



DNA TESTING BUSINESS EXPANSION GUIDE

A Step-by-Step Guide to Adding DNA
Collection Services to Your Mobile
Testing Business

INSIDE THIS GUIDE

Paternity Testing • Legal DNA Collections • Relationship Testing
Lab Partnerships • Chain of Custody • Pricing • Marketing
Employer & Professional Referrals • Expanding Your Services



MobileDrugTestingBusiness.com

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This guide is provided for general educational, informational, and business-planning purposes only. Nothing contained in this publication should be interpreted as legal, medical, laboratory, regulatory, tax, accounting, immigration, or other professional advice.

DNA collection and relationship testing requirements can vary depending on the type and purpose of the test, laboratory procedures, jurisdiction, intended legal use, and other circumstances. Requirements and procedures may also change over time.

The purchaser is responsible for determining which federal, state, and local requirements apply to the services they intend to provide and for following the procedures established by their laboratory partners and other applicable authorities.

LABORATORY TESTING & DNA COLLECTION

This guide is designed primarily around providing DNA specimen-collection and related business services through appropriate laboratory partners. It does not qualify the purchaser to operate a DNA laboratory, perform genetic analysis, interpret genetic results, or provide medical or legal advice.

Legal, court-admissible, immigration, prenatal, forensic, and other specialized DNA testing may involve additional laboratory, identification, chain-of-custody, collection, documentation, professional, or regulatory requirements. Business owners should verify the requirements for each service before advertising or providing it.

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CHAPTER 1

ADDING DNA TESTING TO YOUR MOBILE BUSINESS

DNA testing can be a natural expansion for a mobile drug testing business because the collection process uses many of the same skills you are already developing: meeting clients at convenient locations, verifying identification, completing documentation, collecting specimens correctly, and working with a laboratory partner.

The major difference is the specimen itself. While drug testing may involve urine, oral fluid, hair, or other specimens, most relationship DNA testing uses a simple **buccal swab**, which collects cells from the inside of a person's cheek. The collection itself is typically quick and does not require blood draws or complicated medical equipment.

For the mobile business owner, the opportunity is not about becoming a DNA laboratory. Your role is generally to **provide or coordinate the collection service**, properly document the collection when required, and send the specimens to the appropriate laboratory for testing. The laboratory performs the actual DNA analysis and produces the results.

Why Add DNA Testing?

Adding DNA services allows you to generate additional revenue without creating an entirely separate business. Many of the basic systems you already use for scheduling appointments, accepting payments, traveling to customers, maintaining records, marketing locally, and building professional referral relationships can also support DNA testing services.

DNA testing can also bring you a different type of customer. Drug testing is often driven by employers and workplace requirements, while DNA testing can generate business from individuals, families, attorneys, immigration professionals, and other referral sources.

This gives your business another potential revenue stream rather than relying entirely on one category of testing.

Your Role as a Mobile DNA Collector

One of the most important concepts to understand is the difference between **collecting a DNA specimen and testing DNA**.

As a mobile collector, you are not analyzing DNA or determining biological relationships yourself. The laboratory handles the scientific testing and issues the results. Your job may include verifying the individuals being tested, completing required paperwork, collecting cheek-swab specimens, maintaining chain of custody when required, packaging the specimens correctly, and sending them to the laboratory according to its procedures.

The exact process depends on the type of DNA test being performed and the laboratory you work with.

Start With the Right Foundation

Before advertising DNA testing services, establish a relationship with a laboratory that offers the types of testing you plan to provide. Learn its collection procedures, pricing, kit-ordering process, documentation requirements, shipping instructions, and policies for mobile or third-party collectors.

Do not assume every DNA test follows the same procedure. A private informational paternity test, for example, is different from a test intended for legal or court use. Immigration DNA testing can involve additional requirements and procedures.

We will cover those differences throughout this guide so you understand **what services you can offer, how the collection process works, and how DNA testing can fit into your existing mobile testing business.**

KEY TAKEAWAY

You do not need to operate a DNA laboratory to add DNA collection services to your mobile testing business. Your opportunity is to connect customers with appropriate laboratory testing while providing convenient, professional specimen collection and related services.

CHAPTER 2

DNA TESTS YOU CAN OFFER

Adding DNA testing to your mobile business can open the door to several different types of customers and referral sources. Paternity testing is the service most people immediately associate with DNA, but it is only one part of the market. Depending on your laboratory partnerships, qualifications, state requirements, and the services you choose to offer, your business may be able to coordinate or provide collections for relationship testing, legal and government cases, prenatal testing, and certain specialty genetic services.

Your role will vary depending on the service. For many DNA tests, you may collect a **buccal swab from inside the cheek**, verify identification, complete required documentation, maintain chain of custody when applicable, package the specimens, and send them to the laboratory. Some services require blood specimens, which means the collection must be performed by someone legally qualified to draw blood in that jurisdiction.

The laboratory performs the actual DNA or genetic analysis and produces the results. Your mobile business is providing the convenient collection and coordination side of the service.

