

# Myriad Announces the Preferred ION Program

*ION Solutions Selects Myriad as the Preferred Partner for Hereditary Cancer Testing*



Myriad has developed a Preferred ION Program (PIP) to extend personalized clinical and operational support to selected practices.

**By participating in the Preferred ION Program (PIP), all members of your practice will have access to the benefits below. Each of these benefits are highlighted in detail in this enrollment folder.**

- Quarterly Business Assessment Meetings
- PIP Launch Meeting
- Preferred Customer Service Experience
- TeleEducation Services
- Quarterly Clinical Support Meetings
- New Product Launch Opportunities

To enroll in the PIP, please visit [myriadpro.com/ionpip](https://myriadpro.com/ionpip).

*Partnering for improved patient outcomes*



*Partnering for improved patient outcomes*



# Quarterly Business Assessment Meeting

Participating in the Preferred ION Program (PIP) you will be required to meet with your Myriad team quarterly to discuss your experience with the program and the progress our partnership is making with your hereditary cancer goals and protocol with the practice. The first quarterly meeting will also finalize the details for the PIP launch meeting.

## **Topics that may be discussed during your quarterly business assessment meeting may include:**

- Hereditary cancer goals and objectives—today
- Hereditary cancer goals and objectives—long-term
- How Myriad testing can meet these goals
- Current integration of Myriad testing into your practice
- Clinical support and training with your Myriad testing protocol
- Accreditations/Re-accreditations the practice is working towards (COC, NAPBC, etc.)
- Integration of Myriad testing into your Survivorship program
- Review digital tools to streamline Myriad testing into your current protocol
- Discuss other Myriad new and existing product offerings

**Preferred ION Program benefits will be setup upon completion of the first quarterly business assessment meeting and PIP launch meeting.**

**Sign-up at [myriadpro.com/ionpip](https://myriadpro.com/ionpip)**

*Partnering for improved patient outcomes*



*Partnering for improved patient outcomes*



# PIP Launch Meeting

**A 1-hour launch meeting co-led by the practice champion and the local Myriad team is a required part of participating in the program.**



The PIP launch meeting agenda, content and logistics will be developed and confirmed by the practice and the Myriad team. The PIP launch meeting details will be finalized during the first quarterly business assessment meeting.

---



The Myriad team will review the PIP benefits and the leadership within the practice will align their goals for the program with Myriad's products. Upon completion of the launch meeting, both parties will agree to work together to achieve the goals of the practice.

---



Myriad team will provide a partnership plan outlining the commitment and including the metrics for success. Both parties will review the practice metrics quarterly and make any necessary adjustment to the plan in order to achieve success.

**Sign-up at [myriadpro.com/ionpip](https://myriadpro.com/ionpip)**

*Partnering for improved patient outcomes*



*Partnering for improved patient outcomes*



# Preferred Customer Service Experience

*Myriad's Customer Service Team is ready to partner with each ION Account in the Preferred ION Program (PIP)*

## Patient Advocates (Customer Service)

Patient Advocates in Myriad's Customer Service Team work closely with insurance payers and healthcare providers to help patients secure the optimal coverage for testing. Each test is reviewed by a Patient Advocate to make sure that a complete test order is received, determine benefit verification, and to submit prior-authorization when allowed/required. If a patient has an out-of-pocket expense, our team can work directly with them to discuss payment options, financial assistance programs, and more.



Calls returned  
within 24 hrs



Emails returned  
within 24 hrs



8AM ET  
- 8PM ET

## Myriad's Commitment to Providers and Staff

### Tailored Communication

- Each Account will be introduced to a dedicated Patient Advocate to determine a preferred communication channel (e-mail, phone, fax) for tailored notifications.
- Greater than 95% of incoming calls will be answered with a live Patient Advocate
- Expedited turnaround time for test results

### Guaranteed Satisfaction

- All Myriad employees will honor the spirit of the ION-Myriad partnership
- An annual Customer Service advisory board will be held with each member of the Preferred ION Program to:
  - Discuss the provider and staff experience and satisfaction with Myriad's Customer Service
  - Collaborate on processes and solutions for the ION-Myriad Partnership
- A twice-yearly satisfaction survey will be administered with ION PIP providers and staff

**Sign-up at [myriadpro.com/ionpip](https://myriadpro.com/ionpip)**

*Partnering for improved patient outcomes*



*Partnering for improved patient outcomes*





# TeleEducation

The Preferred ION Program (PIP) offers members' \* patients access to the new TeleEducation feature of Myriad's myRisk testing. Myriad's team will work directly with practice members to help incorporate a workflow\* that integrates myRisk testing and TeleEducation into the practice's current processes.

\*Accounts must meet specific criteria. Please see back side for details.

## TeleEducation Offering

**EXPAND ACCESS TO CARE** by engaging Myriad's team of Certified Genetic Counselors for patient education at the point of care

**IMPROVE THE CONTINUITY** of your existing workflow with minimal disruption

**DELIVER COMPREHENSIVE** education to help patients understand hereditary cancer risks and understand myRisk testing

**LEVERAGE INFORMATION** collected by our Certified Genetic Counselors

**IMPROVE PATIENT SATISFACTION** and enhance the patient's experience

### Case Study: Cancer Center, Southeastern US\*\*



Patients Receiving Results	<b>133</b>
New Patients Served	<b>64</b>
Positive Test Results	<b>10</b>
High Risk Negative Test Results	<b>20</b>
% of Results with Management Change	<b>23%</b>

