Genetic Counseling for Health Plans
Company Snapshot

- 0% LAB OWNERSHIP—NO CONFLICTS
- 75+M LIVES REPRESENTED by health plan clients
- 76 NET PROMOTER SCORE
- 12+ YEARS EXPERIENCE delivering telegenetic counseling services
- 80+ GENETIC COUNSELORS
- 97% OVERALL PATIENT SATISFACTION
- Largest independent team of GCs
- 80+ full-time genetic specialists covering subspecialties
- National coverage and licensure in states that require it

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Who Partners with InformedDNA?

**Hospitals/Health Systems**
- Advent Health
- Kaiser Permanente
- HCA Hospital Corporation of America
- St. Luke’s Hospital
- Ochsner Health System
- Sutter Health
- Dignity Health
- Santa Clara Valley Medical Center
- Baylor Scott & White Health

**Health Plans**
- Blue Cross Blue Shield
- Aetna
- Cigna
- CareFirst
- UnitedHealthcare

**Laboratories**
- myriad
- Quest Diagnostics
- Invitae
- LabCorp

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Genetic Counseling
Most importantly, appropriate genetic testing and counseling can help to avoid tragic outcomes...
Growing Concerns Regarding Conflicts of Interest

Many laboratories offer pre-test genetic counseling as a service provided by genetic counselors employed by the laboratory.

“This issue has been highlighted in several media reports and will continue to arise as awareness of and interest in genetic counseling continues to grow.”

“Whenever a highly competitive commercial business gets involved in medical choices, you’ve got problems.”

- Bioethicist George J. Annas

“Parents are starting to question the independence...as more and more counselors are paid by the companies that make the tests.”
Genetic Counseling Process

Genetic Counseling is the process of helping people understand and adapt to the medical, psychological and familial implications of genetic contributions to disease. Genetic counselors are trained to provide this complete process.

- How inherited disease and conditions might affect them or their families
- How family and medical histories may impact the chance of disease occurrence or recurrence
- Which genetic tests may or may not be right for them, and what those tests may or may not tell
- Help patients make the most informed decisions about health care conditions
Pre-Test Genetic Counseling and Evaluation

Genetic Counseling meets national best practice standards prior to genetic testing, as recommended by:
Consumers Are Interested in Telehealth

InformedDNA was the first telehealth genetic counseling provider, launching services in 2007.

Interest in telehealth is driven by convenience, faster service and cost savings.*

*Data source: American Well Telehealth Index: 2019 Consumer Survey
Genetic Counseling Informs Appropriate Testing

One National Payer referring patients to InformedDNA as an in-network provider found:

**29%** of patients make the informed, empowered decision to not pursue genetic testing following genetic counseling session.

Reasons patients decline testing:

- Even though medical necessity criteria are met, the patient decided it was not the right time.
- The patient did not meet medical necessity criteria for testing.
- Esoteric reasons, including alternate evaluation recommended or other family member is a better candidate for testing.
Most clinicians are not trained (or paid) to deliver true genetic counseling.

- **Provide standard of care** genetics services according to established guidelines
- **Minimize liability** for inappropriate testing and interpretation
- **Avoid imposing** unnecessary patient cost sharing of tests
- **Maintain stewardship** of patient by referring to independent specialists
Patient Benefits

Many patients feel better supported and educated following comprehensive genetic counseling.

**Convenient and fast access** to a board-certified genetic counselor days, nights, or weekends

**Improved patient experience** with advocate to help make an informed decision

**Patient Satisfaction Score** consistently greater than 95%
What Our Genetic Counseling Patients Tell Us

“I was thrilled with the genetic counseling process. I told my doctor that it was a gift to be required to do it. I was referred through [lab] as a result of the [insurer’s] GC requirement and was initially annoyed that I had to do it, but I ended up being a big supporter.”

“This has been exceptionally helpful. You have been great at providing numbers and talking through each scenario.”

“Thank you, this has been very helpful and informative in understanding how it works and what it could mean for me and my family. It made me realize that testing is not right for me right now.”

“You’ve done more for me in this one conversation than all of the providers I've seen. This is really good information and you present it in a digestible way.”
Ready to talk about adding InformedDNA genetic counseling to your provider network?

Contact us:

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