

Genetic Testing Benefit Readiness Assessment

Answer each question with a clear owner, a one-sentence decision and a measurable acceptance criterion.

Adoption and member experience readiness

1. Do we have a clear, step-by-step member journey with an owner for each step?
2. Can we explain the program in plain language, including what the test can tell a family and the most common questions members will ask?
3. Do we have a support model with clear next steps guidance?
4. Do we have a measurement plan for program adoption and a cadence to review and act on it?

Operating model readiness

5. Which distribution model are we using (provider ordered, member ordered, hybrid) and why is it the right fit for this pilot?
6. How is eligibility and benefit coverage confirmed in real time?
7. How will payment work (claims-based, case rate/invoice-based), and who owns denials, exceptions, appeals when something fails?
8. What is the governance cadence and issue-resolution process (steering committee, named contacts)?

Post result pathway

9. What happens after results are issued: who communicates results to the family, what channels are used and what is the expected timeframe?
10. What is the support pathway for actionable findings (handoff to physician, access to genetic counseling)?
11. Do we have a feedback loop from member experience and operational metrics back into product improvements (communications, training, workflow fixes)?

Trust, privacy, data security and measurement

12. Is consent explicit, understandable, and auditable (what data is collected, who sees it, how it is used, and how to opt out)?
13. Are security policies and protocols documented and compliant with HIPAA?
14. Do we have a clear plan for PHI handling and segmentation across audiences (member, provider, payer), including what is never shared?
15. Do we have a credible measurement plan that starts with adoption, operational and experience metrics?

Scoring Suggestion

Score each question 0 to 2 where 0 = not defined, 1 = partially defined, 2 = defined and owned. A pilot program should achieve at least 70% of the 30 total points before launch. If you are below that threshold, narrow scope or delay launch.