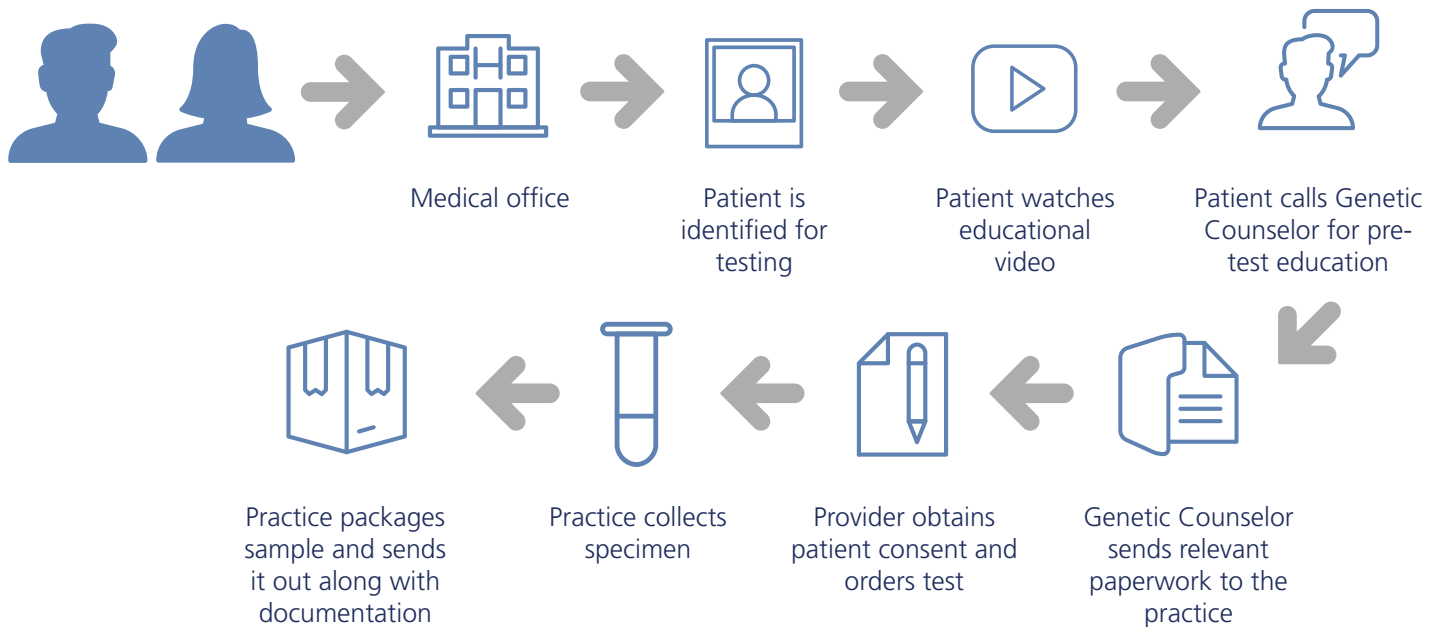
\*\*6 Months Post TeleEducation Launch

*"I have a patient whom I had diagnosed with breast cancer as well as gastric cancer. Up until the TeleEducation, she had declined the genetic consultation because of the inconvenience of coming back for an appointment. The ability to offer her an opportunity to speak with a genetic counselor same-day for education as well as sample collection was quite appealing to her. She did the consultation and the paperwork was delivered immediately via email. The process worked very nicely. My office staff, the patient and her family were impressed. Thank you for your continued support of our patients."*

– Practitioner, Large Cancer Center, Northeastern US

**Sign-up at [myriadpro.com/ionpip](https://myriadpro.com/ionpip)**  
Partnering for improved patient outcomes

# TeleEducation Workflow Example



## The TeleEducation feature of myRisk testing is generally available to practices meeting the following criteria:

- Willing to implement standard screening protocol for risk assessment
- Private area for phone call with patient
- Able to provide telephone for patient phone call
- Staff/provider able to consent patient and provide results
- Staff willingness to collect specimen
- Staff able to communicate via email with Myriad

**Sign-up at [myriadpro.com/ionpip](https://myriadpro.com/ionpip)**

*Partnering for improved patient outcomes*

# Quarterly Clinical Support Meetings

*The Preferred ION Program (PIP) offers members an opportunity to meet with Myriad Regional Medical Specialist (RMS) to develop a clinical plan.*

PIP members will have an opportunity to attend quarterly meetings with their Myriad RMS to review their clinical plan and discuss any enhancements or changes that are needed.

## **Clinical support that can be personalized to each PIP practice may include:**

- Scientific presentations personalized to the practices' hereditary cancer testing goals
- Review of emerging literature relevant to hereditary cancer testing
- Hereditary cancer risk assessment and testing support
- Patient case review and clinical discussions
- Myriad test result review and discussion on society guidelines for medical management
- Proctorships designed to support health care providers and staff in genetic testing

## **Additional Clinical Support for ION PIP Accounts**

- Society guideline updates
- Post-conference summary webinars
- Literature discussions on the latest publications
- Individual patient case reviews

**Sign-up at [myriadpro.com/ionpip](https://myriadpro.com/ionpip)**

*Partnering for improved patient outcomes*



*Partnering for improved patient outcomes*



# New Product Launch Opportunities

By participating in the Preferred ION Program (PIP), members will hear first about Myriad product launches and enhancements to existing products.

## Product launch opportunities offered to PIP members may include:



Ability to enroll in new product pilots and early experience programs



Invitations to new product launch webinars tailored to PIP members



Participation in product launch ad boards



Message and brand development opportunities with the new product brand leaders

**Some of the new product launch opportunities may require a signed consulting agreement and may include compensation for time and travel.**

**Sign-up at [myriadpro.com/ionpip](https://myriadpro.com/ionpip)**

*Partnering for improved patient outcomes*



*Partnering for improved patient outcomes*

