

2025 REPORT

the pulse of
**GENETIC
COUNSELORS**

Advancing personalized patient care



From a genetic counselor at Labcorp

Genetic counselors are vital partners in delivering more personalized healthcare.

I've worked with many patients facing complex genetic issues. Helping them navigate their health journeys is truly rewarding and the core of what we do.

Genetics is evolving rapidly, with new technologies and artificial intelligence (AI) changing how we work. Meanwhile, we remain trusted, essential guides for patients and providers.

In these pages, over 100 genetic counselors share perspectives, challenges and factors affecting their work to improve patient care.

At Labcorp, and now including Invitae, we're committed to advancing genetics alongside genetic counselors. We seek to understand their needs to develop solutions that benefit patients and improve lives.



Denise Cutillo MS, CGC

Vice President,
Genetic Counseling and
Services, Labcorp

Shaping the future of healthcare through genetic testing

Genetic insights are key to making personalized care a reality

As genetic information becomes more mainstream in healthcare, genetic counselors lead the way with compassion and expertise by:

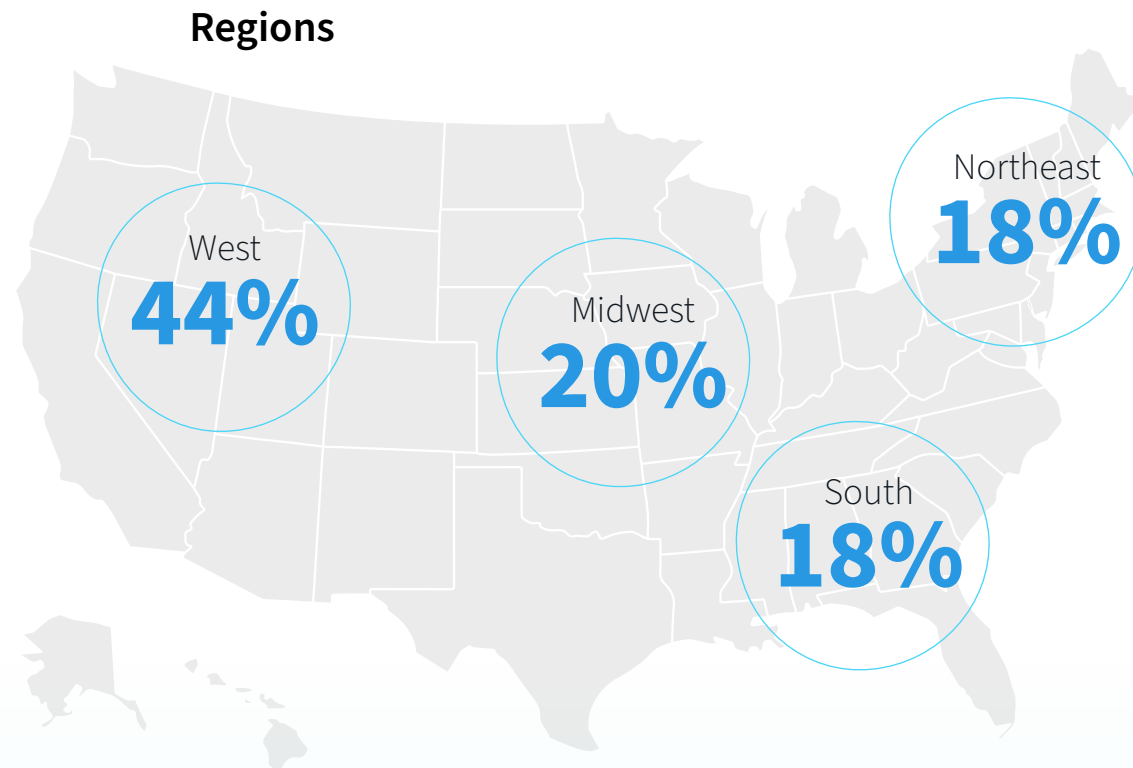
- Helping patients and providers know when and how genetics may improve care
- Assisting patients in making informed choices about genetic testing
- Offering emotional support throughout the testing journey
- Serving as an essential partner to providers and labs

Despite their proven value to healthcare providers, genetic counselors face several barriers in their work. We share their challenges and offer solutions so we can work together to expand access to genetic testing and advance personalized patient care.



Meet the caring voices behind genetic counseling

We surveyed over 100 genetic counselors and held 15 hours of one-on-one conversations to better understand their world, painting a vivid picture of genetic counseling today.



