



## CONTINENTAL BENEFITS PARTNERS TO IMPROVE POPULATION HEALTH THROUGH GENETIC TESTING

January 27, 2021—Continental Benefits' Mission to reduce the cost of healthcare while improving quality of care is a bold promise, but their vision is to take a bold approach to providing better value with high quality care. They are leading the self-funded third party administration (TPA) of healthcare with our best-in-class programs allowing them to focus on the Triple Aim of healthcare (improving the health of our member population, improving member experience, and reducing health care costs) while emphasizing quality and transparency. Founded in 2013 and based out of Tampa, Florida, their focus is on middle to large employer groups, and since they are privately owned, their attention is on their TPA business without distraction from other segments/competing business lines.

As part of Continental Benefits' mission to improve population health, improve patient experience, and reduce cost, they have partnered with Gene Tox Lab Solutions. This partnership allows members to have access to Gene Tox Lab Solutions' Pharmacogenomics (PGx) testing program, to provide insight on how individuals metabolize prescriptions and provides guidance regarding dosage modification or drug alternatives based on their genetics. The primary benefit is overall positive clinical outcomes, seen from improved medication adherence. By using Gene Tox Solutions, they are able to provide customized solutions based on their client's population and risk levels. [Learn more here](#)

"Gene Tox Lab Solutions is looking forward to providing genetic testing for those who would benefit most to Continental Benefits and their clients through our proprietary risk stratification,"  
Catherine Rells  
CEO  
Gene Tox Lab Solutions