Breakthrough Allows For Affordable Genome Sequencing Test, Advanced DNA Analysis To Create Customized Healthcare Plans

Frelii is at the forefront of the movement to use DNA data for precision medicine, to create health solutions for individuals and their families. Ian Jenkins, CEO of Frelii, explains how ongoing innovation is creating the conditions needed for more advanced DNA analysis, while keeping the testing process affordable for healthcare consumers.

LEHI, Utah (PRWEB) November 21, 2018 -- While there are many providers out there seeking to use DNA analysis to answer health questions and customize care, the process is often expensive to the point of being unaffordable and/or limited in the range of results provided.

But now, through the power of artificial intelligence technology and advanced testing capabilities, Frelii is leading the way to provide the highest quality, most complete results while keeping service affordable for consumers.

“Genome sequencing used to be a luxury reserved for the rich costing a consumer thousands, if not tens of thousands of dollars. Through recent advancements made through our technology, we not only sequence but can provide comprehensive analysis to determine the user’s unique needs and advantages at the molecular level. The user can apply this knowledge by simply making small adjustments that will improve their health and quality of life,” Frelii CEO Ian Jenkins said.

How? Frelii makes use of an advanced methodology testing procedure called rapid sequencing to more quickly sequence DNA. This pioneering advancement keeps costs down, while providing a more complete set of data from full genome sequencing.

It’s important to note that not all DNA testing is the same. Most DNA testing providers use genotyping to gather information about specific areas of the genome. While genotyping can provide valuable information, it’s still only gathering roughly 1 percent of the individual’s full genomic data. Using genome sequencing Frelii gathers 100 percent of the data, giving the individual more precise information about their body.

Once the Frelii team has gathered complete DNA genome sequencing data, they use artificial intelligence to provide predictive analytics for a full-scale analysis and ranking system. Rather than having only information about a specific gene variance, the Frelii team can provide complete results and answer big-picture questions to create comprehensive health recommendations.

“Imagine an ancient astronomer looking through a single telescope lens and trying to explain how the whole universe works. It’s impossible to do because he is only looking at such a small portion of the sky. That’s why these other companies are missing the boat with genotyping and that’s why we do full genome sequencing. We believe the only way to truly help the person is by looking at all interactions through their 60 million+ data points to really create 'precise' recommendations,” Frelii CMO Seth Jones said.

Additionally, the Frelii testing and data storage process is completely secure and complies with all HIPAA regulations.

This forward thinking approach allows Frelii to provide a customized healthcare plan trusted for its data,
chosen for its affordability, and that is secure enough to give peace of mind to consumers.

Ready to learn more? Seth Jones is available to talk about this topic and others. For scheduling, please contact sethjones(at)frelii(dot)com.

About Frelii
Frelii makes use of the science of genetic testing and harnesses powerful artificial intelligence technology to customize a health and wellness plan suited to the individual. Through a comprehensive suite of services, Frelii takes the guesswork out of health and wellness, and helps people to make the right decisions for themselves and their families.
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