



Know More. Feel Better.

Partner Clinic Package



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Why Offer Pharmacogenetic Testing?

If everyone responded the same way to medications, there would be only one medication for every indication needed. Reality is very different. Drug and dosing recommendations are provided based on average drug responses, but individuals are not averages. What works for one can often be ineffective or cause unacceptable side effects for another. In fact, many common medications can have little effect or be intolerable in up to two thirds of individuals.

The traditional “trial and error” method of prescribing can result in cycling through multiple drugs over many weeks, months, or even years. This process is frustrating, time-consuming, costly, and can even be dangerous.

Pharmacogenetics (PGx) is the study of interindividual variations in the DNA sequence of our genes, and how those variations impact our individual response to different medications. PGx recommendations are based on peer-reviewed reports with high levels of evidence supporting gene-drug relationships, and are taken directly from regulatory authorities like the FDA, and from well-established consortia (CPIC, PharmGKB and others) commissioned by regulatory bodies to collect and stratify available data into levels of evidence, and ultimately publish recommendations that can be used to guide prescribing.



- More than 98% of individuals carry one or more gene variants that will cause an unexpected response to one or more common medications.
- Up to 80% of individual drug responses can be due to genetics.

Pharmacogenetic (PGx) testing reveals which medications and doses are likely to work best for an individual, based on the specific genetic variants they carry. Using PGx test results to guide treatment has been shown to result in fewer adverse events, higher response rates, better outcomes, and even improved adherence. PGx testing programs are now offered at many leading academic institutions worldwide, and over 400 drugs have already been re-labelled by the FDA to include pharmacogenetic guidance.

[Click here to learn more about the science of PGx/PGx testing](#)

Who is Inagene Diagnostics?

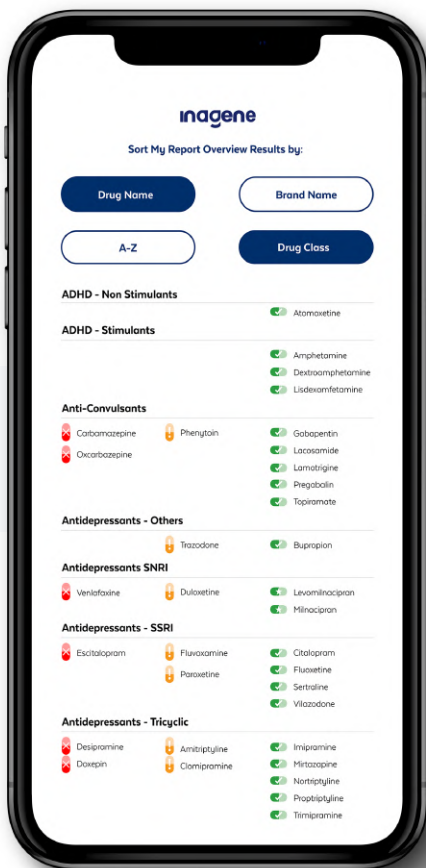


Inagene Diagnostics is a 100% Canadian owned and operated pharmacogenetic* testing lab specializing in providing patients and health care teams with personalized prescribing decision tools based on leading genetic analysis and technology.

All genetic analyses are performed in Inagene’s Toronto based laboratory, where we uphold unparalleled stringency in quality standards and employ highly trained staff to ensure accuracy and reliability of results.

Inagene’s lab and tests are CLIA** certified to be >99.99% accurate. We subscribe to the College of American Pathologists (CAP) proficiency testing program and hold Medical Device Establishment License with Health Canada.

Inagene’s co-founder, Dr. Katherine Siminovitch FRCP(C), ABIM is an acclaimed leader in genomic medicine and the senior investigator at the Lunenfeld–Tanenbaum Research Institute of Mount Sinai Hospital. Owning and operating our own lab enables Inagene to deliver fast results with stringent quality control of all steps involved in testing and reporting.



Inagene’s Personalized Insights™ pharmacogenetic tests are designed to help patients and healthcare practitioners understand which medications are likely to work best and avoid those that are likely to be ineffective and/or result in side effects, based on each individual’s DNA.

Government of Canada / Gouvernement du Canada
Medical Device Establishment License (MDEL) #9922 from Health Canada



* *Pharmacogenetics is the study of interindividual variations in the DNA sequence of our genes and how those variations impact our individual response to different medications.*

***CLIA stands for Clinical Laboratory Improvement Amendments. The Centers for Medicaid and Medicare Services (CMS) regulates laboratory testing through the CLIA certification program. The objective of CLIA is to ensure the accuracy, reliability and timeliness of patient test results through quality laboratory standards.*

Inagene’s Personalized Insights™ pharmacogenetic tests are simple buccal (cheek) swab tests that are easy and fast to do at home or in a pharmacy/clinic in less than 5 minutes.

The test kit is ordered online at inagene.com or purchased at select clinics and pharmacies. The buccal swab sample is mailed directly back to Inagene’s Toronto lab in the postage-paid envelope provided. The patient or healthcare provider register an account on the secure Inagene Portal and confidential results are posted to the Portal account 5 - 7 days after receipt of the sample at Inagene’s lab.



