

Straightforward Strategies for Implementing Standard-of-Care Genomics Into Your System



Identifying higher risk patients using genetics and genomics in an efficient and cost-effective way is frequently an elusive goal in health care. Along with providing equitable access to care, this item is high on the priority lists of most health systems. Genome Medical has developed tools and technologies to enable the integration of population-scale genomics as standard of care.

WHAT IS OUR APPROACH TO POPULATION GENOMICS?

We design and implement a plan to identify, educate, test and counsel individuals within and throughout defined populations, including health system patients, employee groups, research cohorts and more.

INDICATION - BASED TESTING

Individuals are selected for specific tests based on accepted professional guidelines informed by their personal and family health history.

POPULATION - BASED SCREENING

All individuals within a population are offered testing, regardless of their personal or family health history.

HOW CAN WE MAKE POPULATION GENOMICS COST EFFECTIVE?

Indication-based testing is a low-cost way to start a population genomics initiative. The genetic counseling and testing can be billed to insurance. Patients are returned to the provider's care for follow-up services and management, generating downstream revenue for your institution.

	INDICATION-BASED TESTING	POPULATION-BASED SCREENING
OVERALL COST	Low	Medium to High
PRE-DEFINED INCLUSION CRITERIA	Required	Not Required
GENETIC COUNSELING	Insurance bill	Variable
GENETIC TESTING	Insurance bill	Variable

AN ROI MODEL FOR HEREDITARY BREAST AND OVARIAN CANCER SCREENING

FOR EVERY 10K WOMEN

tested, we estimate downstream revenue of \$1M per year and \$4.8M in the first five years

FOR EVERY 10K WOMEN screened for clinically significant variants in the *BRCA1* & *BRCA2* genes

10,000

700

320

WILL BE POSITIVE for a genetic mutation or be negative but require additional screening and prevention based on their risk

WILL MEET CLINICAL criteria for testing

ECONOMIC ANALYSIS BASED ON

HEALTH SYSTEM DATA

- Number of PCPs
- Average panel size (focus on ages 18-65)
- Payor mix
- Average reimbursement (% of Medicare)

CLINICAL ANALYSIS

- Frequency of patients who meet clinical guidelines
- Frequency of clinically significant mutations
- Testing uptake
- Uptake of interventions post-risk assessment

IMPLEMENTING A POPULATION GENOMICS PROGRAM

Integration and implementation of a population genomics program may be as straightforward as:

- STEP 1:** We partner with your health system to publicize the program. We respect your physicians' time and we focus on not adding to or modifying their patient flows or appointment times.
- STEP 2:** Your patient visits a co-branded landing page and answers a few simple questions about their personal and family health history.
- STEP 3:** If they are assessed as higher risk, the patient moves on to more in-depth questions.
- STEP 4:** If the patient meets criteria for testing, they will have pre-test counseling and testing via phone or video. The recommended test will be ordered.
- STEP 5:** Results will be returned to the patient and provider, with a clinical action plan and just-in-time education so that the provider has all of the tools that they need for management.

DOWNSTREAM IMPACTS OF A POPULATION GENOMICS PROGRAM

Genome Medical offers goals and solutions for your organization to create an efficient and cost-effective population genomics program, including incorporating technology-enabled risk assessments and education with traditional 1:1 clinical encounters.

1

Improved Clinical Outcomes

Accelerating early identification of high-risk patients improves the quality of care and increases patient compliance

2

Improved Patient Experience

Increasing access to genetic expertise positively impacts the patient experience and prevents network leakage

3

Enhanced Provider Experience

Fostering more effective care delivery in an efficient, collaborative team environment improves provider satisfaction

4

Economic Growth

Increases downstream revenue

- Risk-reducing surgeries and interventions
- Earlier & increased imaging and surveillance (e.g., annual breast MRIs, bi-annual colonoscopies, carotid ultrasounds)
- Specialty care visits
- Referral of at-risk family members to the same institution (e.g. cascade screening impact)

To learn more about how we can help your organization address the growing needs of genomic health and personalized medicine, please contact:



Lisa Weingartner

Vice President of Business Development
lweingartner@genomemedical.com