
How Gene by Gene successfully expanded into the Direct-to-Consumer market with 1health

Overview

In 2016, Gene by Gene labs developed an advanced genotype test with a significant level of lab automation. This allowed them to perform tests for consumers for under \$100. With this advancement, they set their sites on expanding their market reach and volume of testing

Gene by Gene decided to partner with 1health given their comprehensive platform for deploying test ordering and management for both the clinical and consumer market.

In 2016, Vitagene was launched as a consumer brand to bring a genetic health and wellness test targeting female consumers aged 40-65. The speed by which this test was launched to market is unprecedented in the history of diagnostic testing. Most testing innovation takes years to enter the market and requires significant capital investment to launch a modern consumer brand. 1health cloud platform is designed to help labs bring new products to market faster reducing financial risk and improving revenue growth.

Product

The Vitagene health and ancestry product is a complete consumer testing solution with a clean at-home kit design, simple registration, beautiful consumer reports with advanced genetic algorithms which connect patient genetic variance to large scale data sets that combine population health and research data sets.

The product was offered on both a branded website managed by the 1health platform but also available on all popular online stores including Amazon, Groupon and other popular retail sites.

The 1health team and platform provided an end to end solution including Kit design, Kit sourcing and packaging, Kit logistics, ecommerce store, credit card processing, shipment and support, product registration, test results and digital advertising on all major social channels.

Market Success

Vitagene rapidly grew to 5000 kits sales a month and became the 3rd largest source of revenue for the Gene by Gene lab. The product has been sold to over 200K consumers generating one of the largest genetic and phenotype databases after 23andMe and Ancestry.com.

“We partnered with 1health in early 2016 and they have been a great partner creating new consumer testing markets for our lab services. The speed at which they launch new diagnostic tests to consumers on their platform is very unusual for the medical market where launching a new product takes years. They come from the consumer application world and are bringing that expertise to the healthcare market.”

- Dr Lior Rauchberger, CEO of Gene by Gene/MyDna

Conclusion

Gene by Gene launched a successful direct to consumer genetic test using the 1health platform. The test has created significant revenue for the lab while creating a massively valuable brand and data cloud.