Employers

Large hospitals/healthcare networks (multi-region)

46%

Local hospitals/healthcare networks (single region)

20%

Independent genetic counselor practice

22%

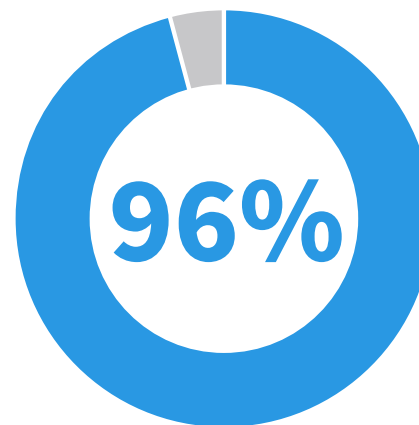
Other

12%

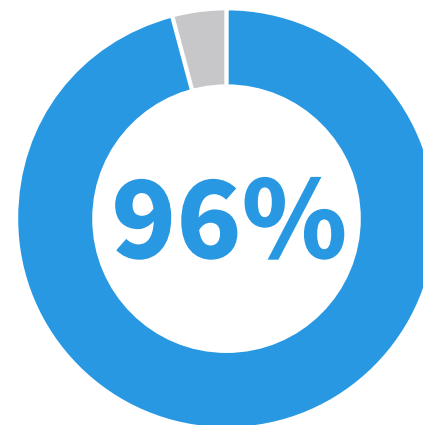
A partner for providers and voice for patients

Genetic counselors support patients, their fellow healthcare providers and the organizations they serve.

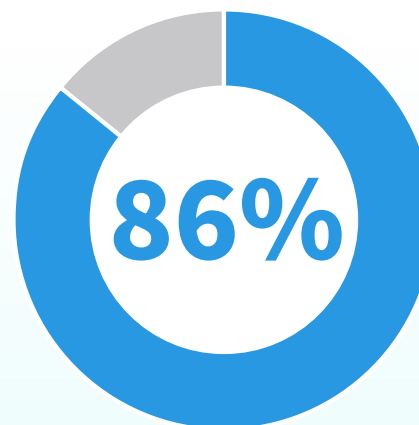
With steadfast resolve, the majority of genetic counselors feel confident in their ability to make a meaningful difference in the lives of patients and providers.



believe they can improve the patient journey



agree they can help providers save time



believe they save their patients money



Pressing problems for genetic counselors

Our survey revealed three key areas of concern.



Workload/time constraints



Patient cost and insurance coverage



Rapid technological advancements

“Public understanding of genetic counseling is improving, but misconceptions about our role still persist.”

– Genetic counselor at a regional hospital



Pain Point #1

Workload/time constraints

Balancing patient care and administrative demands

Genetic counselors typically manage a high volume of patients daily, and each case can be complex, involving in-depth analysis of genetic conditions and detailed explanations to patients.

This complexity can strain their available time to see patients.

[Research from the National Society of Genetic Counselors](#)

showed that genetic counselors spend most of their time on case preparation, administrative work and follow-up care, with little time left for face-to-face patient interactions.





Pain Point #1

Workload/time constraints



“It’s rare for anyone on my team to have a free minute in the day. We’re usually juggling between the doctor, patient and labs. Anything a lab partner can do, from making their portal easier to get reports or having easy access to someone on their end to help me with some questions, all that gives me more time with the patient.”

– Genetic counselor at large health system



Pain Point #2

Patient cost and insurance coverage

Navigating financial challenges in complex genetic testing

Genetic testing faces complex billing and coding issues due to the breadth of possible genes tested, varying lab methods and rapidly evolving technologies. Strict insurance criteria and documentation requirements for family and personal medical histories create administrative burdens, potentially limiting genetic counselors' face-to-face time and causing financial hardships for patients.

Some insurance plans also don't fully cover genetic counseling services or have strict limitations on the genetic counseling services that are covered. Even with coverage, reimbursement rates for genetic counseling are often low compared to the time and expertise required of these providers.





Pain Point #2

Patient cost and insurance coverage



“While we try hard not to let insurance coverage get in the way of the testing we recommend, it is a reality. Some labs are much better at putting attention [into] patient costs, and that goes a long way. Even those who are transparent with calculators and other up-front tools make it easier to minimize the impact of costs during the patient voyage.”

