Good Start Genetics® Establishes National Relationship with UnitedHealthcare

Relationship expands UnitedHealthcare plan participants’ access to lab services

CAMBRIDGE, Mass., October 14, 2015 – Good Start Genetics®, Inc., a commercial-stage molecular genetics information company, announced today that it has established a new national relationship with UnitedHealthcare to serve as an in-network laboratory partner for a variety of genetic screening tests. UnitedHealthcare is the largest insurer in the country, providing health benefits to over 43 million covered lives. The agreement is effective October 15, 2015.

Good Start Genetics’ versatile screening options will help people better prepare for pregnancies and healthy families. Good Start Genetics is committed to offering more accurate carrier screening tests for guideline-recommended diseases, such as cystic fibrosis, sickle cell disease and Tay-Sachs disease, with lower out-of-pocket costs.

“We believe Good Start Genetics has set the new standard of care in genetic screening for inherited diseases, and our new relationship with UnitedHealthcare gives tens of millions more Americans access to these important carrier screening tests,” said Don Hardison, president and chief executive officer of Good Start Genetics. “We remain steadfastly committed to providing payers, clinicians and their patients with the highest carrier detection rates and at the best value possible.”

About UnitedHealthcare
UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers and Medicare and Medicaid beneficiaries, and contracts directly with more than 850,000 physicians and care professionals, and 6,000 hospitals and other care facilities nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company. For more information, visit UnitedHealthcare at uhc.com or follow @myUHC on Twitter.

About Good Start Genetics®, Inc.
Good Start Genetics is a molecular genetics information company transforming the standard of care in reproductive medicine. Its suite of reproductive genetics products provides clinicians and patients with insightful and actionable information in order to promote successful pregnancies and 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 advanced preimplantation genetic screening test, EmbryVu™, is helping a wider range of couples find their paths to pregnancy at significantly lower costs. Good Start Genetics complements these tests and its proprietary next-generation DNA sequencing (NGS) capabilities with world-class customer care and thoughtful genetic counseling to help families prepare for tomorrow. For more information, please visit www.goodstartgenetics.com or join us on Facebook, Twitter and LinkedIn.

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