

**Sponsored Webinar San Diego Section, AACC  
Free to Members and their Guest**

**Direct to Consumer Genetic Testing Opportunities and Challenges**

**Thursday, February 26, 2015  
11:00am PDT - 12:00pm PDT**

**Location:**

USCD Center for Advanced Laboratory Medicine  
UC San Diego, 10300 Campus Point Drive, San Diego, CA 92121  
Conference Room C, on the SE side of the building; first parking lot on the right as you enter the complex.

**The Expert:**

**Linnea M. Baudhuin, PhD, DABMG**, Assistant Professor of Laboratory Medicine and Pathology, Mayo Clinic, Rochester, MN

**Abstract:**

In 2013, the FDA ordered one of the largest direct-to-consumer genetic testing companies, 23andMe, to cease marketing its "Personal Genome Service" (PGS) test due to lack of evidence of analytical and clinical validity. The PGS test encompasses 254 "health conditions and traits", and 23andMe had asserted that consumers could use the test to assess their own potential health risks and take preventive measures. However, critics of PGS and similar tests argue that these tests have a number of shortcomings and could actually provide consumers with misinformation, leading to potential harm to the consumer. Additionally, concerns have been expressed regarding the burden these tests may bring on an already stressed healthcare system due to the majority of test results having limited or no clinical utility and the lack of expert health providers to interpret and advise on DTC genetic reports.

With the regulation of laboratory-developed tests in flux, and consumer interest in genetic testing on the rise, it's unclear what the future holds for DTC genetic testing. Attend this webinar and understand what's behind the debate and what the future may look like for direct-to-consumer genetic testing.

**Attend this program and know:**

- Why the FDA brought enforcement actions against direct-to-consumer genetic testing
- The benefits and shortcomings of direct-to-consumer genetic testing
- How efforts to regulate laboratory-developed tests could potentially affect direct-to-consumer genetic testing
- What opportunities for improvement can be implemented by direct-to-consumer laboratories

**Target Audience:**

Clinical laboratory professionals, IVD industry representatives, and other medical professionals involved in or interested in the genetic testing of consumers. Clinical laboratory professionals, IVD industry representatives, and other medical professionals involved in or interested in the genetic testing of consumers.

**Attendees are eligible for 1 CEU of Accent credit.**