

Case study

Precision medicine's evolving landscape: How a large regional health plan enhanced total market value with the Genetic Testing Solution from AIM Specialty Health and InformedDNA

Facing a surge in genetic test options, the health plan's leadership team wanted a solution that would guarantee its providers and members access to timely guidance and evidence-based testing standards.

The challenge

With an array of new genetic tests being consistently introduced, the market for precision medicine was becoming increasingly complex for both members and providers. Members were left without timely guidance on test implications and results. Providers were finding it difficult to understand which tests were most appropriate for each patient's case and often relied on local labs for ordering guidance. Faced with an alarming 50 percent increase in spending over a four-year period, the leadership team knew they needed to find a partner to help them navigate through the complexity of genetic testing.

The solution

The health plan selected the Genetic Testing Solution from AIM Specialty Health[®] (AIM) and InformedDNA[®] to address its needs. The solution gave members direct access to board-certified genetic counselors who provided personalized information about tests, risks, and the best path forward. Similarly, providers were guided to optimal tests and labs, and the program's use of evidence-based guidelines ensured care was aligned with the latest and best clinical practices.

"The vast majority of members are under-informed about genetic tests and their implications. They need an advocate," explains InformedDNA Chief Medical Officer Rebecca Sutphen, MD, FACMG. "Counseling produces value for both the member and the health plan. In our experience, one in five members who receive clear information through genetic counseling actually decide not to pursue genetic testing."

The program's comprehensive approach addressed clinical and financial complexities unique to the genetic testing space.



Access to genetics expertise and an automated clinical review simplify providers' decision-making

Overall provider satisfaction

92%

One year post-launch



Genetic counseling enhances the member experience

“You made this topic very easy to understand. I appreciate that you explained complicated topics in a way that makes sense to those not in the field. You also raised issues I hadn’t thought about.”

“I’m glad my insurance required genetic counseling. This has been very helpful for me and my family. I think everyone should have genetic counseling before this type of testing.”

“Laboratories compete for business by marketing large, proprietary, multi-gene panels for hereditary cancer testing. Often, this can lead to a broad increase in the number of tests ordered within a market,” says Michael Fisch, MD, National Medical Director of Oncology Programs and Genetics at AIM. “By focusing on tests with established clinical utility, we help providers navigate this maze of information, so they order the most appropriate tests at the best time.”

To maximize total market value, the health plan implemented the full suite of solution capabilities, including:

- Robust, evidence-based clinical guidelines
- Up-to-date reviews of all genetic tests on the market for clinical appropriateness
- Guidance to the right tests with clear clinical utility
- Genetic counseling for tests aligned with standard of care
- Direction of testing to in-network laboratories
- Timely and responsive clinical consultation for providers

The result

The Genetic Testing Solution quickly met the health plan’s needs. In the first year, PMPM spending decreased by over 47 percent. Robust provider engagement drove rapid adoption throughout the network and 92 percent of providers were satisfied with the program. Moreover, members were empowered to better understand their options and 25 percent opted against using genetic testing.

↓ **47%**
Decrease in year 1
PMPM spending

73
Member NPS Score
(Compared to <20
average for health plan)

Together, AIM Specialty Health and InformedDNA support appropriate, affordable genetic testing services across all medical specialties and subspecialties

Learn more at
aimspecialtyhealth.com/genetic-testing

