

Bio for Catherine Veal, President

Catherine Veal is the President of Paradigm Labs. Catherine has extensive experience in clinical laboratory operations and executive management. Catherine also has experience in practice administration in the pain specialty field.

Catherine holds a BS in Biology and Psychology from Georgia Tech.

Catherine is known for her team-building and strategic business operations and planning skills. Paradigm has grown significantly under Catherine's leadership. She ensures her laboratory professionals have state-of-the-art laboratory equipment and insists that her scientists research and develop new tests and test platforms to ensure accurate and timely delivery of toxicology test results. Her team understands what is at stake when her laboratory delivers its test results to the ordering healthcare practitioner.

Catherine insists that all Paradigm employees work hard to keep the patient being tested at the center of the business and healthcare decision-making. To ensure cost-effective drug testing that removes the guesswork over which drugs to test, Catherine and her team created Paradigm's flagship testing platforms – Benchmark UDT and Benchmark OFT. Both Benchmark test packages combine LC/MS/MS presumptive testing (screening with LC/MS/MS instrumentation) with LC/MS/MS definitive/quantitative test results for presumptive positives and reported patient medication.

Benchmark tests ensure both the patient and the provider avoid expensive adding on of drugs that traditionally accompanies standard immunoassay to LC/MS/MS confirmation testing. To read more about Paradigm and its Benchmark tests, [click here](#).

