Click here if you are having trouble viewing this message.

Volume 8, Number 3

Welcome to the September 2016 PreventionGenetics newsletter. In this issue, we highlight our newly reduced Cancer panel and Chromosomal Microarray pricing and introduce one of our newest geneticists, Dr. Ben Dorshorst. In the President's Corner, Dr. Jim Weber discusses the importance of quality in genetic testing.

Our Cancer Prices Have Taken a Hit

We are pleased to announce that our cancer predisposition test prices have taken a hit and are down for the count.

HEREDITARY BREAST AND OVARIAN CANCER (Seq & Del/Dup, 2 genes) Test 1949 *$990*
HEREDITARY BREAST AND OVARIAN CANCER- HIGH RISK (Seq & Del/Dup, 8 genes) Test 1305 *$1090*
HEREDITARY BREAST AND OVARIAN CANCER- EXPANDED (Seq & Del/Dup, 20 genes) Test 1307 *$1190*
LYNCH SYNDROME (Seq & Del/Dup, 5 genes) Test 1325 *$990*
COLORECTAL CANCER (Seq & Del/Dup, 17 genes) Test 1975 *$1190*
CANCER (Seq & Del/Dup, 35 genes) Test 1355 *$1390*

We are reducing our prices but not our value. You will receive the same high quality testing and excellent service you have come to expect from PreventionGenetics. We are able to offer these price reductions because of changes in lab methodology and increases in test volume. We provide full sequence coverage for all these panels, CNV detection and free VUS family studies.

In addition to these price reductions, we continue to offer multiple patient-friendly billing options. For select cancer panels, patients are only responsible for any unmet deductible, co-insurance, or co-payment amount. These reduced prices mean an even better value and lower cost to patients. Please see our Cancer Billing Policy or contact us for more information.

PreventionGenetics offers a comprehensive menu of tests for hereditary cancers. For a full list of cancer tests, click here. We also offer targeted testing starting at $250. Our DNA banking services offer long-term storage of DNA for future testing.

Let PreventionGenetics' reputation for quality set the standard for all of your testing needs. Put our cancer panels to the test!

Opening Doors to Diagnosis: Chromosomal Microarray

We are pleased to announce new reduced pricing for our Chromosomal Microarray (CMA). CMA is often used as a first-tier test for clinical diagnosis of patients with idiopathic intellectual disability, developmental delay, autism spectrum disorders and/or multiple congenital anomalies (Miller, D.T. et al. 2010).

Chromosomal Microarray, Test Code 2000, $990

Our chromosomal microarray test, CMA-ISCA, combines a total of 180,000 CGH and SNP probes to detect microdeletion and microduplication syndromes as well as regions with absence of heterozygosity (AOH) and uniparental disomy (UPD). The inclusion of SNP probes along with CNV probes improves the diagnostic yield of a CMA test.

We understand that many of your patients are small and their blood is precious. By offering the most comprehensive sequencing menu in the U.S., additional molecular testing work-up can be ordered conveniently through one facility using the original patient specimen. Our reports are complete including lists of strong candidate genes for recessive disease within AOH regions.

We are committed to providing comprehensive, high quality, and affordable testing. We strive to provide the majority of tests results within 20 calendar days to aid in quicker clinical diagnosis.

At PreventionGenetics, we have all your testing needs under one roof. Open doors to your patient's diagnosis starting with our chromosomal microarray. Put us to the Test!

DR. DORSHORST SPECIALIZES ON HEARING LOSS AND DEAFNESS

Ben Dorshorst, Ph.D., joined PreventionGenetics in January 2016 as a Human Molecular Geneticist. His portfolio focuses on Hearing Loss and Deafness.

Dr. Dorshorst received a Ph.D. in functional genomics from North Carolina State University. He completed his undergraduate work at the University of Wisconsin. Prior to coming to PreventionGenetics, Dr. Dorshorst was an Assistant Professor of Genetics at Virginia Tech.

A native of Central Wisconsin, his goal is to improve patients' lives through proper diagnosis which can lead to treatment and improve quality of life.

PRESIDENT'S CORNER

James L. Weber, PhD

Connect to Quality

Some say that clinical DNA testing has become a commodity – that price should be the only factor in choosing a lab. But I don't buy it. I think that quality is still very important in clinical DNA testing.

Comparing labs in terms of quality is difficult. It's really hard for a client to distinguish a lab with say 95% correct reports to one with 99.7% correct reports (I define a correct report as one with no significant data errors and no major errors in interpretation). To accurately compare such labs one would need to send hundreds of tests and probably hire a third or even fourth lab to verify the results. A more practical approach might be to send a few particularly tough cases to multiple labs, but even that would be expensive, and as scientists, we know that drawing conclusions from limited data is unreliable.

So what is a client to do? Viewing the lab's quality data is probably a good start. At PreventionGenetics, we transparently post our quality data to our web site. We also list on the web site *many* special features of our testing. As just one example, we perform a genotyping panel on each of our specimens which allows us to detect many labeling errors (specimen mixups), both external and internal. We find that roughly 1 out of every 500 specimens that comes to our lab is mislabeled. Labs without this special feature just blithely produce reports that are*completely* wrong. I doubt that any other lab offers all of the special quality features routinely provided by PreventionGenetics.

For those who want to dig even further, we monitor each month about 40 different lab quality metrics. This allows us to track trends in the lab and to fix small problems before they become big. We will be pleased to share these detailed quality metrics with our clients. My goal for PreventionGenetics is 99.9% correct reports. That's a lofty goal, and I'm not sure we're quite there yet, but we will continue to relentlessly pursue this target.

In this Newsletter, we announced several significant test price reductions. We are able to offer these reductions because of improved technology and methodology and because of higher test volumes. Since PreventionGenetics is located in a low cost area (Central Wisconsin), I expect that PreventionGenetics will continue to lead with relatively low test prices, but we will not sacrifice quality.

Is a lab with 95% correct reports really different from one with 99.7% correct reports? I think the 5% of patients receiving incorrect reports would definitely say yes. Value has been defined as quality divided by price. Unsurpassed quality coupled with low prices makes PreventionGenetics the very best value for your patients.

More Information:

- New Tests
- Tests by Category
- Requisition Forms
- Billing Policy
- Utilization Management
- Order Testing Kits

Visit us at:

NSGC Annual Education Conference - Seattle, WA Booth #701

ASHG Annual Meeting - Vancouver, BC Booth #1133

Child Neurology Society Meeting - Vancouver, BC

CAGC Annual Meeting - Montreal, QC

PUT US TO THE TEST

• 3800 South Business Park Avenue • Marshfield, Wisconsin 54449 • Phone: 715-387-0484 • Fax: 715-384-3661

www.PreventionGenetics.com