

# Extending our reach in Hereditary Cancer

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May 4, 2021

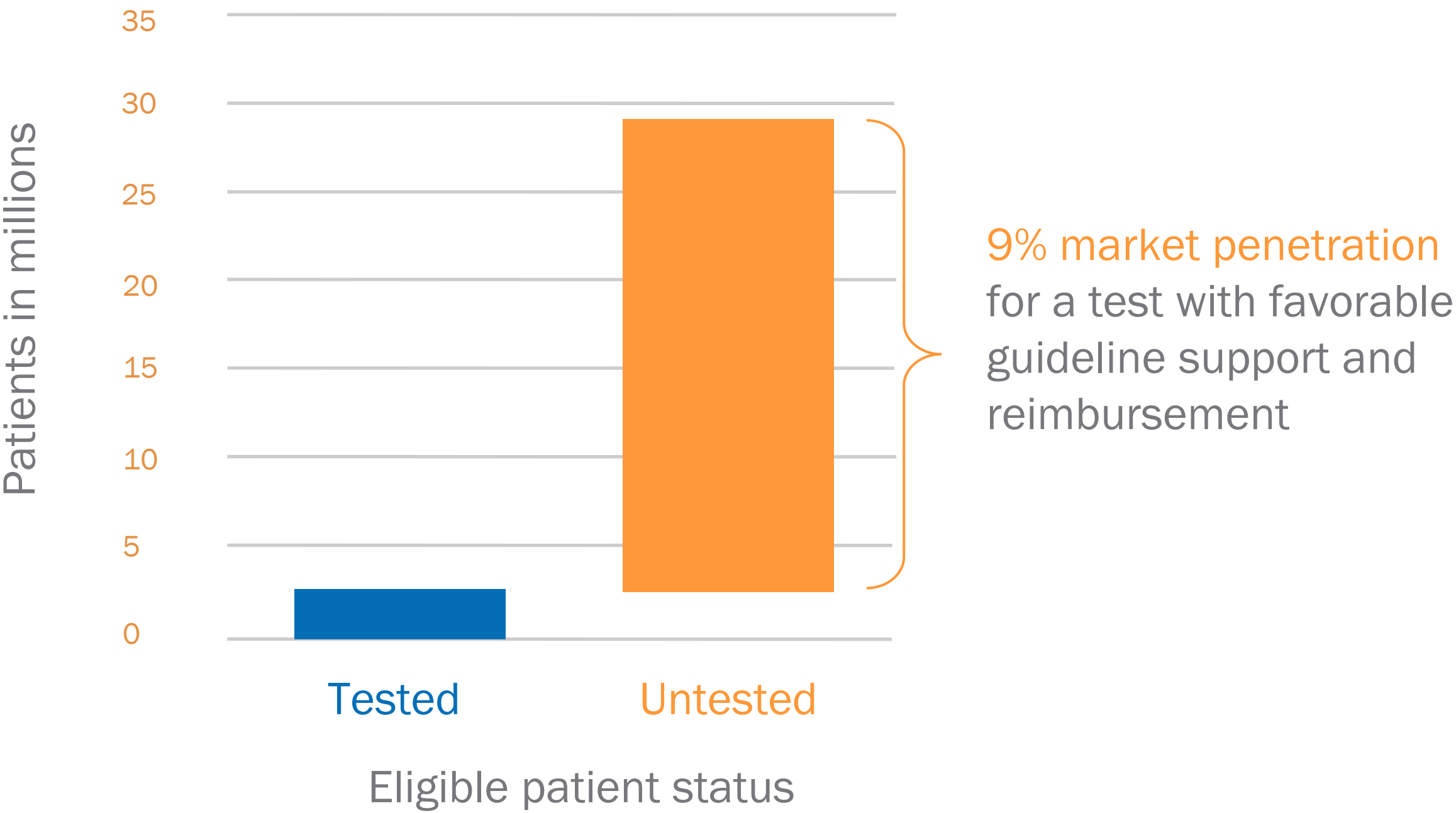




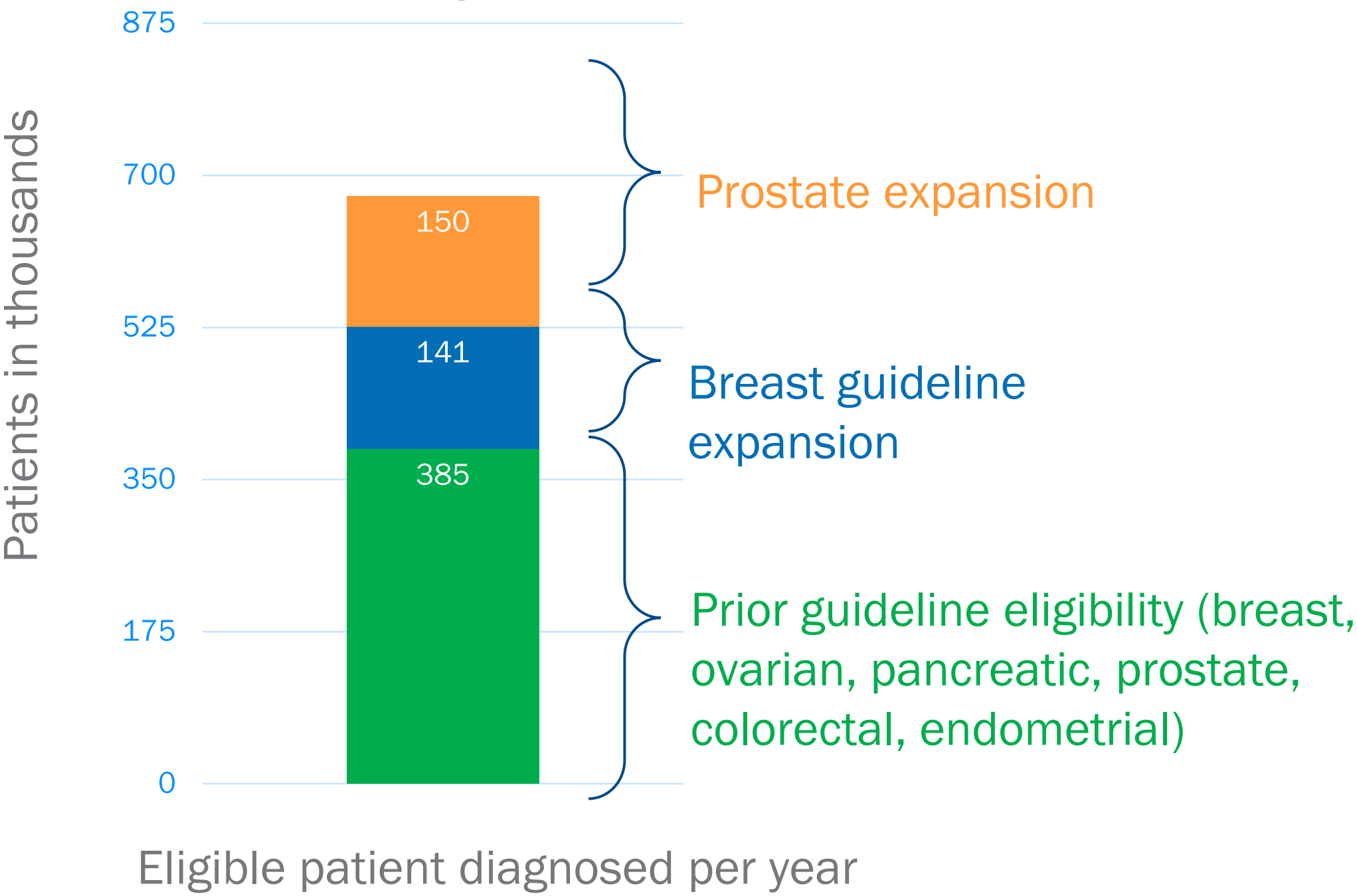
# The hereditary cancer testing market is under-penetrated

