



1 in 3 commercially insured adults don't get routine bloodwork done.¹
When your members put off care, they risk delayed diagnosis and mismanaged conditions.² Now you can offer a less invasive experience in convenient retail settings, driving adherence and improving health outcomes.

Why offer BetterWay?



A preferred experience | Our service requires only a pea-sized sample of blood collected from a finger

89 % of clinical study participants would recommend BetterWay³

90 % of participants had a positive experience with collection³



Reduced lab spending | We help shift outpatient hospital lab usage to more accessible retail pharmacies

SAVE 2-4X on lab expenditures with BetterWay compared to hospital outpatient testing⁴

\$6M Potential annual savings on your lab spend per 500,000 members⁵

BetterWay Test Menu

Complete Blood Count

- Hematocrit
- Red Blood Cells
- Hemoglobin
- White Blood Cells
- Platelets
- MCV
- MCH
- MCHC
- RDW
- Neutrophils
- Lymphocytes
- Monocytes
- Eosinophils
- Basophils

Lipid Panel

- Total Cholesterol
- LDL
- HDL
- Triglycerides
- Lp(a)

Comprehensive Metabolic Panel

- Sodium
- Potassium
- Chloride
- Carbon Dioxide
- Calcium
- BUN
- Creatinine
- ALT
- AST
- ALP
- Total Bilirubin
- Total Protein
- Albumin
- Glucose

Liver Panel

Kidney Panel

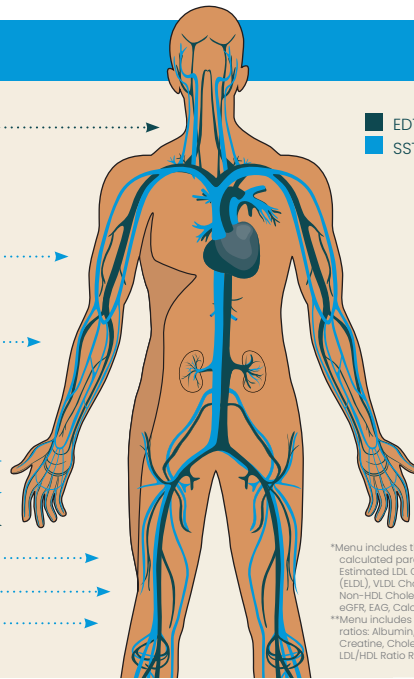
Hemoglobin A1c

Vitamin D

TSH

Oncology

- PSA



- EDTA tube
- SST tube

*Menu includes the following calculated parameters: Estimated LDL Cholesterol (E.L.D.), VLDL Cholesterol, Non-HDL Cholesterol (NHDL), eGFR, EAG, Calculated Globulin
**Menu includes the following ratios: Albumin/Globulin BUN/Creatinine, Cholesterol/HDL Ratio, LDL/HDL Ratio Risk

Our menu covers **80% of all routine blood testing⁶** supporting annual exams, chronic condition monitoring, and screenings.

The Science Behind BetterWay™

Results you can cover with confidence

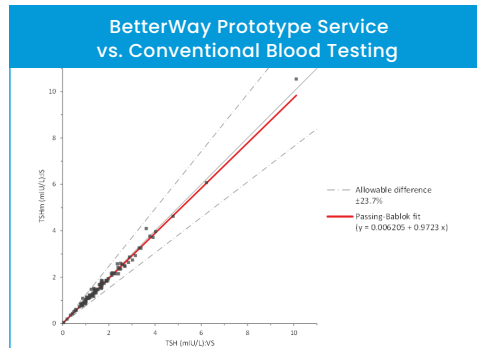
30+
clinical studies

3,000+
study subjects

560,000+
analyzed tests

Clinical Equivalence for Thyroid Stimulating Hormone (TSH)*

Method comparison of conventional venipuncture collection and novel finger capillary collection to validate accuracy



- Black square = clinical subject
 - | Vertical axis = BetterWay result*
 - Horizontal axis = conventional result
 - ∕ Diagonal line = identical results
 - Red line = regression line
 - ⋯ Dashed lines = total industry standard limits
- Simplified view of clinical equivalence:
~95% of black squares between dashed lines depending on conventional variability

*Data on file from Babson's Dandelion Beta Study, 2021. N= 158 subjects representing 7 collection sites with 35 unique analytes tested

How BetterWay blood testing works



Step 1:

Clinician orders tests. Patient chooses preferred pharmacy location, enters payment / insurance information securely online, and schedules an appointment.



Step 2:

Pharmacy staff verifies patient identity and draws a pea-sized blood sample from the finger with next generation collection device. The microsample(s) are placed into the sample preparation device.



Step 3:

The sample preparation device automates pre-analytically and maintains optimal sample conditions. It is designed to reduce human interaction and error, while maximizing sample quality.



Step 4:

Couriers transport samples to Babson's lab. Our lab team uses proprietary miniaturized assays to analyze each microsample, delivering medically accurate results usually in one to two days.

A lot of benefits from a little blood test.
Let's make health easier for everyone.

To learn more, contact Dominic.Weillbaecher@babsondx.com or visit babsondx.com



Blood testing reimagined