Click [here](#) to view the complete list of medications tested for & click [here](#) to view a sample report.

Inagene Personalized Insights™ Precision Pain and Mental Health

Suggested retail price **\$299** CAD

The most comprehensive pharmacogenetic test available to guide treatment of pain and mental health conditions, Precision Pain and Mental Health reveals your predicted responses to more than 90% of drugs used in the treatment of pain and mental health conditions (Acute and perioperative pain, all chronic pain conditions, ADHD, Anxiety, Alzheimer’s Disease, Bipolar Disorder, Depression, PTSD, Schizophrenia, and more).

Also includes a comprehensive cannabis/cannabinoid genetic panel with personalized recommendations on strain, dose, intake method, side effect risk, and more.

Inagene Personalized Insights™ PrecisionRx

Suggested retail price **\$299** CAD

PrecisionRx reveals your predicted responses to common medications across multiple therapeutic areas, including Anesthesia, Cardiology, Endocrinology, Gastroenterology, Immunology, Infectious Disease, Neurology, Oncology, Pain & Mental Health, Respiriology, and Urology.



Click [here](#) to view the complete list of medications tested for & click [here](#) to view a sample report.



Inagene Personalized Insights™ PrecisionRx ULTRA

Suggested retail price **\$399** CAD

Includes BOTH test reports at a reduced package price.

The Personalized Insights™ Report

The **Personalized Insights™ online report** provides a detailed review of an individual’s predicted response to medications based on the presence or absence of specific genetic variants known to impact individual response to specific drugs. The report is uniquely designed to be easily understood by consumers and easily interpreted by healthcare providers, minimizing time required for counselling.

Four simple categories are used to help quickly determine which medications are most likely to be effective and well tolerated/safe for the individual based on the presence of specific gene variants known to produce an altered response to one or more commonly used drugs:



Do Not Use

These medications are **not recommended for you** if alternative medication options are available, as they may be ineffective or unsafe/cause unacceptable side effects .



Use With Caution

These medications **should be used with caution for you and come with special instructions** (such as an altered dose, possible drug–drug interactions or special monitoring requirements that differ from most people).



Use As Directed

Based on your genetic profile, there is no reason to believe that these medications would not work well for you, so they **can be used as directed.**



Use As Directed/ Preferred

Based on your genetic profile, these medications **may have an increased likelihood of being effective for you** as compared with most other people.

Users simply “click” on any drug name to see its associated recommendation.

Our report uses **simple language**, with direct links to recommendation sources.

Unique features allow users to:

- Sort and/or “search” for drugs by brand or generic name
- Filter by drug class or condition
- Easily generate customized reports and summary letters
- Easily and securely share access between patient and healthcare providers

Reports are automatically updated to reflect advancements in research and new medications every 6 months at no charge.

[Learn more about the best-in-class Personalized Insights™ report here.](#)

[Read more about what makes Inagene and Personalized Insights™ tests unique](#)

Why Partner with Inagene?

Offering PGx Testing comes with many advantages, including:



Differentiate from other pharmacies by building expertise/capabilities in a rapidly emerging market (personalized healthcare).



Build customer loyalty and trust by empowering patients to take control of their health, minimize medication “trial and error” and risk of adverse reactions, and improve symptoms/health outcomes.



Build referral business and create and enhance collaboration/interprofessional relationships with other healthcare providers/prescribers.



Generate revenue by offering value added services (counselling on PGx results) with Inagene’s partner referral program (see page 10 for details).

Why Partner with Inagene?



The most comprehensive in pain and mental health

- Up to 5 X more genes and variants evaluated than other tests
- Up to 3 X more pain and psychiatry drugs evaluated than other tests
- Comprehensive cannabis response test included (no extra charge)



The gold standard for accuracy and credibility

- The ONLY CLIA* accredited lab AND Tests
- Health Canada MDEL License



Fastest (7 day) turn-around of results



Simple report: easiest to understand, act on and share



Most cost effective to maximize patient accessibility



Unique, risk-free “consignment program” allows you to stock kits in-house (protecting your cash flow)



Unparalleled support: Our team supports you every step of the way in making your new PGx testing service a success







[Read more about what makes Inagene and Personalized Insights™ tests unique](#)

What's included when you become an Inogene Partner Pharmacy:

- Your complimentary Ultra Package test (both reports)
- Referral commission on a per-kit-sold basis (see page 10 for referral fee structure)
- Training support on PGx:
 - On-demand access to Inogene's online training modules and resources
 - Ongoing support for questions from Inogene's healthcare support team
- Your own dedicated Inogene Healthcare provider Portal Account
 - Access to all your patients' reports in one place
 - Easy generation and secure sharing of customized reports/summary letters for patients/prescribers
- Counseling tools and FAQs
- Easy access to a wealth of **editable, co-branded** awareness building, communication and counselling tools to maximize the success of your new PGx testing service.

