

OptraHEALTH Case Study: Scaling Genetic Testing Volume

Helping Diagnostic Laboratories Identify More Qualified Patients and Drive Hereditary Cancer Test Acquisition at Scale

One of our well-known New Jersey-based diagnostic laboratory customer, had an established provider network and strong market demand for hereditary cancer testing. The science and the demand were there. The bottleneck was turning fragmented provider workflows and inconsistent patient identification into a scalable, repeatable path from risk assessment to completed test.

The Challenge

- Eligible patients not consistently identified for genetic testing
- Heavy dependence on individual provider knowledge and workflow
- Limited time available for patient education during clinical encounters
- Multiple steps between patient identification and completed testing
- Commercial growth dependent heavily on repeated sales-representative engagement
- Difficulty scaling testing volume without proportionally increasing sales resources

How OptraHEALTH Helped

- Intelligent digital risk assessment to identify eligible patients
- Structured provider decision support at the point of care
- Patient education, financial guidance, and test acquisition support
- End-to-end connected workflow replacing rep-dependent growth

Patient-Centered. Provider-Supported.

- Not replacing providers or clinical judgment
- Reducing the burden of patient identification and education on busy clinicians
- Connecting patients to testing faster and more consistently
- Keeping clinical decisions with the care team
- Helping laboratories extend commercial reach without growing headcount

Capabilities Delivered



Intelligent Risk Identification

Digital risk assessment identified patients who may meet clinical criteria for hereditary cancer testing based on personal and family history.



Provider Decision Support

Providers received structured information to support identification of appropriate testing candidates and guide the next step in the testing process.



Patient Education & Test Acquisition

Patients received accessible education, financial guidance, and support — creating a direct path from qualification to completed test.



End-to-End Connected Workflow

A scalable digital pathway — **IDENTIFY → EDUCATE → GUIDE → ACQUIRE** — replacing dependence on individual provider behavior or repeated sales visits.

ROI, Outcomes & Why It Matters

OptraHEALTH helped our customers move beyond a rep-dependent growth model by embedding patient identification, provider support, and test acquisition directly into the workflow — delivering rapid, measurable volume growth.

Genetic testing volume grew dramatically — approximately **300% in the first month** and has reached more than **2,000%** — demonstrating the scalability of the connected workflow model.

~300% First-Month Growth

Increase in genetic testing volume during the first month following implementation — demonstrating immediate commercial impact.

2,000%+ Peak Volume Growth

Peak testing volume grew more than 2,000% above the original baseline as adoption expanded across the provider network.

End-to-End Connected Workflow

Risk identification, provider support, patient education, financial guidance, and test acquisition unified within a single workflow.

Greater Commercial Leverage

Testing volume scaled without requiring sales headcount to increase at the same rate — improving ROI on commercial investment.

Scalable Patient Identification

Eligible patients identified more consistently — reducing reliance on individual provider knowledge or available appointment time.

Repeatable Acquisition Path

A structured, digital pathway from risk assessment to completed test — easier to scale, repeat, and expand across the provider network.

The Outcome

The laboratory gained a faster, more scalable path to genetic testing volume — without proportionally growing its sales team. Instead of depending on individual provider behavior or repeated rep visits, our customer can now consistently identify eligible patients, support providers at the point of care, and move patients through the acquisition process at scale.

Why It Matters

For genetic testing laboratories, volume growth is the commercial imperative. It drives revenue, validates clinical programs, and supports laboratory investment. OptraHEALTH helps laboratories move faster from fragmented provider workflows to scalable, high-performing testing programs — without sacrificing provider relationships, patient experience, or clinical integrity.

Best Fit

This approach is ideal for laboratories working on:

- Hereditary cancer testing programs
- Pharmacogenomics and precision medicine
- Rare disease and specialty diagnostics
- Provider network expansion
- Patient engagement and test acquisition
- Commercial scaling without proportional headcount growth

Bottom Line

OptraHEALTH helps diagnostic laboratories get to higher testing volume faster — while keeping providers in control of clinical decisions and patients supported through every step of the acquisition process.

Ready to Scale Your Testing Volume?

See how OptraHEALTH's intelligent provider and patient engagement platform can help your laboratory identify more qualified patients, support providers at the point of care, and drive genetic test acquisition at scale.

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