

Help your patients make informed decisions with Simple Ordering

What does it mean for you and your patients?



Provider

Streamlined education, billing and documentation



Patient

Convenient pre-test education and out of pocket estimate

How does it work?

1



Physician

Initiates order digitally

- Select the test
- Invite patient via email or text
- Flexibility to get patient drawn in office or at another lab

2



Patient

Receives order and learns about test

- Watches educational video
- Provides billing information
- Reviews cost estimate

3



Patient

Completes order and schedules blood draw

- In your office (if available)
- At a patient service center
OR
- Through mobile phlebotomy service

Natera
makes
ordering
easy



Simple Ordering process overview



Physician

initiates test order via
Natera Connect

- Select test
- Use sample kit
(if available in office)

Invite patient via
email or text



Patient

watches educational video
at their convenience

- Learn genetic risks
- Know testing process
- Watch on phone/mobile
device

is educated on
billing options

- Provide insurance
- Get cost estimate
- Learn about
compassionate care

signs and completes
the order

- Documented patient
approval or denial

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