



Improve patient engagement and the potential of health outcomes through the power of precision healthcare and clinical genetics

Color uses genetics as a foundation to engage patients in their health, identify medically actionable insights from genetic and non-genetic risk factors, and connect people to the right care. In addition, Color is HIPAA-compliant, abiding by the same standards doctors use in safeguarding health information.

Implement a Modular or End-to-End Population Genomics Platform

1	2	3	4	5	6
Enrollment	Genetic Sequencing	Health Assessment	On-Demand Clinical Services	Workflow Integration	Ongoing Engagement
Education, enrollment, and consent processes tailored to the needs of your population	Blood or saliva sample collected in clinic. Ship-to-home collection kits also supported.	Digital collection of personal and family health history	Genetic counselors and clinical pharmacists with handoffs to additional health system services	Return of genetic and personal health history into the EHR for BPAs and other automated workflows	Digital engagement channel to provide patients personalized content such as care recommendations and reminders



“NorthShore has long been committed to integrating genomics into the frontline of our care, our primary care practices. Our partnership with Color takes that to the next level.”

KRISTEN MURTOS /
CHIEF ADMINISTRATIVE
AND STRATEGY OFFICER



“We know there are many factors that influence health, and genetic insights provide an additional data point to allow us to develop and deliver a more personalized approach in partnership with our patients.”

RICHARD MILANI M.D. /
CHIEF CLINICAL TRANSFORMATION
OFFICER



On using Color to provide genetic counseling to NIH’s All of Us Research Program

“They’ve shown a track record that they’ve been able to deliver this type of service to people...and they have really strong software capabilities.”

STEPHANIE DEVANEY /
DEPUTY DIRECTOR FOR ALL OF US

How It Works



A Modular Platform to Fit Your Needs

Color provides a comprehensive, modular platform that helps health systems achieve their strategic goals. From collecting samples in-clinic to integrating genetic results and counseling sessions into EHR records, we offer the technology and infrastructure to enhance your approach to precision healthcare.

Color offers onboarding and training to physicians about how the program works, along with the benefits of the program. We then tailor engagement programs to the needs of your patient population, helping with driving awareness, program education, consent, account activation, delivering test results, scheduling counseling sessions, and ongoing access to health resources and information.

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 patients and their families.

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



Digital Activation and Engagement

We provide a suite of services, tools, and expertise to help you acquire new patients and activate them into care journeys relevant to them over time. We use a more complete view of patient health, incorporating an individual's genetics, personal & family health history, and lifestyle & behavior information to surface and recommend specific care or point solutions that patients can take advantage of based on their personal risks.

This can include a range of relevant programs offered by your health system, 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.



Why Health Systems Choose Color

To deliver on the power of genomics to large patient populations, we know one size does not fit all. Color's solution is flexible by design, so you can easily integrate the specific components your health system needs. And because we work with a diverse set of partners, from world-renowned research institutes to

Fortune 500 companies, Color has the experience to help you achieve a range of program objectives.

With Color, you'll also have a partner that puts a strong emphasis on the provider and patient experience at every level.

CORE TENETS	OUR APPROACH
<p>1 Seamless participant experience and transparency around data usage</p>	<ul style="list-style-type: none"> • Single owner of end-to-end experience: enrollment, consent collection, delivery of electronic results, sequencing, bioinformatics, and genetic counseling • Health information safeguarded to comply with HIPAA
<p>2 Timely return of results</p>	<ul style="list-style-type: none"> • On average, 2-4 weeks for results — negative or positive
<p>3 Clinically actionable quality with ongoing variant and guideline monitoring</p>	<ul style="list-style-type: none"> • High uniformity & performance of assay, with secondary confirmation for positives • Copy number variant calling (up to 15% of positives) • Periodically re-review classifications and inform about changes to variant classifications or guidelines • Reports are re-issued for guideline changes
<p>4 Information that is helpful and accessible to providers and patients</p>	<ul style="list-style-type: none"> • Providers and patients understand testing, the results, personalized screening guidelines, and other actions to take
<p>5 Screening for family members</p>	<ul style="list-style-type: none"> • Programs to support family members of patients who received positive results on their Color test. May include consults with a Color genetic counselor, guidance on sharing results, and cascade testing.

Revolutionizing healthcare delivery and research with leaders in precision medicine



Expanding the Impact Beyond Genetics

ACTIVATE NEW PATIENTS
AND THEIR FAMILIES

59%

of family testing invitees who follow through and complete testing (vs. 10-30% for similar programs)

UNDERSTAND RISK DRIVERS
FOR LARGE POPULATIONS

88%

of participants complete their health history during onboarding

INCREASE COMPLIANCE RATES

99%

of participants have access to a genetic counselor within 48 hours of their request

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 patients 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 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.

