

Harness the power of precision health and clinical genetics to improve employee health outcomes and reduce healthcare costs

Color uses genetics as a foundation to engage employees in their health, mitigate medically actionable genetic and non-genetic risk factors, and connect employees to the right care and point solutions within

your benefits and wellness program. In addition, Color is HIPAA-compliant, abiding by the same standards doctors use in safeguarding health information.

An End-to-End Program for Your Employees

1	2	3	4	5	6
Employee Engagement & Consent	Health History Collection	Genetic Testing	Results Delivery	On-Demand Clinical Services	Personalized Care Activation
Customized campaigns for education & awareness	Digital onboarding & risk analysis	Color test kit sent to home for saliva sample collection	Confidential results + risk profile delivered online & easily shared with doctor	Access to board-certified genetic counselors & clinical pharmacists	Ongoing navigation to personalized screening, point solutions, and benefits

Organizational Impact

- Improve health outcomes for employees
- Lower long-term healthcare costs
- Analyze population-level summary data on risk to complement claims data and inform your benefit strategy
- Utilize personalized navigation to increase participation in current health programs and drive more value from your entire benefits ecosystem
- Implement program quickly and easily with Color's employee engagement resources

Employee Impact

- Detect risk for certain conditions earlier
- Use Color's genetic counseling and clinical pharmacy services team, who can help employees and physicians understand genetic and health results
- Learn about and participate in the most relevant preventative care programs, employer point solutions, and other benefits
- Optimize medication regimens
- Extend positive impact to spouses and family



"We want to empower our employees to treat disease before they get it...if you can put a program like Color's in place and get people to participate, you'll see ROI."

JASON RUSSELL / HEAD OF SAP N.A. TOTAL REWARDS



"I have worked for Jefferson Abington for 22 years and I feel that they have saved my life with this free test. Forever grateful and honored to be a Jefferson Abington employee."

COLOR EMPLOYER PROGRAM PARTICIPANT / JEFFERSON HEALTH

How It Works



Employee Education & Engagement

Color educates employees about the benefits of the program. We then tailor engagement programs to the needs of your workforce, helping with driving awareness, program education, consent, account activation, delivering test results, scheduling counseling sessions, and ongoing access to health resources and information. Our web platform also provides custom program-specific landing pages to make Color accessible to all of your employees.

Genetic Testing & Counseling

Color offers one of the most accessible, clinical-grade genetic testing services available today, analyzing genes associated with hereditary risk information around cancer and heart disease, and genes that can impact medication response. Our advanced lab is CAP-accredited and CLIA-certified, applying technologies to help ensure the integrity of the results we provide.

As part of every Color program, genetic counseling and clinical pharmacist consultations are available to all participants on an ongoing basis. Our team of board-certified genetic counselors and clinical pharmacists provide a concierge-like experience – we answer questions, provide education, and offer support to employees and their families.

We can also consult directly with your employees' physicians and care teams to help ensure that results lead to actionable and relevant next steps.



Personalized Care Activation



Color can help drive a higher return on investment on your existing benefit programs. We use a more complete view of employee health risk, incorporating an individual's genetics, personal & family health history, and lifestyle & behavior information to surface and educate on specific care or point solutions that employees can take advantage of based on their potential risks.

This can include anything from reminders about flu shots and annual wellness visits to getting breast and colon cancer screenings, as well as tools to help manage multiple chronic conditions like diabetes and high blood pressure.

VISA[®]

“From a cost perspective, it was a no-brainer for us, as avoiding even one late-stage cancer case would cover the entire cost of the program.”

NVIDIA

“Our employees know we care for them like family. It's the right thing to do for a great group of people. We want to give our employees a chance to help fight this fight.”

Drive Value to Your Entire Organization

Turn Data into Meaningful Insights

Individuals can work with their healthcare team to develop personalized prevention plans that take into account their genetic results, health history, and other personal risk factors.

CANCER
Analysis of genes associated with hereditary cancer risk for breast, ovarian, uterine, colon, melanoma, pancreatic, stomach, and prostate cancers.
HEART
Analysis of genes associated with hereditary forms of heart disease, such as inherited high cholesterol, that may be evaluated differently from conditions without a genetic cause.
MEDICATION
Analysis of genes associated with medication response that impact how the body may process certain medications.
GAPS IN CARE & HEALTH MANAGEMENT
Personalized screening guidelines and identification of individuals who are overdue for screening and preventative care, including those with elevated risk.
CHRONIC CONDITION MANAGEMENT
Identification of people who could benefit from disease management, based on a combination of clinical, genetic, and behavioral risk factors.
EMERGING & HIGH RISKS
Identifying people with high risk for major conditions based on genetic and non-genetic results. May include those who have a hereditary risk or are pre-diabetic.

Advanced Risk Stratification to Manage High-Cost Events

An employer can review anonymized, aggregated results that surface the overall risk areas and needs of its workforce. This helps organizations understand the risk of catastrophic, high-cost events, and informs investment decisions in future programs.

Care Activation

One of the biggest challenges is encouraging specific employees to participate in relevant benefit programs that can help them manage and improve their health. Color provides a unique opportunity to help individuals that have a variety of risk factors, both genetic and non-genetic, and activate them into the relevant care programs through our engagement platform. Through our confidential, HIPAA-compliant process, Color raises awareness about relevant programs to specific individuals without compromising employee privacy.

Results for individual employees are completely confidential and never shared with employers.



Our employer program is offered as a benefit to employees at over 100 organizations worldwide.



Measuring the Impact

EARLY DETECTION & DISEASE PREVENTION

45.2%

Employees that have tested positive for a pathogenic variant in *BRCA1* or *BRCA2* through Color's employer program, who otherwise would not have met the criteria for genetic testing for hereditary breast or ovarian cancer

HIGH LEVELS OF ENGAGEMENT

BETWEEN

30%

 AND

50%

Eligible employees that participate in the Color benefits program

DIRECT IMPACT ON EMPLOYEES' LIVES

"At first, getting news that you have a genetic mutation may feel like a punch in the gut, but it's truly life-saving. Having the knowledge that I have Lynch syndrome has given me the power to prevent cancer."

Color Employer Program Participant

Privacy and Control

At Color, we help guide people's healthcare decisions through tools like clinical-grade genetic testing and personalized health insights. Safeguarding the privacy and security of personal health information is among our most important responsibilities.

We are HIPAA-compliant and strongly believe in transparency with regards to what information we collect, what we do with it, and how participants can control it.

About Color

Color powers large-scale precision health programs for employers, health systems, research, and national health initiatives.

Our technology and infrastructure enable impactful health programs – that were impossible just a few years ago – to launch quickly and cost-effectively, improving the potential of health outcomes for individuals and workforces.

Color was founded in 2013 and is offered as a benefit to employees at over 100 organizations worldwide including: Salesforce, VISA, SAP, Levi's, and the Teamsters Union.

Licensing and Accreditation

Color has an advanced, CAP-accredited and CLIA-certified laboratory.