The total addressable market is \$2B

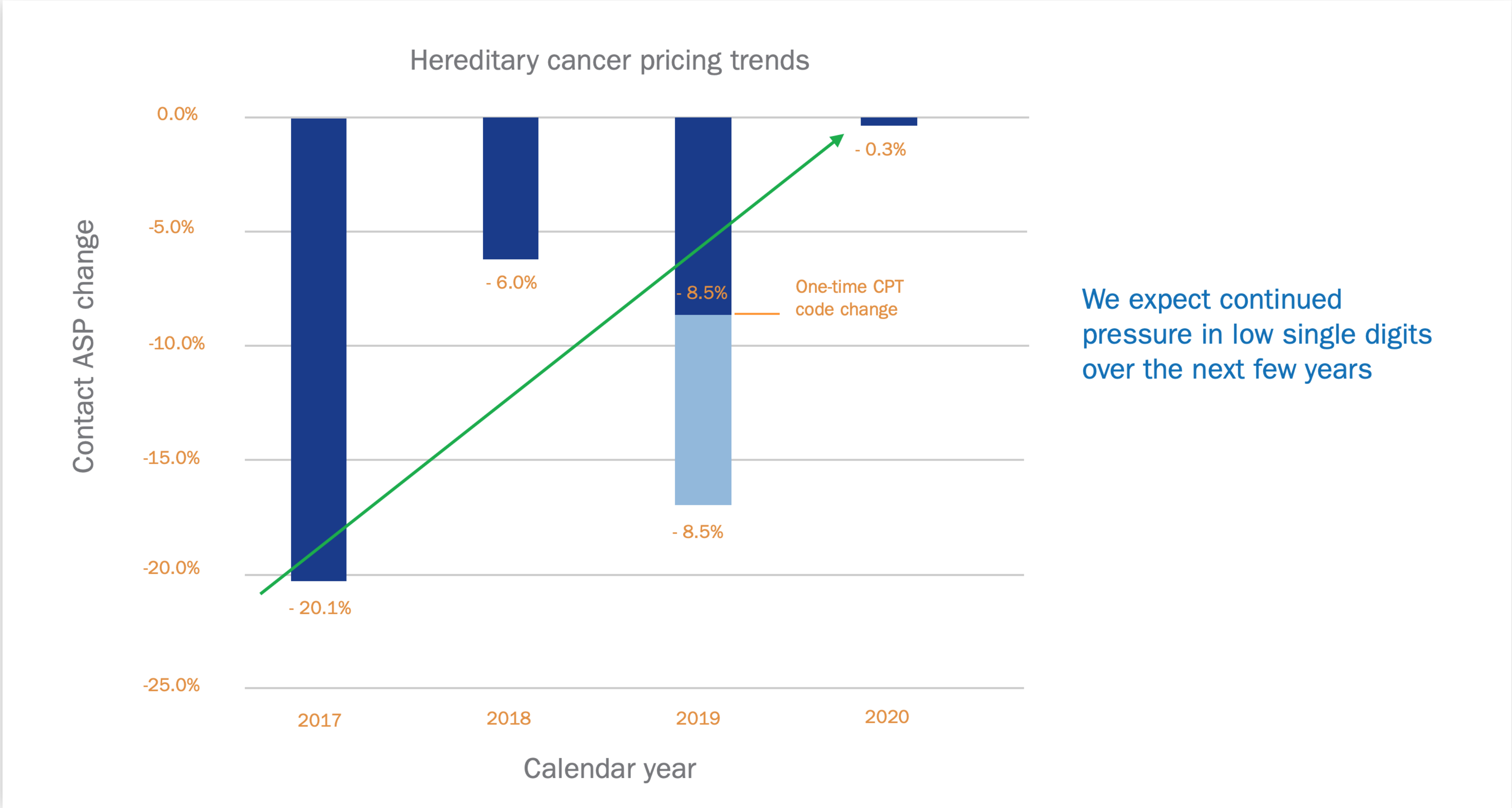
## Women's Health market



## Oncology market



# Pricing across payors is stabilizing for hereditary cancer tests

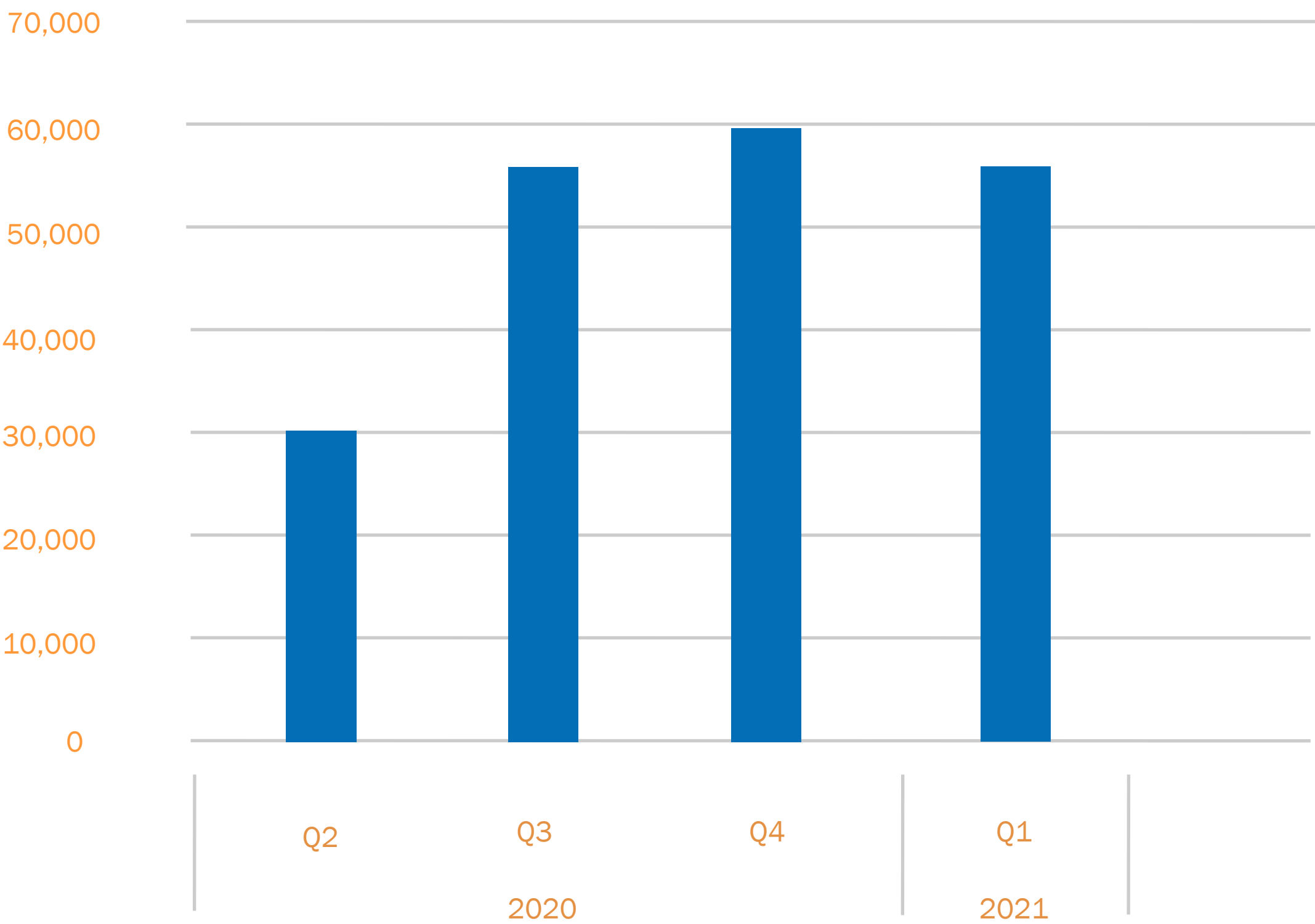


# Challenges in Hereditary Cancer

Root causes:

- 1. Pandemic
- 2. Commercial execution issues in Women's Health
- 3. Friction in customer experience
- 4. Technology deficits

CY20 Q2 - CY21 Q1 Hereditary Cancer volume





A woman with short brown hair is sitting on the grass in a park, stretching her leg. She is wearing a grey tank top and black leggings. The background is a soft-focus scene of trees and a bright sunset, creating a warm, golden light. The text "Women's Health acceleration" is overlaid on the left side of the image.

Women's Health acceleration



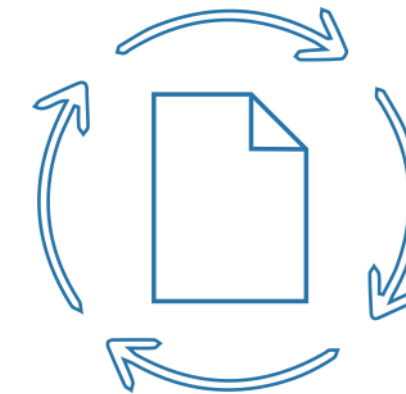
# Refocused team on commercial fundamentals in Women's Health; growth is accelerating out of the pandemic