Inogene Partner Pharmacy/Clinic Materials

Below are resources and tools to help effectively offer the Inogene Personalized Insights™ tests in your pharmacy or clinic. Many of the resources or tools seen below may be customized to your needs. For anything you need that is not seen below, email us at info@inogene.com or contact us via your partner contact at Inogene.

 <p>Consignment Kits</p> <p><small>Order consignment test kits to be shipped to your pharmacy or clinic. (Note: remember to input the email address* registered with Inogene to order consignment kits free-of-charge) *Found in your Inogene Consignment Agreement section 4.2</small></p> <p>Order Now</p>	 <p>Promotional Print Materials</p> <p><small>Download customizable handouts and posters to create awareness and demand for your pharmacogenetic testing service.</small></p> <p>Download</p>	 <p>Premade Social Media Content</p> <p><small>Access Inogene's bank of customizable social media content, to help drive awareness and uptake of your pharmacogenetic testing service.</small></p> <p>Download</p>
 <p>Virtual Report Tour Videos</p> <p><small>Find Inogene's complete video collect of our Virtual Report Tour, guiding the user all the way from creating their account to understanding their report results.</small></p> <p>View</p>	 <p>Promotional Awareness Videos</p> <p><small>A collection of short videos that can be projected on clinic/pharmacy monitors and/or posted on your website or social media to educate and promote awareness about pharmacogenetic testing.</small></p> <p>Download</p>	 <p>Patient Consult/Counseling Tools</p> <p><small>Find resources including videos, an infographic poster, and educational tools to help counsel your patients on pharmacogenetics and their Personalized Insights™ test results.</small></p> <p>Download</p>

Editable materials co-branded to your pharmacy

Offering Personalized Insights™ Pharmacogenetic Tests To Your Patients

First steps to offering Inagene Personalized Insights™



Step 1 Review and sign the Inagene consignment agreement



Step 2 Create a Healthcare Provider Account on Inagene’s Secure Portal

Access all your patients’ results in one place through the easy to use and secure Inagene Report Access Portal. Click [here](#) to create an account on Inagene’s secure Portal. Detailed instructions on how to set up an account and register test kits [here](#).



Step 3 Order your consignment kits and download co-branded awareness building materials (handouts, posters, videos for clinic/pharmacy monitors and more).

Get everything you need to create awareness and demand for your new PGx testing service. Order kits and download/order materials [here](#).



Step 4 Access the Inagene premade bank of social media ads & promotions

With Inagene’s ready-to-post bank of content found [here](#), you always have easy access to material to drive awareness and uptake of your new service.



Step 5 Access our PGx training resources

Access training materials to support counselling of patients on their results [here](#).

<p>Option 1 Consignment (preferred)</p> <p>Order/stock test kits on consignment free of charge and sell directly to patients.</p> <p>Test swab being returned to/scanned at Inagene’s lab triggers invoice from Inagene to receive counseling at the clinic.</p>	<p>Option 2 Real-time Order</p> <p>Charge patients for test kit in store, and then order the test kit free-of-charge for delivery to patient’s home.</p> <p>Test swab being returned to/scanned at Inagene’s lab triggers invoice from Inagene to the clinic at wholesale price.</p>	<p>Option 3 Referral</p> <p>Refer your patient to order their kit at www.Inagene.com for home delivery using your unique PROMO CODE to get 15% off (approx. \$45 off the Pain and Mental Health or PrecisionRx test, or \$60 off ULTRA)</p> <p>When Patients use your unique promo code at online check-out they pay only \$254.15 + taxes (or \$339.15 + taxes for ULTRA)</p>
↓	↓	↓

- 1 Healthcare provider OR patient registers unique 14 – digit kit code found in kit & cc’s the other party via Inagene Portal and mails sample in postage paid envelope
- 2 Healthcare provider and patient both receive status notifications and access to results when ready (on average within 5 - 7 days of receipt of sample at Inagene’s lab)
- 3 Healthcare provider books/holds consult meeting to review results with patient
- 4 Healthcare provider or patient share results with other healthcare team members via Inagene Portal

Partner Clinic Referral Program

Test/Report	Suggested Retail Price* (You sell for)	Partner Wholesale Price (You are invoiced for)	Minimum Margin*
Precision Pain & Mental Health	\$299	\$254	\$45*
PrecisionRx	\$299	\$254	\$45*
ULTRA Package**	\$399	\$309	\$90*

*Difference between wholesale price and selling price can be used to support staff time spent on counselling, passed on as a discount to the patient, or a combination of both. Additional fees may be charged by clinic for counselling as appropriate. **All test sales are subject to HST in Canada.**

**Includes BOTH tests, purchased at once.

Wholesale pricing is based on completion of the Inagene PGx training within 6 months and anticipates that you will conduct a report review with your patients.



The Canadian retail price is the fixed advertised price in Canada for retail. International resellers can determine their own retail selling price. Resellers/partners may bundle the Inagene tests with other products or services they offer and price accordingly. Inagene may offer promotions from time-to-time where the retail price may be reduced. Partners will be notified.

[Click Here to View Frequently Asked Questions](#)