

Specialized Genetics Resources for Health Plans

GeneticCare360™ gives health plans access to genetics expertise without the cost or complexity of building it in-house.

As genetic testing expands across medicine, health plans face increasing demand for genetics expertise, member education, and operational support. Genetics touches multiple functions, from utilization management to member services and provider relations, yet few plans have a dedicated internal resources to support it.

GeneticCare360™ serves as an on-demand extension of your team, providing genetics expertise where and when it's needed.

Core Capabilities

Services may be engaged individually or integrated into a customized operational model that scales with your organization's needs.

Independent Genetic Counseling Access

- Pre-test and post-test education
- Telehealth genetic counseling
- Family risk education
- Multi-state GC licensure, scalable to your membership footprint

Genetics Workflows & Resources

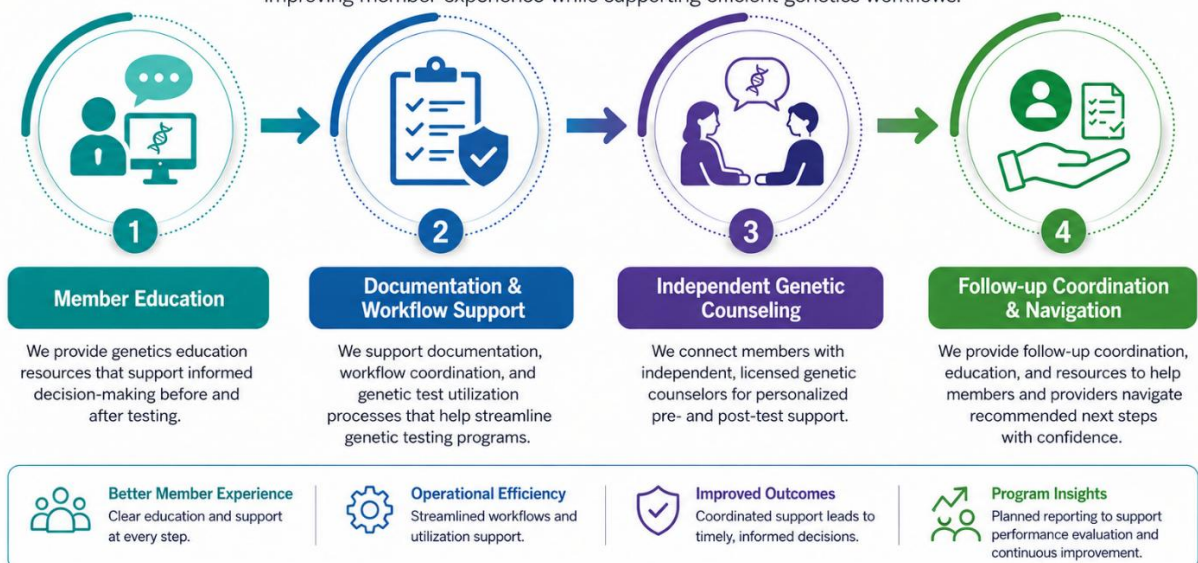
- Genetics education
- Workflow coordination
- Genetic test utilization support
- End-to-end genetics program support

Genetics Coding & Documentation Expertise

- CPT, PLA, and HCPCS coding support
- Coding and documentation alignment
- Coding updates for emerging genetic tests

Supporting Members Throughout the Genetic Testing Journey

Improving member experience while supporting efficient genetics workflows.



Why GeneticCare360™

- ✓ Genetics-exclusive focus
- ✓ Cross-functional expertise spanning clinical genetics, laboratories, coding, reimbursement, utilization management, payer policy, and operations
- ✓ Independent, licensed, board-certified genetic counselor network
- ✓ Expertise across oncology, cardiogenomics, prenatal, pharmacogenomics, and other genetics specialties
- ✓ Flexible engagement model

How Health Plans Benefit

- ✓ Expanded access to genetics expertise
- ✓ More efficient genetics workflows and utilization support
- ✓ Reduced administrative burden across genetics programs
- ✓ Flexible, scalable support that integrates with existing teams

Example Engagements

- Supplemental telehealth genetic counseling for members
- Genetics workflow design and operational support
- Coding, documentation, utilization management, and policy consultation
- Genetics education for care management, utilization management, provider relations, and member services teams

Our Service Model

GeneticCare360™ provides genetics-focused operational, administrative, educational, coding, reimbursement, and workflow resources that complement existing payer teams. Independent, licensed genetic counselors within the GeneticCare360™ network provide telehealth genetic counseling while exercising independent professional judgment. Services are supported, as applicable, by HIPAA-compliant technology and Business Associate Agreements.

Let's Start a Conversation

Every health plan's genetics needs and operational priorities are unique. We'd welcome the opportunity to learn about your goals and explore how GeneticCare360™ can support your members, providers, and internal teams.

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