



GenoPATH
300 Cahaba Park Circle, Suite 134
Birmingham, AL 35242
info@genopath.com

Personalized Medicine Available Today

Dear Clinician:

Your patient has expressed an interest in the potential benefits of incorporating a unique approach to medication management available from GenoPATH™. GenoPATH's comprehensive medication reconciliation solutions provide you, the physician, with clinically relevant insights informed by the patient's genetics. This patient-centered approach also provides a platform that enables physicians across a patient's full continuum of care to easily collaborate with respect to medication management on behalf of the patient.

What has been most interesting has been the response of practitioners like you who have been able to recognize significant value in support of helping their patients. The comprehensive medication management has often supported significant enhancements and changes even to how physicians practice medicine. You can hear a cardiologist's perspective speaking at the C3 Conference in Summer 2014 at <http://genopath.com/clinicians-view-pharmacogenomics/>. A quote from Dr. Strickland during that talk follows:

"One of the things that became quite obvious to me after we started this type of comprehensive medication management program in my practice, is that a great majority of our patients who were presenting to us with complaints of palpitations, weakness, light-headedness were really experiencing these symptoms as a result of drug-to-drug interactions. We found this was the case in nearly 15% of our patients. It has really changed the way we think about how we diagnose symptoms. We now ask ourselves, 'could this symptom be a result of an adverse medication reaction?' Often we find ourselves reducing a patient's medications rather than adding another one to improve their healthcare outcomes."

*Dr. Warren Strickland, MD, Medical Director of Cardiology
Huntsville Hospital*

GenoPATH recognizes the challenges of practicing medicine in today's complex environment. The GenoPATH solution provides participating physicians with knowledgeable expertise and practical workflow support making the addition of this form of personalized medicine easy to implement in your practice. The GenoPATH

Comprehensive Medication Reconciliation solution includes genetic testing that is covered by Medicare or private health insurance in most cases.

Studies have validated that genetic predisposition accounts for many of the adverse drug reactions that patients experience today. It is now well known that there are variations to several genes that hold the key to how those individuals will respond to and metabolize certain medications. In a study provided by the American Medical Association, it was noted that the Cytochrome P450 (CYP) genes control how more than 70% of prescription drugs commonly utilized today are metabolized. People who carry variations of certain CYP genes often do not metabolize drugs at the same rate or extent as others.

Inherited genetic variations are predictors of how a patient will metabolize or respond to a number of commonly prescribed medications including Warfarin (Coumadin®), Codeine, Clopidogrel (Plavix®), NSAIDs, and the majority of pain medications and antidepressants. (Source: Pharmacogenomics: Increasing the safety and effectiveness of drug therapy; American Medical Association, Arizona Critical Path Institute; 2011; Available at <http://www.crediblemeds.org/files/3913/6973/9557/pgx-brochure2011.pdf>)

GenoPATH assesses these enzymes contained in the CYP genes to determine whether a particular patient is a poor, intermediate, normal or ultra metabolizer of the various medications of which there is a known relationship with genetic variations. We combine this gene variance analysis and testing with a comprehensive medication reconciliation (“CMR”) that is based upon prescription information for all medications the patient is currently taking. This will assist you in assessing the other factors associated with drug-to-drug interactions that are often involved as well.

Finally we combine this information to create an easy to read custom MyPATH™ report on the patient that provides important insights for informing the medication management of the patient. GenoPATH also provides consultation and support for you and your staff in interpreting the results and utilizing them as decision support for your patients’ treatment.

GenoPATH Supports You and Your Practice through:

- A process and methodology for integrating the testing and decision support for personalized medicine into your clinic’s workflow;
- Ongoing support of the offer and services from GenoPATH;
- Access to your patients’ MyPATH™ Report results through a secure web portal (as per HIPAA compliance requirements);
- Access to renew the analysis and insights for a patient based upon the patient’s need for new medications or management of new conditions that require medications. The patient’s genetics do not change so testing is only

required once in a lifetime and remains valid when combined with new medication reconciliation details.

- Support and assistance with any questions related to patient billing or reimbursement by Medicare or private insurers.

Your patient is provided a MyPATH card with an identifier that can be utilized in the future with other physicians or pharmacists for future consults as treatment regimes and needs evolve.

We would love the opportunity to help you bring these capabilities to your practice for your patients. If you would like to learn more, we can have one of our specialists meet with you to answer any of your questions. You can also check out our website portal specifically for physicians where you can read case studies, and glean more insight into this form of personalized medicine. I hope to have the opportunity to meet you in the near future.

Sincerely,

John Stoddard, CEO
GenoPATH