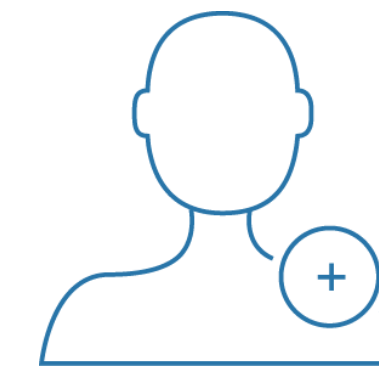
Coaching of sales professionals focused on myRisk® customer retention: **+50.8% growth over past 3 quarters**



Improved targeting to sell myRisk® **to 2,000 OB/GYNs** that currently only order our prenatal products



Sales messaging tailored to leverage both **clinical differentiation with ease-of-use solutions**



**New leadership** to be announced in May



Customer experience

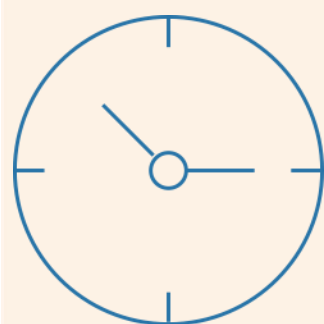




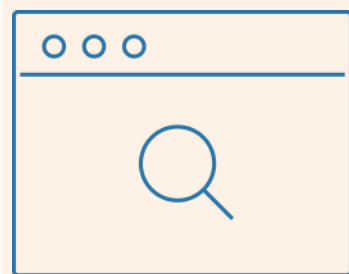
# We continue to take friction out of the customer experience

## Customer Requests:

- "I want to order digitally."
- "I want an interface with my EMR."
- "I need this to be simpler."
- "My patients want price transparency."
- "I don't know how to get started."
- "I need results faster."



STAT (quick turnaround) test option for Oncology patients (CY18)



Unified ordering portal (launching CY21)



Investment in technology resources (CY20 & ongoing)



Electronic medical record and imaging software integrations (accelerating CY21)



Cost estimator launch (CY20)



Streamlined prior authorization & reduced data needs (launched CY21 and ongoing)



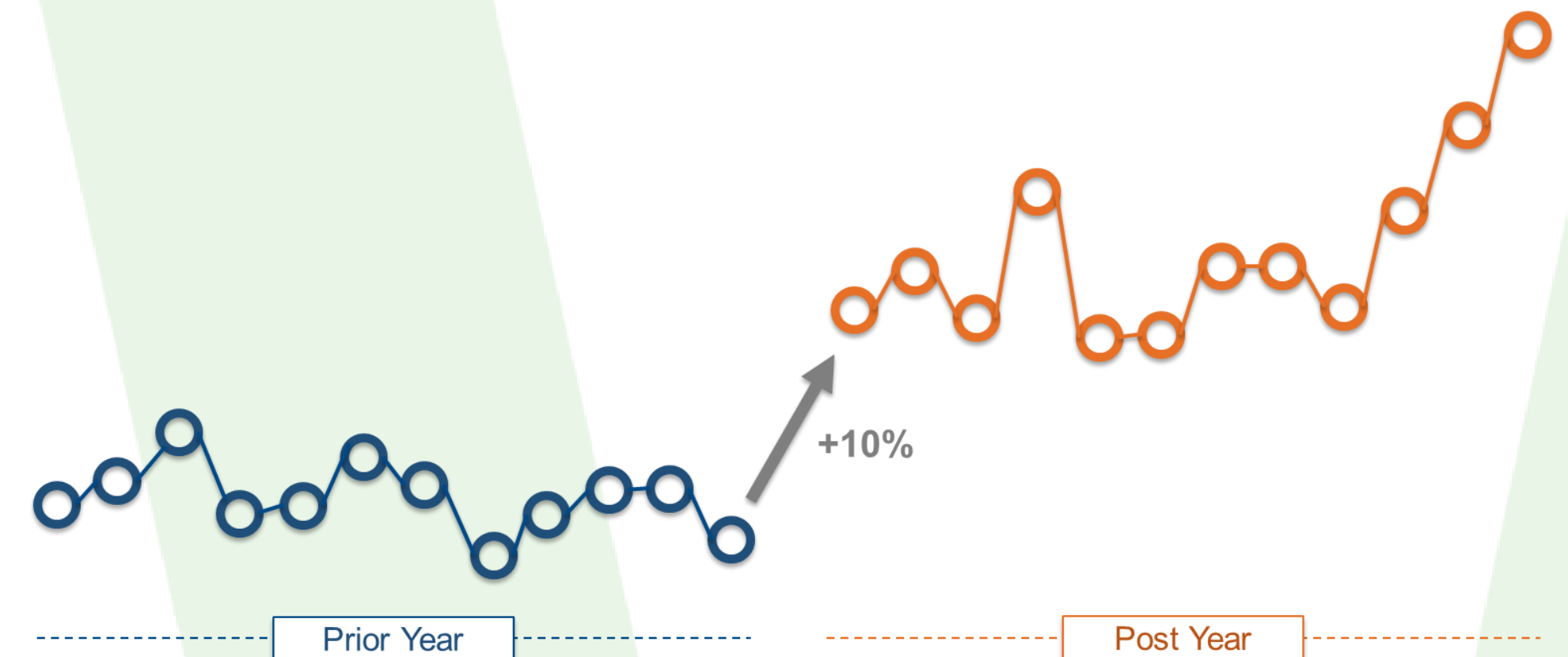
# Tech enablement improves customer experience and lead conversion

