Leading Family Genomics Company Good Start Genetics Expands Payor Relationships to More than 130 Million Covered Lives

Payor Expansion, Roche Partnership and Recent ACOG Guideline Update, Position Good Start for Rapid Growth

CAMBRIDGE, Mass., Wednesday, March 22, 2017

Good Start Genetics, a leading family genomics company, today announced that it has eclipsed the 130 million covered lives mark through its most recent payor addition, Blue Cross Blue Shield of Texas. With newly signed contracts nationally and others in advanced stages the Company continues to enjoy strong payor acceptance based on the quality of its science, the strength of its clinical programs and genetic counseling, its industry-leading customer care and support and its published cost-effectiveness studies.

“We are passionate about bringing our advanced technologies to women’s health to support healthy pregnancies and to further our mission of deploying genomics globally to improve overall family health,” said Jeffrey Luber, president and CEO of Good Start Genetics. “We are committed to removing barriers and increasing access in women’s health through disruptive pricing for best-in-class technologies, partnerships that expand our reach globally in IVF and OBG channels, and through the pursuit of reimbursement strategies that promote expanded availability of our offerings both here and abroad. With BCBS TX now onboard, we are proud to have crossed the 130 million covered lives mark among payors supporting a direct relationship with us. The timing of this milestone is especially rewarding as the American College of Obstetricians and Gynecologists (ACOG) just recently updated its medical guidelines to include recommended screening for additional important disorders for which we have been providing the highest quality testing since 2012.”

Good Start Genetics’ testing platforms enable highly accurate genetic testing in women’s and family health. This, combined with its world-class care environment, genetic counseling and customer support, and novel informatics platform, have established the Company as a leader among the nation’s fertility clinics, and as a reliable partner in OB-GYN and in new digital channels for providing advanced, physician-mediated, clinical-grade genetic testing. With nearly 62 million women of childbearing age in the US and 132 million globally, the company continues to lead the way in democratizing genetic testing for millions during the most critical times in their lives—when they are planning and building their families.
About Good Start Genetics:
Good Start Genetics is dedicated to women’s health and helping grow healthy families through its best-in-class genetics offerings. Using advanced clinical sequencing, proprietary methods and information tailored to the individual, the Company’s suite of offerings arms clinicians and patients with insightful and actionable information to promote successful pregnancies and help build healthy families. The Company’s product portfolio, including GeneVu, EmbryVu and VeriYou, encompasses a multifaceted approach to genetic testing, featuring solutions for both preimplantation and carrier screening, while offering comprehensive and flexible testing options helping a wider range of couples find their paths to pregnancy at significantly lower costs. Good Start Genetics complements these offerings with world class customer care and genetic counseling to help families stay well-informed and be better prepared for tomorrow. For more information, please visit www.goodstartgenetics.com or join us on Facebook, Twitter and LinkedIn.