

color

Transform how you  
offer clinical-grade  
genetic testing.

[color.com/providers](https://color.com/providers)

DID YOU KNOW?

## The current approach to genetic testing is missing at-risk patients.

**>90%**

of people are unaware of their risk

Of people with mutations in genes like *BRCA1* or *BRCA2*, which significantly increase cancer risk, or in genes that cause heart conditions such as Familial Hypercholesterolemia, >90% are unaware of their elevated risk.<sup>1,2</sup>

**~50%**

of people at risk do not have a family history

Of women and men with mutations in the *BRCA1* or *BRCA2* genes, ~50% do not have a significant family history of breast or ovarian cancer.<sup>3</sup>

**>70%**

of people at risk may not meet NCCN criteria

In a Color study of 3,276 average-risk people, >70% of the >100 people identified at risk for conditions such as hereditary breast and ovarian cancer and Lynch syndrome did not meet NCCN criteria for genetic testing.



Almost half of the people who are at risk will not give you the family history that fit the criteria. They will be missed. So why shouldn't we explore the option of offering it to everybody?

**Ranjit Manchada, MD, MRCOG, PhD**

Gynecological Oncologist at the Centre for Experimental Cancer Medicine  
at Barts Cancer Institute in London

# Color's mission is to help everyone lead the healthiest life that science and medicine can offer.

Everyone should be able to benefit from their own health information, so we've taken a genetic testing experience that used to be expensive and difficult and made it affordable, accessible, and easy to use.

## Physician-ordered tests sequenced in an accredited lab

---

- A CAP-accredited, CLIA-certified, and NYS-approved lab using Next Generation Sequencing.
- Ongoing complimentary access to board-certified genetic counselors who write our easy-to-understand clinical reports along with geneticists.

## Modern and personalized user experience

---

- Providers can conveniently manage patient results, test status, and more online through Color's Provider Platform.
- Patients can easily manage test results and their shared family health history, and receive ongoing personalized updates with their online Color account.

## Highly accurate results with state-of-the-art variant classification

---

- All genetic variants are detected with >99% sensitivity and 100% concordance in blinded validation studies.
- Ph.D. and M.D. scientists use cutting-edge tools to classify variants according to ACMG guidelines. Future changes in classification are proactively communicated.

## 10x lower costs by using technology to drive efficiencies

---

- Lab automation reduces per unit costs, increases reliability, and frees scientists and lab directors to focus on continued innovation.
- Customized software streamlines workflows and reduces costs throughout the lab, bioinformatics, and sample interpretation process.



## HOW IT WORKS

# Flexible workflows for providers and a differentiated experience for patients.



### Collect a sample

A blood or saliva sample can be collected in-clinic or your patient can provide a saliva sample at home.



### Place the order

Providers can place orders online or via paper, with insurance billing available for select tests.



### Review the results

Providers receive results on average 2-4 weeks after the sample is received by the lab and can select when the results are released to the patient.



### Develop a personalized plan

Consult with our board-certified genetic counselors at no cost to discuss test results and develop personalized risk management plans.



### Receive ongoing support

Providers and patients receive updates about changes in guidelines, risk information, or variant classification.

### Color's Family Testing Program offers discounted testing for:

- patients with first-degree blood relatives who tested positive, through Color or another lab, for a mutation covered by Color's tests.
- the parents, siblings, and adult children of your patients who tested positive for a mutation covered by Color's tests, regardless of whether they are your patient or not.

# Color has impacted countless lives.



Color has changed how I do testing. It's the company that actually said we're going to make it affordable for people, we're going to bring the costs way down. And now I recommend it for everybody who meets criteria, everybody who's worried about it, everybody who has cancer in their family.

**Dr. Steven Adashek, physician & OBGYN**

Practicing for 30 years and uses genetic data to personalize patient screening plans



I was very shocked when I heard that I had the mutation. I have zero cancer in my family. We knew nothing about *BRCA2*. I really felt that everyone needed to be tested right away. I'm just so thankful we can be proactive and do what we need to do to protect ourselves.

**Lauren, Color patient**

Began more rigorous screening and detected an early stage breast cancer



The results showed I have a mutation in the *BRCA1* gene...This was knowledge and knowledge is power...The more we know, the more preventative we can be.

**Carla, Color patient**

Genetic testing helped her understand the cause of three generations of breast cancer

## Top institutions and scientists collaborate with Color to advance research

Color has partnered with some of the world's top research hospitals and clinics to sponsor genetic testing and spearhead genetics research for cancer and cardiovascular disease. Our advisors include scientists and clinicians such as Mary-Claire King, PhD, the scientist who discovered the *BRCA1* gene and recipient of the National Medal of Science.



STANFORD CENTER  
FOR INHERITED  
CARDIOVASCULAR DISEASE

## About Color

Color is a health service that helps people better understand their risk of hereditary conditions, such as cancer and heart disease. By partnering with Color, healthcare providers can offer their patients improved access to genetic health information that can drive personalized patient care and lead to improved health outcomes.

## Your patients' privacy is our priority

Color takes privacy very seriously and only collects the information that is needed to provide a high-quality experience. We comply with HIPAA requirements regarding protected health information. To learn more, you can review our privacy policy at [color.com/privacy-policy](https://color.com/privacy-policy) or contact us to request a copy.

[color.com/providers](https://color.com/providers)

(844) 362-6567 (US)

+1 650-651-7130 (Global)

For references visit [color.com/providerbrochureref](https://color.com/providerbrochureref)



@Color



Color



[providers@color.com](mailto:providers@color.com)

color