

## **Lenetix Medical Screening Laboratories announces development of the Prenatal Primer™**

*By DNA Direct*

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*A new web-based tool that helps patients make informed decisions and helps physicians comply with ACOG and state guidelines*

Mineola, N.Y. – Lenetix Medical Screening Laboratories announced today that they have partnered with DNA Direct to develop the Prenatal Primer™, a web-based, interactive guide to prenatal testing options. Pregnant patients will access the tool for education and decision support based on a recommendation from their physician. The Prenatal Primer™ will be made available to all physician practices that contract with Lenetix for laboratory services.

“Prenatal screening options have never been as complicated as they are today. There are many testing choices, each with its own benefit,” explained Leonard H. Kellner, President and CSO of Lenetix. “This is a big step in bringing self-paced, point-of-care information about genetic testing options to patients in a manner where they can learn, understand, and make better healthcare decisions at their pace and comfort level.”

Patients will be referred to the Prenatal Primer™ by their physician’s office. An online questionnaire will enable the patient to provide some basic information, such as expected due date, which will personalize the content to the individual. The Prenatal Primer™ will review prenatal risk assessment tests and diagnostics through dynamic content, flow-charts and visual representations of testing options.

The ACOG guidelines for prenatal screening were updated in January 2007 and now endorse new screening methods that should be offered to all women in early pregnancy. The change increases the scope of education that physician practices must provide to patients about these newer prenatal testing options, and not all patients are able to see genetic counselors.

“It’s very important for patients to fully understand and weigh the screening and diagnostic options,” said Dr. Thomas Musci of San Francisco Perinatal Group. “A web-enabled tool that provides comprehensive education about prenatal screening options will help ensure that patients truly obtain informed consent.” Musci is working with DNA Direct to develop the beta version of the tool to be piloted at his practice.

“Working with Lenetix is very exciting for us because this product allows our capabilities to be truly integrated into the physician’s practice,” said Ryan Phelan, CEO of DNA Direct. “This tool can help the patient and their physician ensure they have the most effective, highest quality discussion and decision-making process.”

### About Lenetix

Founded in 2001, Mineola, N.Y.-based Lenetix is a privately owned provider of innovative technologies focused on diagnostic testing, including prenatal diagnostics, and risk assessment for genetic disease.  
[www.lenetix.com](http://www.lenetix.com)

### About DNA Direct

DNA Direct is a privately-held San Francisco company offering web-enabled tools and services that expand access to genetic expertise. DNA Direct’s mission is to deliver the power of personalized medicine to patients and providers - reducing health risks, preventing disease, and better targeting therapies.  
[www.dnadirect.com](http://www.dnadirect.com)

Category Prenatal Testing  
Tags prenatal testing, ob/gyn practices, patient education, decision support tool  
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