

Expanding Genetic Counseling Access and Strengthening Laboratory Operations

One partner for genetic counseling access, workflow optimization, coding expertise, reimbursement support, and genetics operations.

The Challenge

Genetic and molecular laboratories face growing operational complexity. Ordering providers often need timely access to pre- and post-test genetic counseling for their patients that most laboratories cannot provide in-house. Patients often need education and follow-up to better understand genetic information and test results.

Genetic test coding changes annually. Payer policies, prior authorization requirements, and coverage criteria for genetic testing continue to evolve. And the administrative demands of intake, coordination, results communication, and client support grow with every new test added to the menu. Left unaddressed, these pressures tend to surface gradually, showing up as slower turnaround, coding-related denials, and inconsistent client experience, rather than as a single, obvious event.

The Solution

GeneticCare360™ steps in as an extension of your team, absorbing the day-to-day load so your staff can focus on testing and client relationships rather than chasing coding updates, authorization delays, or counseling gaps. Engagements are scoped to what each laboratory actually needs, from a single project to ongoing support.

When Do Laboratories Engage GeneticCare360™

When Labs Need...	Common Challenge	How GeneticCare360™ Helps
New laboratory program seeking GC access	No in-house GC staff; providers ordering tests without pre- or post-test counseling support	Telehealth access to board-certified genetic counselors; genetics education for patients; provider collaboration
Established lab with ordering workflow challenges	Incomplete or inaccurate orders; intake inefficiencies affecting turnaround times and client satisfaction	Front-end ordering workflow review and optimization; documentation guidance and provider education
New test launch requiring provider and patient education	Provider readiness gaps regarding test indications; limited patient education resources supporting informed decision-making	Provider-facing educational resource development; patient education materials aligned with your test menu
Coding errors or claim denials for genetic tests	CPT/PLA code changes, coding inconsistencies, and claim rejections	Genetics-specific coding review, crosswalk development, and billing team education

Prior authorization and coverage challenges	Documentation gaps and authorization requirements delaying test access	Medical necessity documentation guidance; authorization workflow guidance; utilization management education
Lab building or expanding a PGx program (pharmacogenomics)	Education needs, workflow complexity, and genetics-specific coding requirements	PGx educational resources; provider communication resources; PGx coding alignment
Client communication and customer experience challenges	Inconsistent communication processes, escalation pathways, or coordination workflows	Communication workflow development; follow-up resource alignment; escalation pathway design; staff training
Payer policy alignment for new or evolving tests	Coverage policies not keeping pace with new genetic tests; documentation inconsistency	Payer policy interpretation; coverage monitoring; documentation alignment guidance
Somatic / tumor profiling support	Complex panel coding, PLA/Z-code rules, and payer scrutiny	Somatic coding guidance; prior-authorization support; germline referral coordination when hereditary risk is suspected

Laboratory Services Overview

GeneticCare360™ provides laboratory services across four primary areas: genetic counseling access; laboratory operations and client support; coding, documentation, and payer alignment; and utilization, authorization, and coverage.

Genetic Counseling Access

- Pre-test and post-test genetics education for patients
- Family communication resources and follow-up coordination
- Expertise across multiple genetics specialties and testing indications
- Telehealth access to genetic counselors licensed in the state where each patient is located; availability varies by state

Provide scalable access to independent, board-certified genetic counselors without the overhead of building and managing an internal counseling program.

Laboratory Operations & Client Support

- Client onboarding, workflow optimization, and process improvement
- Intake and ordering optimization to improve order quality and efficiency
- Client and patient communication workflows
- Educational resources aligned with your laboratory's test menu
- Pharmacogenomics and tumor profiling expertise

Strong workflows improve efficiency, support scalability, and enhance the client and patient experience.

Coding, Documentation & Payer Alignment

- CPT, PLA, HCPCS, and Z-code guidance for genetic and molecular tests

Utilization, Authorization & Coverage

- Prior authorization workflows

- Coding review and documentation validation to promote cleaner claims
- Medical necessity documentation guidance
- Payer policy interpretation and alignment
- Education for billing, workflow, and administrative teams

Helps laboratories improve coding accuracy, strengthen documentation, and adapt to evolving payer requirements.

- Documentation aligned with authorization requirements
- Coverage monitoring for emerging genetic testing categories
- Utilization management education and process improvement

Assists laboratories in navigating evolving coverage requirements, streamlining authorization workflows, and reducing avoidable reimbursement delays.