## All in one application:

- Patients self-identify if they meet NCCN and other guidelines for testing through a quiz
- Appropriate patients receive pre-test education through a video or Myriad's patient education team of Genetic Counselors
- Pre-populates ordering form and reduces errors
- Results are sent securely to physician account



We see a 10% lift in customer volume when myGeneHistory™ is utilized in their practice







riskScore®



# riskScore:

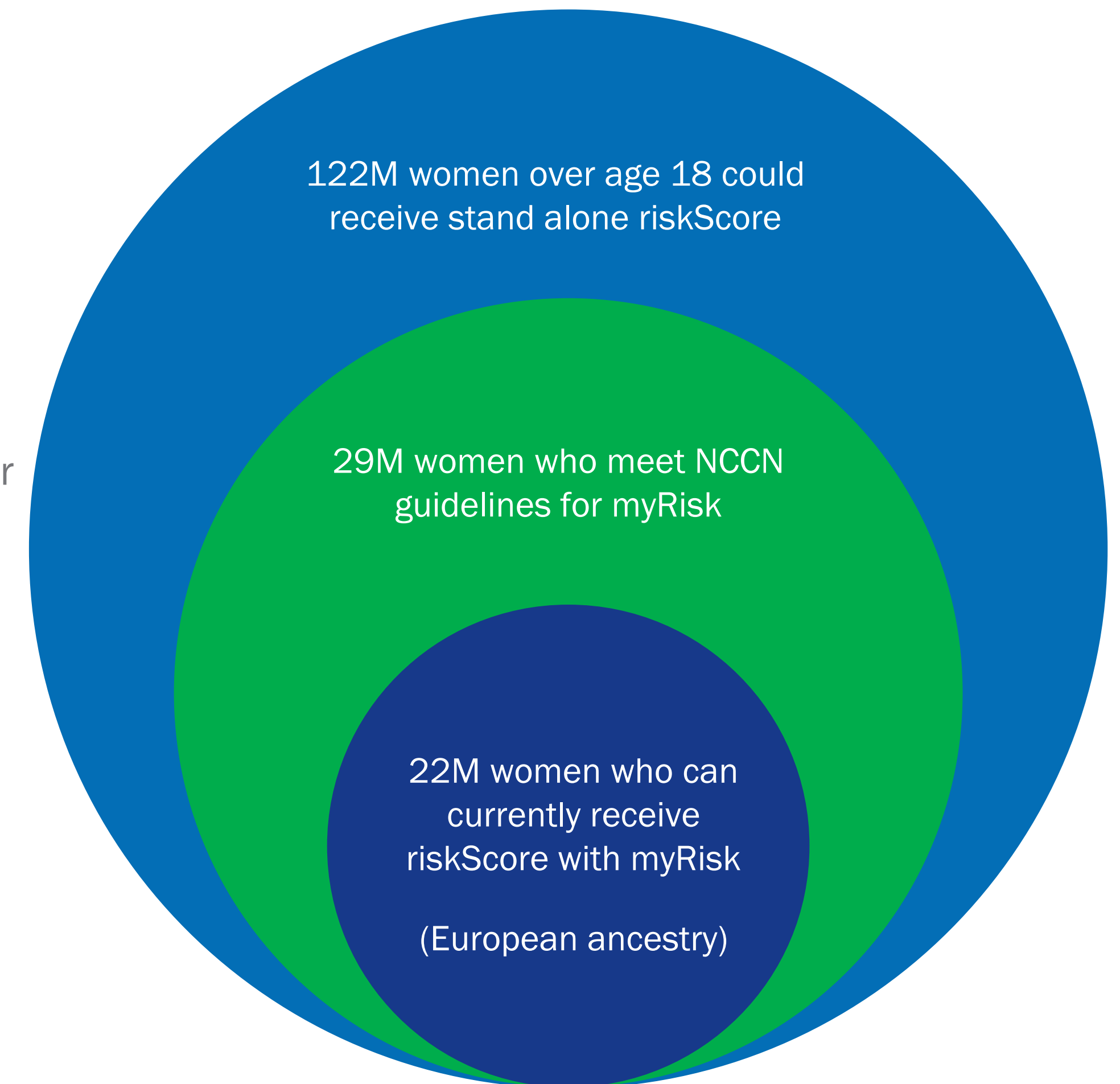
Delivering personalized breast cancer risk to all women



