

Millions of U.S. adults are affected by CDC Tier 1 genomic conditions - Hereditary Breast and Ovarian Cancer, Lynch Syndrome, or Familial Hypercholesterolemia - that are clinically actionable yet underdiagnosed*.

Color Population Health helps health systems implement population genomics to improve patient care, better manage costs, and accelerate scientific discoveries.

The Opportunity for Population-Scale Genomics

Leading health systems are incorporating genomic medicine across their patient populations. Population screening for actionable hereditary health conditions has become a new standard of care, helping in turn create large unselected populations of sequenced patients and accelerate research within healthcare institutions.

Color Population Health

Color Population Health is the only end-to-end solution for health systems to responsibly screen broad populations for CDC Tier 1 genomic conditions. Color’s full implementation, from recruitment to full return of results and genetic counseling, makes population genomics simple to implement. Color also enables health systems to pursue logistics-free, large-scale genomics research on unselected, recontactable populations.

		Population Screening	Population Screening + Discovery
Genetic Testing	Screening for CDC Tier 1 conditions in CLIA-certified lab	Yes	Yes
	Cascade screening for affected family members	Yes	Yes
Implementation	Patient marketing, recruitment, and engagement	Yes	Yes
	Genetic counselor access and user-friendly reports	Yes	Yes
	Provider education on genetics and screening guidelines	Yes	Yes
	Digital health history tools, including pedigree collection	Yes	Yes
	Implementation toolkit for tracking outcomes & utilization	Yes	Yes
Research Services	Whole exome or genome sequencing in CLIA-certified lab	No	Yes
	Research return of results to patients and providers	No	Yes
	Bioinformatics support for research studies	No	Yes
	Intuitive analytical tools for GWAS research	No	Yes

*"Tier 1 Genomics Applications and their Importance to Public Health", CDC (2014).

For additional information, email pophealth@color.com or visit pophealth.color.com.