Leading the Convergence of

Personalized Healthcare & Diagnostics

At ***PersonalizeDx Labs*** we provide comprehensive genetic testing services to assist clinicians in providing personalized therapy in real time.

Located in Vista, California as a CLIA certified and California State licensed testing facility we pride ourselves on the ability to provide high quality rapid confirmatory results to meet the needs of the modern health care professional.

Isn't it time to see what ***PDxL*** *can do for YOU?*

CLIA No.: 05D2051580
CA State License: CLF 00343474
Additional Licensure: FL, MD, PA, RI

OUR TESTS

- Cardiovascular Risk
  - ◊ For monitoring patient risk
    - Factor II Prothrombin
    - Factor V Leiden
    - MTHFR
- Drug Metabolism
  - ◊ For assessment of drug efficacy
  - ◊ For prevention of drug toxicity
    - CYP450 2C9
    - CYP450 2C19
    - CYP450 2D6
    - CYP450 3A4
    - CYP450 3A5
    - VKORC1

OUR SERVICES

- For Clinicians
  - ◊ Rapid test results
  - ◊ Comprehensive user friendly reports
  - ◊ Guidance on drug selection
- For Other Labs
  - ◊ Overflow Testing
  - ◊ Validation Testing
  - ◊ Sample Exchange
  - ◊ Clinical Trials Testing

Personalize Dx Labs

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SM-80009-A

Personalize Dx Labs

Personalized Medicine In Real Time

Every Second Counts

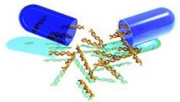
You Cannot Afford the Risk

Each patient is unique in their genetic make up. Because of this their response to drug therapy will also vary and can result in potentially life threatening outcomes:

- Adverse Drug Events (ADEs) cause more than 106,000 deaths per year in the US, making it the 4th leading cause of death.
  - ADEs cause more than 2.2 million serious adverse events per year in hospitalized patients.
  - More than 50% of new drugs have serious, undetected adverse effects at the time of FDA approval.
  - Studies show that the risk of an ADE is 33% higher in people aged 50 to 59 than it is in people aged 40 to 49.
- 28% of all emergency department visits were due to adverse drug reactions.

Drug-to-drug interactions are also pose an important risk to adverse drug events. This makes the aging population vulnerable because of the large number of drugs they are taking:

- 90% of all persons 65 or older are taking at least one medication per week, 40% use five or more and 12% ten or more.
- ADE risk increases exponentially in patients taking 4 or more drugs. Patients with chronic medical conditions taking multiple medications face the highest ADE risk.



But there is hope: more than 75% of Americans have genetic variations that increase the risk of an ADEs that <u>CAN</u> be tested for!

Patient Care is Now Personalized

Early Diagnosis is Important

Personalized Medicine is Here:

✓ Mainstream medical literature now recognizes impact of genetics on patient response to drug therapy and the safety thereof...

- The American Medical Association advises physicians to become familiar with genetic mutations that can affect patients' drug metabolism, and be able to recognize when testing should be used to inform prescribing.

✓ The U.S. Food and Drug Administration has issued numerous bulletins and updates to product labels informing clinicians and patients alike of these dangers, and how they can be assessed with genetic information...

- The FDA currently recommends testing and is laying the groundwork for routine testing in early phase clinical drug trials in order to prevent the approval of dangerous medication.

✓ Dosing algorithms are available to account for genetic guidance for many drugs...

- A report from the U.S. Department of Health and Human Services states: "Pharmacogenetic testing for potential adverse drug events (ADEs) or ineffective drug responses may reduce health care costs over the long term by diminishing the duration and severity of illness and the costs associated with ineffective treatment and avoidable ADEs."

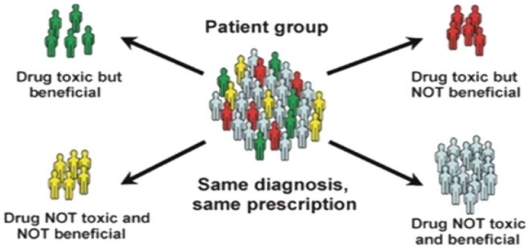
The Time to Test is NOW!

Enhancing Patient Care

That is the PDxL Way

Utilizing cutting edge genetic technologies, our tests can provide a better understanding of patient's reactions to drugs and help avoid adverse drug events while enhancing the efficacy of treatments.

- Nearly every pathway of drug metabolism, transport, and action is susceptible to genetic influence and variations. It is estimated that up to 95% of an individual's variation in drug response is based on genetics.
- For many healthcare providers genetics remains a major unknown in most therapies. This can result in ADEs, in addition to a reduction in treatment efficacy.



This form of testing provides information on the highly polymorphic cytochromes responsible for drug metabolism and enables physicians to:

- Individualize patient therapies
- Optimizing the safety and efficacy of prescription regimens
- Improve treatment compliance, especially in patients requiring long-term or multi-drug therapy
- Keep their practice current with the latest advances in genetic science

Drug metabolism genetic testing empowers the physician to assess drug efficacy as well as safety for a patient prior to initiation of therapy.