



Clinical-grade genetic testing at an affordable price

At Color, our goal is for every patient to be able to access the lowest payment option available. That's why we created a billing process that allows you to focus on what matters - patient care. Whether it is Color's \$249 self-pay price or through coverage by your patient's insurance company, our process is transparent and simple.



Easy online ordering



Submit an online order through the Color Provider Platform to quickly determine your patient's eligibility and access the lowest estimated payment option available from the start.



Transparent answers

Simplify the benefits investigation process by checking your patient's eligibility with Color. We review your patient's insurance information and determine the lowest payment option available based off of your patient's deductible, co-insurance, and other health plan details.



Affordable self-pay option

Choose Color's self-pay price of \$249 (plus shipping and handling) for your patients who do not meet their insurer's medical policy or have a high out-of-pocket (OOP).



Patient self-pay

\$249 (plus shipping
and handling*)



Insurance

OOP less than \$249* and
within medical criteria

Patient self-pay

Color's self-pay price is \$249. Patients can pay in the provider's office or at home via credit card. Payment is required before the test can be processed.

Insurance billing

We have partnered with a network of national and regional health plans to provide greater access to genetic testing for eligible patients.

Prior to processing an order, we review your patient's insurance information to determine patient eligibility and the lowest estimated payment option available for your patient.

If your patient's out-of-pocket (OOP) is estimated to be less than Color's self-pay price and they meet medical criteria, Color will submit the claim to the insurance plan. Your patient may receive an explanation of benefits (EOB) from their insurance plan and/or a bill from Color for any remaining balance.

If your patient's OOP expense is estimated to be greater than Color's self-pay price or they do not meet medical criteria, you will be directed to the self-pay option. This saves time by optimizing for the most affordable payment option from the start.

* US shipping and handling is \$9.95.