

Be DNA Certain™

DNA testing that brings patient safety and diagnostic accuracy to the biopsy process.



know error



The person in personalized medicine.

www.stranddiagnostics.com
www.knowerror.com



Your Trusted Partner

An Advocate in Patient & Practice Safety

Strand Diagnostics has a long history as a comprehensive provider of identity confirmation testing services. We solve complex problems for law enforcement in the criminal justice system with our forensic DNA testing and help doctors ensure patient safety by utilizing the patented know error® system.

Confirm your biopsy results
 The know error® system is a simple process integrated during the time of your biopsy.



STEP 1. A DNA sample is taken by gently swabbing the inside of your cheek.

STEP 2. Your biopsy tissue samples are placed in a bar-coded specimen jar.

STEP 3. If your biopsy sample is positive for cancer (malignant) a test is then performed at Strand Diagnostics' Laboratory comparing the (1) swab reference sample to the (2) biopsy specimen sample, ensuring that the biopsy results belong exclusively to you.

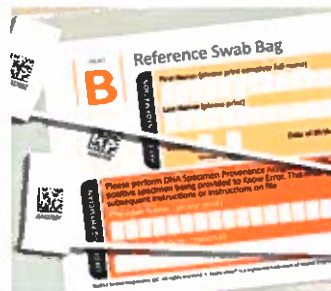
This patented system brings a higher level of diagnostic accuracy and patient safety to the complex biopsy evaluation process allowing you and your physician to proceed with a personalized treatment for your diagnosis. **Matching the DNA profiles confirms your biopsy results belong to you.**

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Did you know that **biopsy specimen errors** can occur outside the control of your doctor?



There are up to 18 different steps¹ in the diagnostic testing cycle from the time your biopsy specimen is taken. The **know error**[®] system created by Strand Diagnostics increases both patient and practice safety, safeguarding you.



Data published in *The Journal of Urology* indicate that 1 in 200² prostate biopsy patients may be subject to undetected specimen transposition or contamination which could lead to a cancer diagnosis being assigned to the wrong patient. When this happens, patients with a false-positive diagnoses could receive unnecessary treatment, while patients with a false-negative diagnoses would not receive the care they need in a timely manner.

Answers to the common questions and concerns you might have about utilizing the patented **know error**[®] system.

• **Why do you need my DNA?**

Your DNA plays an important part in the biopsy evaluation process. With a reference sample of DNA (taken via cheek swab at the time of your procedure) matched to the DNA of your biopsy tissue sample, physicians using the **know error**[®] system can confirm that any biopsy samples used in your diagnosis are, in fact, your samples.

• **Will my DNA information be confidential?**

Your DNA will only be used for the **know error**[®] test. Further, all of your personal information is protected by the Health Insurance Portability and Accountability Act (HIPAA). To review our comprehensive privacy policy, please refer to www.knowerror.com/privacy.

• **Will my insurance company cover the cost of the test?**

Traditional Medicare patients will never receive a bill. In most other circumstances, Strand Diagnostics will bill your insurance company. Once your insurance company is billed, you may receive an EOB (explanation of benefits) from your insurance carrier. Most insurance companies pay for this test. Refer to the Patient Billing brochure for more information. If you have any billing related questions, please contact our billing and reimbursement specialists at: 888-924-6779, option 1. We are here to serve and support you throughout the entire reimbursement process, committed to minimizing any out of pocket expenses, working with your physician and your insurance company every step of the way.

• **Where can I find more information?**

Additional information can be found by visiting our website at www.knowerror.com.

1. Bronner MP. DNA fingerprint analysis for specimen identification. *Clinical and Translational Pathology Research*. Division of Pathology and Laboratory Medicine, Cleveland Clinic. 2006; Fall:5-7.

2. Wojno, K.; Hornberger, J.; Schellhammer, P.; Dai, M.; Morgan, T. The clinical and economic implications of specimen provenance complications in diagnostic prostate biopsies. *The Journal of Urology*. 2015 Apr;193(4):1170-7.