– Genetic counselor at local hospital



Pain Point #3

Rapid scientific and technological advancements

Keeping up with fast-paced evolutions in genetics

The genetics field is evolving at an unprecedented rate, and genetic counselors must regularly update their knowledge and skills to provide patients with the most accurate and current information and care, including:

- Understanding emerging research findings and their implications
- Integrating the latest genetic markers and their disease associations into patient care
- Adapting to new genetic testing methods and results interpretations
- Continuous learning about new genetics technologies and techniques
- Incorporating updates in genetic counseling practices and guidelines

Ongoing education and resources are crucial as discoveries and applications emerge that can significantly impact patient care and treatment options.



Pain Point #3

Rapid scientific and technological advancements

“Many of the physicians I work with depend on our team to stay abreast of rapid advancements in the testing capabilities. The physicians don’t have the time and are managing so many other things, so we become their resource.”

– Genetic counselor at large health system



Opportunities

We've identified three key opportunities to help genetic counselors and other providers focus more on patients and healthcare systems to distinguish themselves.



Integrate Electronic Health Records (EHR) and lab-driven digital tools



Enable coverage and cost transparency for genetic testing/counseling



Dedicate resources to continuing education in genetics





Opportunity #1

Integrate Electronic Health Records (EHR) and lab-driven digital tools

As the role of genetics expands, healthcare systems must prioritize [EHR integration](#) and lab partnerships through networks like [Epic Aura](#). These solutions streamline ordering and administrative processes, enable real-time access to patient data and enhance use, sharing and protection.

Along with lab-driven digital tools like [AI-powered chatbots](#) and [digital genetic assistants](#), EHR integration alleviates the burden on genetic counselors and other providers, resulting in [organizational cost and time savings](#).¹ Genetic counselors can spend more face-to-face time with patients and offer [genetic testing](#) earlier to reduce patient wait times, facilitate faster results and improve patient compliance.





Opportunity #1

Integrate Electronic Health Records (EHR) and lab-driven digital tools

EHR integration saves time compared to using a lab-specific portal

4x reduction in ordering time

5x reduction in results management

And while a lab portal can be useful, given the number of labs a provider might engage with, having multiple digital tools is inefficient.

The ability to offer same-day genetic testing improves patient compliance

70%

of patients who underwent same-day genetic testing completed the process

vs.

35%

of those referred for testing at a follow-up appointment



1. Underkofler K, et al. Presented at: Society of Gynecologic Oncology; March 25–28, 2023; Tampa, FL.



Opportunity #2

Enable coverage and cost transparency for genetic testing/counseling

Health systems and providers can address billing and coding challenges in genetic testing through several strategies:

- Work with labs that provide [patient assistance programs](#) and [combined genetic testing and counseling services](#)
- Implement advanced software for accurate code selection and documentation
- Use standardized templates to improve medical necessity justification

These approaches can help providers deliver comprehensive services without additional staff, supporting precise claims documentation and improving overall efficiency.



Opportunity #2

Enable coverage and cost transparency for genetic testing/counseling

“Patient numbers and complexity are increasing. Anything testing labs can do to help streamline [genetic] testing and remove the genetic counselor as the middleman with insurance preauthorization/appeals/payment coordination is very helpful.”

– Genetic counselor at independent local hospital





Opportunity #3

Dedicate resources to continuing education in genetics

The rapid evolution of genetic testing presents a challenge for genetic counselors who may feel their knowledge is outdated or insufficient. Healthcare systems and providers can keep their in-house staff current by allowing time for:

- Conference attendance
- Expert-led training sessions on genetic advancements
- Engagement with labs that offer posters, publications and webinars on genetics

Additionally, genetic counselors value access to leading databases and knowledge management systems like [ClinVar](#), a free public database cataloging genetic variants and their health associations. Genetic testing labs submit findings to ClinVar, contributing to a collective understanding and advancing the industry.

Conclusion

Realize the full potential of genetics

Genetic testing is revolutionizing healthcare, ushering in a new era of personalized medicine. Genetic counselors are at the forefront, deciphering complex genetic data, guiding patients through life-altering decisions and serving as the crucial link between cutting-edge science and compassionate care.

Healthcare systems and providers should prioritize resources for genetic counselors to enhance their critical role. A trusted lab partner can provide the support needed to help realize the full potential of genetics in healthcare and improve patient outcomes and population health.

Making personalized patient care a reality requires a great partner

Labcorp's 50+ years as a global life sciences leader and Invitae's innovative, proven approach to high-quality genetic testing uniquely position us to advance the healthcare industry. With comprehensive test offerings, leading technology and tools, and financial services, we work closely with you to enhance your genetics program and assist genetic counselors in improving health and improving lives.

Learn more on [our website](#).