

GeneIQ Fills Void in Senior Living with Fast and Accurate COVID-19 Testing

GeneIQ serves more than 500 long-term care communities, including StoneGate Senior Living

DALLAS (March 3, 2021) – Senior Living was one of the hardest hit industries during the COVID-19 pandemic. With regulations and guidance from the Centers for Disease Control evolving almost daily, many companies were left scrambling to find a laboratory with quick turnaround times to help prevent outbreaks. GeneIQ, a molecular diagnostics laboratory who recalibrated last spring to focus on COVID-19 testing, is now filling the void for more than 500 long-term care communities, including StoneGate Senior Living, who has 36 communities across Texas, Oklahoma, and Colorado.

“The Senior Living industry is one of the most stressful, yet rewarding industries in the world to serve in,” said Stacy Hawkins, Licensed Nursing Home Administrator and Director of Long-Term Care at GeneIQ. “Adding the management of COVID-19 testing to the already packed schedules of the industries teams was very challenging to say the least. But as always, the hardworking heroes in this field continue to adapt with the safety of the residents and staff in mind. Serving long term care teams, like StoneGate Senior Living, has allowed us to show that we are customer obsessed and that we care about supporting them through this pandemic. We are in this together.”

“GeneIQ has been our lab partner since June 2020,” said Brandon Tappan, vice president of operations at StoneGate Senior Living. “Our previous partner didn’t have the capacity to do the tests we needed. Tests were coming back seven to ten days; some were even compromised. After hearing about GeneIQ and its work, we quickly switched and have been pleased with the less than 48 -hour turnaround time. We’re able to maintain the health of our residents and employees and keep them in a low risk, contained environment, and we are grateful for our partnership with GeneIQ.”

The company offers the standalone COVID-19 test as well as COVID-plus, which tests for SARS-CoV-2 (COVID-19), influenza A (Flu A), influenza B (Flu B), and respiratory syncytial virus (RSV), better known as the common cold. The process involves inserting a non-invasive nasal swab about half an inch into the nasal cavity and rotating it along the anterior membrane of each nostril. It is as effective and accurate as the nasopharyngeal test, but without the pain or discomfort.

“It is important that the vulnerable senior population has access to fast and accurate testing to ensure their safety and the safety of employees,” said Frank Howard, founder and CEO at GeneIQ. “We recognized a need for faster turnaround times. Senior living communities need quick results to help with contact tracing, minimize outbreaks and allow for move ins, which is an integral part of their business. We are proud to partner with StoneGate Senior Living and appreciate the company’s hard work in providing the gold standard of care during these challenging times.”

GeneIQ has the ability to test up to 10,000 individuals a day and serves long-term care communities, physician medical practices, state and local municipalities, and corporations across North America.

About GeneIQ:

Located in The Colony, Texas, GeneIQ's state-of-the-art molecular diagnostics laboratory provides a multifaceted testing portfolio. It focuses on Pharmacogenomic testing (PGx) and infectious disease testing for respiratory, urinary, and COVID-19 pathogens. The company created a highly efficient, automated lab process with a paperless, web-based system that provides 24-hour turnaround time for results. The company's testing methodology accurately identifies with 97% sensitivity if the virus is currently present, and with 99.9% specificity if the virus is not.

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