Good Start Genetics Introduces Most Affordable Preimplantation Genetic Screening (PGS) Test on the Market, Broadening Access for More Couples Planning a Family

Consistent with its Mission to Democratize Genetic Testing, Company embarks on Simplified Pricing Model of $150 Per Embryo

Cambridge, MA (October 17th, 2016)- Timed with the kickoff of the American Society for Reproductive Medicine (ASRM) conference, today Good Start Genetics announced reduced and simplified pricing to further expand access to EmbryVu, the Company’s proprietary, rigorously validated and affordable preimplantation genetic screening (PGS) test. PGS is a physician-ordered test used to identify embryos with the correct number of chromosomes prior to implantation to help improve pregnancy rates. The new price for the test is $150 per embryo in all cases, decreasing further to $100 per embryo after the eighth embryo tested.

Enabled by its proprietary NGS platform, Good Start is disrupting the market for PGS testing by setting the lowest price per embryo and therefore broadening access to more couples. The Company’s new simplified and more transparent pricing model is nearly 50 percent less per embryo than other PGS tests available to clinicians today, and does not require ‘batching’ in order for patients to benefit from these low costs. As a result, EmbryVu will now be even more accessible and convenient for clinicians ordering PGS, as they guide their patients through the in vitro fertilization (IVF) process.

“In partnership with the country’s leading IVF centers, we are dedicated to providing broad access to our highly accurate embryo screening ordered by physicians,” commented Nicole Faulkner, Good Start Genetics’ Medical Director. “Affordability, clinical quality, and pricing simplicity are central to our mission to provide reliable information for couples planning a family.”

The company’s EmbryVu offering is based in part on advanced technologies exclusively licensed from Johns Hopkins University. Good Start’s signature embryo-screening test leverages propriety methods, workflows and automation that increase both assay robustness and affordability. A PGS test is recommended by clinicians to increase the likelihood of a successful pregnancy most often for couples who have experienced a previous miscarriage, have had previous pregnancies with chromosomal abnormalities, or couples with advanced maternal age or male infertility.
“By reducing and simplifying the price of PGS, we intend to bring our advanced and rigorously validated genetic technologies to even more clinicians ordering PGS for couples undergoing IVF,” says Jim Frontero, Chief Commercial Officer at Good Start Genetics. “ASRM serves as the perfect venue to establish another new threshold for NGS affordability and improved access to genetic testing in fertility.”

For more information about EmbryVu please visit: https://www.goodstartgenetics.com/our-tests/embryvu-preimplantation-genetic-screening/

About Good Start Genetics:
Good Start Genetics is an information solutions company delivering best-in-class genetics offerings to growing families. 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 newly launched VeriYou broadens the Company’s product portfolio to deliver carrier screening to families of all economic backgrounds. Its flagship genetic carrier screening service, GeneVu, is a comprehensive menu of highly-accurate tests for known and novel mutations that cause inherited genetic disorders, and its proprietary and advanced preimplantation genetic screening test, EmbryVu, based on technologies exclusively licensed from Johns Hopkins University School of Medicine, is 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 best prepare for tomorrow. For more information, please visit www.goodstartgenetics.com or join us on Facebook, Twitter and LinkedIn.