

‘DR. PHIL’ SHOW TO FEATURE GENOMIND’S GENECEPT ASSAY™ IN UPCOMING PROGRAM AIMED AT HELPING A PATIENT GET BETTER, FASTER

KING OF PRUSSIA, PA.– March 24, 2016– Genomind (www.genomind.com), a personalized medicine company bringing innovation to mental health care through genetic testing, will soon be featured in a nationally broadcast episode of “Dr. Phil.”

Dr. Phil McGraw, a psychologist and *New York Times* best-selling author, and his producers selected Genomind’s Genecept Assay™ to be highlighted as part of a program focused on helping a family in crisis.

The Genecept Assay is a genetic test designed to help clinicians optimize treatment decisions for their patients with mental illness. It is an easily administered cheek swab test that analyzes key genes, selected based on the critical examination of hundreds of studies showing that variations in these genes can inform treatment decisions in psychiatry.

On Tuesday, March 29, the TV program will tell the story of a girl struggling with a variety of mental health challenges. She and her family have tried numerous treatments, so far without success. Dr. Phil and her treating psychiatrist will offer the Genecept Assay as a potential way to help reduce the time, expense and struggle of finding the right treatment by trial and error.

Recent research found 87 percent of patients demonstrated a clinically measurable improvement with treatment guided by the Genecept Assay. It also reported improvement in 91 percent of patients who had failed at least two medications in the past: <https://genomind.com/clinical-evidence/>.

The Genecept Assay is available for use by any licensed and prescribing clinician. Patients should discuss with their clinician whether the Genecept Assay test is right for them <https://genomind.com/talk-to-your-doctor/>. Patients should have their clinician contact Genomind directly to order test kits and/or to receive more information about testing.

Dr. McGraw’s work was recognized by the American Psychological Association in 2006 when it honored him with a presidential citation. Over the years, the “Dr. Phil” show has received 27 Emmy nominations and won five PRISM Awards for the accurate depiction of drug, alcohol and tobacco abuse and addiction, as well as the MADD Media Award. In addition, the Alliance for Women in Media, sponsors of the Gracie Award named after Gracie Allen, has honored Dr. Phil four times. Details about where to watch the show locally can be found at www.drphil.com.

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About Genomind

Genomind is a personalized medicine company bringing innovation to mental health care through genetic testing. Genomind is comprised of pioneering researchers and thought leaders in psychiatry and neurology and specializes in pharmacogenetic laboratory testing for psychiatry. Genomind is committed to partnering with clinicians to improve their patients’ lives. Learn more at www.genomind.com.



About the Genecept Assay™

The Genecept Assay™ is a genetic test designed to help clinicians optimize treatment decisions for their patients with mental illness. It identifies patient-specific genetic markers that indicate which treatments are likely to work as intended, have no effect or cause adverse effects. It is an easily administered cheek swab test that analyzes key genes that have been selected based on hundreds of studies showing that variations in these genes can inform treatment decisions. The Assay is used to guide treatment for a range of psychiatric conditions, including depression, anxiety, obsessive-compulsive disorder (OCD), attention-deficit hyperactivity disorder (ADHD), bipolar disorder, post-traumatic stress disorder (PTSD), autism, schizophrenia, chronic pain and substance abuse, and has been shown in peer-reviewed published studies to improve patient outcomes and reduce overall medical costs. Each Assay provides clinicians with an easy-to-read patient report and a complimentary psychopharmacogenomic consultation. Learn more at www.genomind.com.

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