAS OF IMPACT

Operational Excellence

One of Carpermor's toughest challenges is standardizing processes across 800 patient service centers and 23 clinical laboratories. The CAP's checklists, as well as the clinical and operational guidance they offer, are key to Carpermor's ability to deliver excellent care to each patient.

Business Growth

The CAP's reputation as the world's premier laboratory accrediting body has helped fuel Carpermor's growth. The immediately recognizable CAP brand creates trust among hospitals and physicians as well as corporate partners seeking to ensure diagnostic services that meet global standards.

Diagnostic Confidence

At Carpermor, each lab test represents a life. Serving six million patients annually, the organization is committed to delivering reliable, high-quality diagnostics that improve individual health outcomes while advancing the overall standard of care across Mexico.

Carlos Alberto Mosqueira Pérez
CEO
Grupo Diagnóstico Proa

> "We invested in CAP accreditation decades before anyone else in Mexico... The CAP is an important factor in our growth, and we plan to accredit additional sites that will support our goal to double our business by 2030. People recognize the brand and the quality it represents."

A Mark of Quality That Drives Growth Within and Across Borders

BACKGROUND

Differentiating in a Very Crowded Market

Mexico's clinical laboratory service market has over 18,300 registered medical and diagnostic laboratories. Physicians are required to give patients a choice of three labs for testing, and the patient is responsible for getting the needed tests done and the results back to their doctor. With so many labs available—and with only 10% of the Mexican population having medical insurance—how do referring physicians and patients make the best choice?

Carpermor, the second-largest clinical lab company in Mexico, has found the answer: Differentiation through a patient-centered focus—and through its decades-long relationship with the College of American Pathologists (CAP) and its global accreditation program.

APPROACH

Pursuing Excellence, Standardizing Quality

Recognizing that it's the customer—referring partners and patients—who decides where to go for diagnostic tests, Carpermor focused on being the first and best choice. To ensure access and make testing convenient for patients, its parent company built a network of more than 700 collection centers throughout Mexico known as Chopo. To maintain quality and accuracy, patient samples are sent to the 23 Carpermor reference labs, with the two CAP-accredited locations providing the most comprehensive testing capabilities.

Carpermor has been relentless in its pursuit of excellence. In 2001, it earned ISO 9000 accreditation for quality management systems, followed by ISO 15189 in 2003 for quality and competence in medical laboratories. In 2004, it became the first Mexican-owned laboratory services company to earn CAP accreditation, the global standard of quality for medical laboratories. "No one pushed us to do this," says Luz Maria Karg Barroso, Carpermor's director of Corporate Quality and Operational Excellence. "We were pioneers."

The CAP provided the guidance, systems, and benchmarking that enabled Carpermor to earn the trust and patronage of locals, visitors, businesses, and health care partners. The CAP also helped in standardizing quality processes and creating market differentiation, making Carpermor a powerful brand in Mexico and positioning them for growth beyond their borders.

CONCLUSION

Opportunities in Mexico and Beyond

CEO Mosqueira is not shy about crediting the CAP with much of Carpermor's success. "Accreditation is not required, but we're conscious that we're working on what's most valuable to all our patients, which is their health. This is what really inspired us to pursue CAP accreditation." The CAP has also helped Carpermor expand their business with hospitals, global manufacturing corporations, and pharmaceutical companies—positioning them well to reach other markets. "We see strong growth opportunities along the US-Mexico border, as well as in medical tourism and the ex-pat community. CAP accreditation helps patients identify trusted, high-quality care and serves as a valuable differentiator that justifies the investment."

FACTS AND FIGURES

Year Founded	Grupo Diagnóstico Proa (parent company) / Chopo, 1951; Carpermor, 1993
Headquarters	Mexico City, Mexico
Locations	23 clinical labs and 800 patient service centers throughout Mexico
Scope of Testing	Diagnostic and monitoring panels, specialty pathology
Clinical Tests Offered	2,600+ tests offered; 14M+ conducted annually

Luz Maria Karg Barroso
Director of Corporate Quality and Operational Excellence
Grupo Diagnóstico Proa

"Carpermor is impacting public health in Mexico by providing reliable information on tests we perform. Following the CAP's best practices allows us to provide the best guidance for physicians and raise the standard of care for all patients."

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SCAN TO VIEW THE FULL CASE STUDY

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