Why GeneticCare360™

Genetics-focused expertise: Built specifically for genetic and molecular testing workflows rather than general healthcare operations.

Comprehensive laboratory partnership: Integrating genetic counseling access, workflow optimization, coding, payer alignment, and utilization management.

Flexible, scalable engagement: Project-based or ongoing, with scope and workflows defined collaboratively, and services able to expand as your needs evolve.

Genetics coding, documentation & payer expertise: CPC- and CPB-certified genetics coding and payer-policy expertise, plus direct experience with prior authorization and coverage policy across commercial and government payers.

Molecular & somatic testing depth: Hands-on experience with tumor profiling, large NGS panels, pharmacogenomics, and oncology-specific billing

Genetic counseling access: Access to board-certified genetic counselors qualified to practice where patients are located.

Designed to complement your team: We work alongside your existing staff and processes, as a genetics-specialized operational extension rather than a replacement.

Built for laboratories at every stage: Building new GC access, patient education, and lab workflows from the ground up, or strengthening what's already in place without disrupting it.

What This Can Mean for Your Laboratory

The following are examples of potential benefits. Specific outcomes vary based on program scope, laboratory workflows, and engagement model.

✓ Expand genetic counseling access without building internal GC staffing

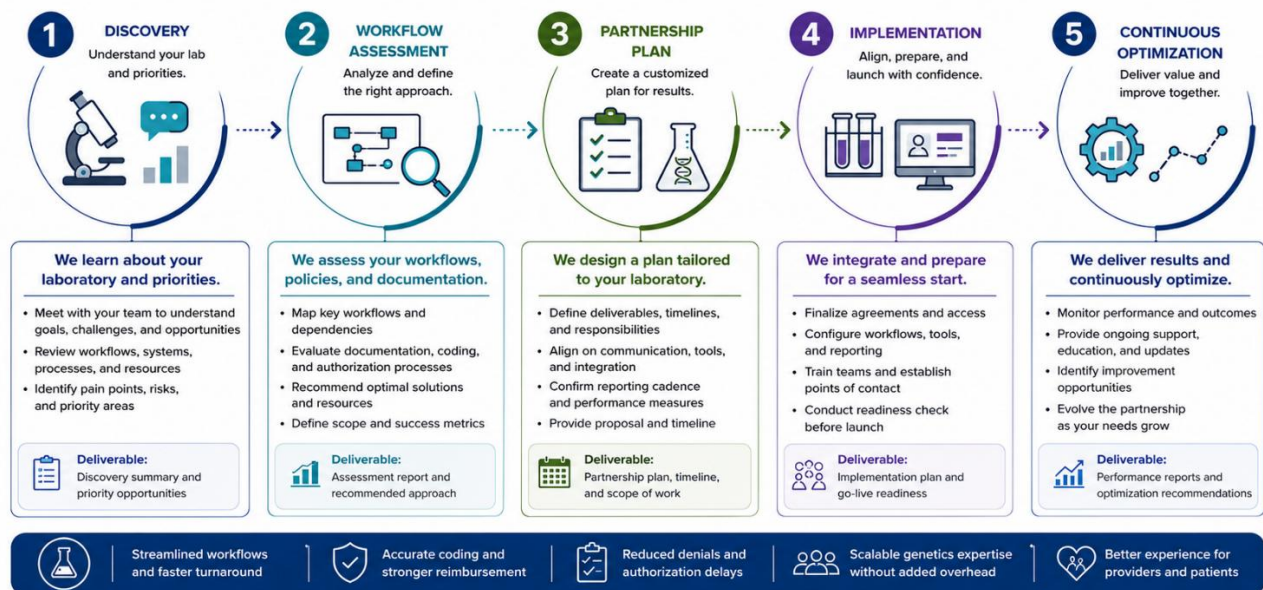
✓ Improve claims accuracy and documentation consistency for genetic testing

- ✓ Strengthen consistency and client experience across your genetics program
- ✓ Support new test launches with provider and patient education aligned to your test menu

- ✓ Reduce administrative burden around coverage, authorization, and utilization management
- ✓ Scale services as your laboratory's needs evolve, from individual projects to ongoing partnership

How We Work

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Schedule a Discovery Call

Whether you are building a new genetics program or strengthening an existing one, a short introductory call is the fastest way to see if GeneticCare360™ is a fit for your laboratory.

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