With Pediatric Scientific Advisory Board, Good Start Genetics Plots a Course to Expanded Markets in Family Care

Cambridge, MA (August 3, 2016) - Good Start Genetics, Inc., a family genetics information solutions company, announced today the formation of its pediatric scientific advisory board. With this step, Good Start Genetics, Inc., prepares for expansion of its footprint into broader genetic testing for families from preconception through early childhood. As the first company to bring next-generation sequencing to reproductive health, Good Start Genetics’ 100,000+ patient customers provide a powerful foundation for platform extension into new areas for the family.

The Company’s board of pediatric scientific advisors includes innovative leaders from Verily (formerly, Google [x] Life Sciences), Brigham and Women’s Hospital in Boston, the Center for Applied Genomics at Children’s Hospital of Philadelphia, and industry leaders in life sciences and medicine.

We live in a time when the pace of discovery in genetics is accelerating, and where it is both thrilling and challenging to integrate these discoveries into people’s lives in an ethical and evidence-based way”, commented Good Start pediatric advisory board member, Robert C. Green, MD, MPH of Brigham and Women’s Hospital and Harvard Medical School. “I look forward to advising the company around these challenges as we enter the era of genomic medicine.”

“I have long been fascinated by the opportunity to help predict and prevent pediatric disease through the power of genetics,” commented Hakon Hakonarson, MD, PhD, Director of the Center for Applied Genomics at Children’s Hospital of Philadelphia. “Good Start Genetics has articulated a thoughtful and measured approach to do this well and I’m excited to help them as they chart a broader course in family genetics.”

“With the advice and vision of this remarkable group of scientists, we are thrilled to fortify our strong commitment to scientific advance as we harness information from the exome to support families planning for their futures,” said Greg Porreca, PhD, Chief Technology Officer of Good Start Genetics. “With the advice of this Board, we will be best positioned to ensure we are incorporating all perspectives in furtherance of improved family care through excellence in science and responsible genetic study and reporting.”

About Good Start Genetics®, Inc.
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. 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.

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