riskScore® for Myriad myRisk® patients of all ancestries in H2

Direct to consumer riskScore expands the total addressable market to a new population of an additional 93 million women that would not otherwise be eligible for myRisk.

riskScore for all ancestries closes the gap between women who meet NCCN guidelines for myRisk and do not have European ancestry with those who do.

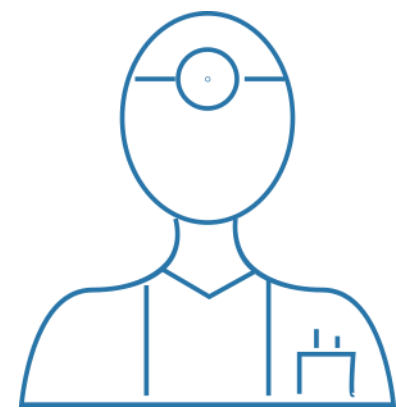


Direct to consumer riskScore FY22



# The future of hereditary cancer testing at Myriad: accessibility for all patients

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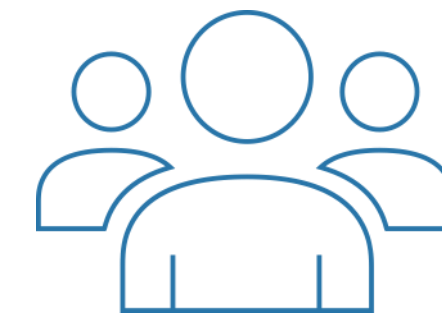
## Clinic model

Testing initiated by clinician



## Direct-to-consumer

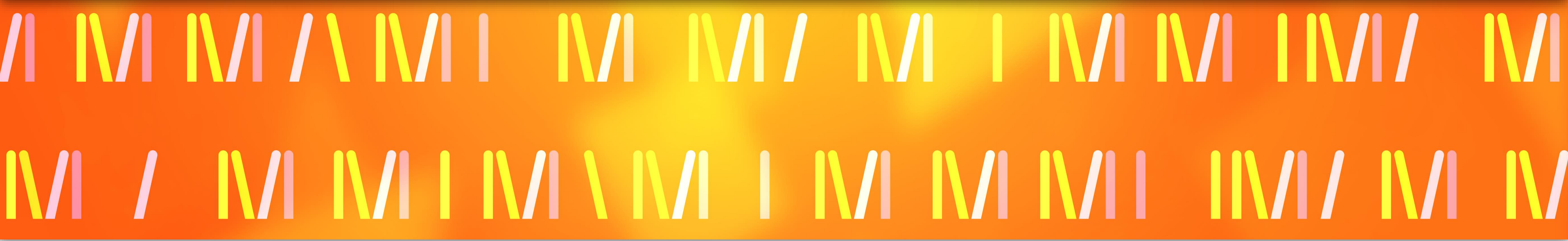
Testing initiated by patient



## New lab partnerships

Adding channels to reach patients





 Myriad genetics