



Convenient, affordable fingertip collection available at your local pharmacy

One in 3 adults don't get routine bloodwork done!
 Patients who are afraid, have vein issues or simply find testing inconvenient often skip important testing.

Why BetterWay

We've reimagined the entire blood testing process with the patient in mind. With only a small amount of blood from a fingertip, Betterway blood testing can deliver a better patient experience and results equivalent to conventional methods.

Easier & less invasive

A pea-sized amount of blood collected from a finger - 1/10 the sample volume of conventional venipuncture

Expanded access

Convenient collection locations your patients already visit - their local retail pharmacy - with evening and weekend hours

Comprehensive menu

Our launch menu covers the most commonly ordered blood tests, supporting annual exams, chronic condition monitoring, and screenings

Trusted results

Our CLIA-certified, CAP-accredited lab uses market-leading analyzers, adapted to produce high-quality results from microsamples

BetterWay is available to your Medicare and Medicaid patients with no out-of-pocket costs for covered testing.

We also submit claims to all private commercial insurers.

Transparent, affordable self-pay pricing supports patients without insurance or those who choose not to use insurance.



BetterWay test menu

Product code	Test		Product code	Test	
10001	Complete Blood Count (CBC)	\$25	10 011	Lipid Panel	\$25
10002	Complete Blood Count (CBC) without Diff	\$20	10012	Direct LDL Cholesterol	\$19
10004	Comprehensive Metabolic Panel (CMP)	\$19	10013	Lipoprotein (a)	\$35
10005	Basic Metabolic Panel (BMP)	\$15	10014	Vitamin D 25-OH	\$49
10006	Hepatic Function Panel	\$15	10015	TSH	\$35
10007	Renal Function Panel	\$17	10016	PSA	\$39
10008	Hemoglobin A1c	\$19			

Based on AMA CPT Codes: 85025, 85007, 85053, 80076, 80069, 80061, 83721, 83695

The science behind BetterWay™

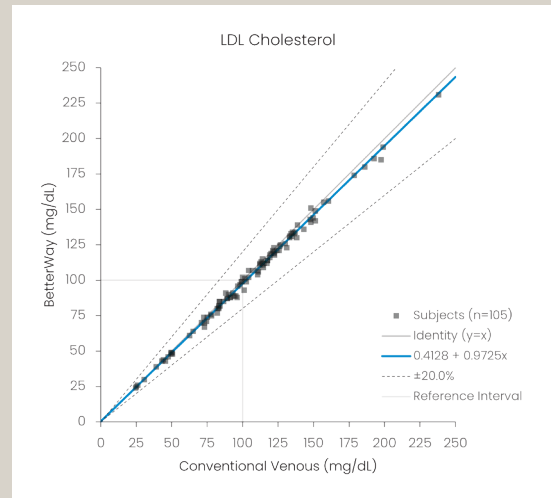
40+
clinical studies

4,000+
study subjects

750,000+
analyzed tests

Clinical equivalence delivers results you can trust

BetterWay ecosystem comparison is clinically equivalent to conventional venous ecosystem.

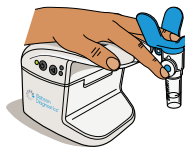


How BetterWay works



Step 1:

Clinician orders tests. Patient chooses preferred pharmacy location, enters payment / insurance information securely online, and schedules an appointment.



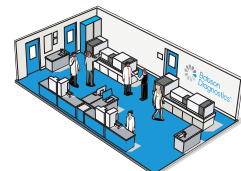
Step 2:

Pharmacy staff verifies patient identity and draws a pea-sized blood sample from the finger with next generation collection device. The microsample(s) are placed into the sample preparation device.



Step 3:

The sample preparation device automates pre-analytics and maintains optimal sample conditions. It is designed to reduce human interaction and error, while maximizing sample quality.



Step 4:

Couriers transport samples to Babson's lab. Our lab team uses proprietary miniaturized assays to analyze each microsample, delivering medically accurate results usually in a day or two.

Let's make health easier for everyone

To learn more, visit [BetterWay.com/for-clinicians](https://www.babsondiagnostics.com/betterway) or contact your local representative.