

Quest Diagnostics to Collaborate with Google Cloud to Streamline Data and Personalize Customer Experiences Using Generative AI

SUNNYVALE, Calif. and SECAUCUS, N.J., March 18, 2025 /PRNewswire/ -- Quest Diagnostics (NYSE: DGX), a leader in diagnostic information services, today announced a collaboration with Google Cloud to streamline Quest's data management, improve data analytics, and personalize the experiences Quest delivers to patients, providers and other customers.

To do so, Quest Diagnostics will use Google Cloud's data analytics and generative AI (gen AI) technologies, including Google Agentspace, a platform that uses gen AI to connect employees and customers with enterprise-wide knowledge and automate complex tasks through intelligent, customizable agents. The collaboration is one of the first by a national laboratory provider to use these technologies across a range of operations and administrative areas like R&D, customer experience and operations—with data privacy and security safeguards implemented.

"We are excited about the potential to innovate and personalize the services we bring to our patients, clients, and employees," said Murali Balakumar, senior vice president and chief information and digital officer, Quest Diagnostics. "Google Cloud provides a best-in-class platform for securely streamlining and integrating data to generate novel insights and improve productivity. Google Cloud's generative AI capabilities can help dismantle care roadblocks by personalizing the way patients and providers interact with us, improving care access, customer experiences, and quality."

The collaboration will involve streamlining Quest's systems to improve data quality, management, and security. The parties will also explore the use of gen AI in multiple areas, including improving patient engagement by helping patients and consumers glean personalized health insights from their laboratory data, and empowering physicians with laboratory insights and other data to enhance care for the individual patient.

"Working with Google will help us create new capabilities for serving patients, healthcare providers, and other customers," said Mark S. Clare, vice president and chief data officer, Quest Diagnostics. "Data management has gone through significant generational changes in recent years and is only accelerating today with generative AI. Quest's relationship with Google will enable Quest to capitalize on the rapidly changing technology landscape to evolve customer insights in a responsible, trusted and secure manner."

"This collaboration with Quest Diagnostics marks an important moment in healthcare innovation," said Thomas Kurian, CEO, Google Cloud. "By combining Google Cloud's cutting-edge AI and data analytics capabilities, with Quest's vast network and deep healthcare expertise, we're helping improve diagnostics and patient care. Together, we're paving the way for a future where healthcare is more personalized, proactive, and accessible for everyone."

Quest expects the relationship with Google to strengthen its hybrid cloud strategy by growing data and AI capabilities and improving productivity. In 2024, Quest fulfilled more than 200 million test requisitions (orders for tests) and managed over 80 billion datapoints. Access and use of patient data will be protected through implementation of Google Cloud's HIPAA-compliant infrastructure and secure data storage, and Quest's security and privacy controls, and processes.

The Google relationship builds on Quest's strategy to deploy AI and automation technologies to improve productivity, service, quality and innovation. The company has successfully deployed AI and automation in several areas of its organization, including microbiology and cytology testing, specimen processing and customer service.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

About Quest Diagnostics

Quest Diagnostics works across the healthcare ecosystem to create a healthier world, one life at a time. We provide diagnostic insights from the results of our laboratory testing to empower people, physicians and organizations to take action to improve health outcomes. Derived from one of the world's largest databases of de-identifiable clinical lab results, Quest's diagnostic insights reveal new avenues to identify and treat disease, inspire healthy behaviors and improve healthcare management. Quest Diagnostics annually serves one in three adult Americans and half the physicians and hospitals in the United States, and our more than 55,000 employees understand that, in the right hands and with the right context, our diagnostic insights can inspire actions that transform lives and create a healthier world. www.QuestDiagnostics.com.

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