Relationship & Paternity Testing

Legal Paternity Testing

Legal paternity testing is used when the results may be needed for an official or legal purpose, such as child support, custody matters, inheritance issues, or changes to certain legal records.

Unlike an informal test, legal testing requires documented procedures designed to establish who was tested and preserve the integrity of the specimens. This typically includes identity verification, required photographs or identification documentation, collection records, and a documented chain of custody.

Follow the laboratory's collection protocol exactly. A collection that does not meet the laboratory's legal-testing requirements could prevent the results from being used for their intended purpose.

Informational or “Peace of Mind” Paternity Testing

Some customers simply want to know whether a biological relationship exists and have no intention of using the results for court or another official proceeding. These tests are often referred to as informational, private, or peace-of-mind tests.

The collection process may be less formal because a legal chain of custody is not required. However, customers should understand before purchasing the test that results from an informal collection may not be suitable for legal use.

Maternity Testing

Maternity DNA testing can establish whether a woman is the biological mother of a child. It may be requested for personal reasons or in situations involving adoption, immigration, family reunification, or questions concerning biological relationships.

As with paternity testing, the required collection procedure depends on whether the results are intended solely for personal information or for an official purpose.

Sibling Testing

Sibling testing can help evaluate whether two individuals are full siblings, half siblings, or unlikely to share the claimed biological relationship. It can be particularly useful when one or both parents are unavailable for testing.

Because indirect relationship testing can be more complex than direct parent-child testing, provide the laboratory with the family circumstances before determining which test to sell. The laboratory may recommend testing additional relatives to obtain more useful genetic information.

Grandparentage Testing

Grandparentage testing may be used to evaluate a biological relationship between a child and an alleged grandparent, particularly when the alleged parent is unavailable or deceased.

Testing more than one biological grandparent or including other available relatives may sometimes provide the laboratory with additional genetic information. Let the laboratory determine the appropriate participants for the particular case.

Avuncular Testing

Avuncular testing evaluates a potential biological relationship between an individual and an alleged biological aunt or uncle. It can provide another option when a parent is unavailable or deceased.

Again, your job is not to determine whether a particular family configuration will produce a conclusive result. Gather the relevant information and allow your laboratory partner to recommend the appropriate test and participants.

Legal & Government-Related DNA Services

Immigration DNA Testing

DNA testing may be requested during certain immigration cases to provide evidence of a claimed biological relationship. Immigration DNA testing involves procedures that are considerably more controlled than an ordinary consumer test.

For U.S. immigration cases in which DNA evidence is requested or accepted, specific government and laboratory procedures can apply, including the use of an appropriately accredited relationship-testing laboratory and controlled handling of collection kits and specimens. Procedures may also differ depending on whether individuals are being collected inside or outside the United States.

If you want to perform collections associated with immigration cases, work with a laboratory experienced in this area and follow the instructions for each case exactly. Do not independently advertise a standard paternity test as an “immigration test.”

Deceased or Post-Mortem DNA Testing

Families may seek DNA testing after an individual has died because of inheritance, estate, probate, paternity, or other family questions.

These cases can be significantly different from a routine cheek-swab collection. Available specimens and the authorization required to obtain or test them can vary considerably. A case could potentially involve coordination among the DNA laboratory, funeral home, medical examiner, attorney, or other authorized party.

Treat these as specialized cases. Contact your laboratory before quoting the customer or promising that testing can be performed.

Adoption DNA Verification

DNA testing may sometimes be used to establish or verify biological relationships associated with domestic or international adoption matters.

The appropriate process depends on why the testing is being requested and which organization or government authority will use the results. When testing is connected to an official proceeding, determine the applicable requirements through your laboratory before arranging the collection.

Prenatal DNA Testing

Non-Invasive Prenatal Paternity (NIPP)

Non-invasive prenatal paternity testing can evaluate paternity during pregnancy without invasive procedures such as amniocentesis. These tests generally analyze fetal DNA circulating in a maternal blood sample and compare it with DNA from the alleged father.

Because the service requires a maternal blood specimen, the blood collection must be performed by an appropriately qualified professional as required by the laboratory and applicable law. The alleged father's specimen may commonly be collected using a cheek swab.

Laboratories differ in when they will perform prenatal testing and in their collection requirements, so use the gestational timing and procedures specified by the laboratory you partner with rather than promising customers a universal testing week.

Early Fetal Sex / Gender Testing

Some laboratories offer early fetal sex testing using fetal DNA present in maternal blood. This can create another potential mobile collection opportunity, particularly for customers who value the convenience of an in-home appointment.

Again, this is a blood-based service. Your business should only provide the blood collection through personnel who are appropriately qualified to perform it and according to the laboratory's collection requirements.

Health, Wellness & Specialty Testing

Pharmacogenomic (PGx) Testing

Pharmacogenomic testing examines genetic variations that may affect how an individual responds to certain medications. Specimens may be collected using a cheek swab or another method specified by the laboratory.

This is different from relationship testing and can involve healthcare providers, clinical laboratories, medical necessity requirements, and other rules that do not apply to ordinary paternity testing. A mobile testing business should not interpret PGx results or advise a patient which medication to take. Any clinical interpretation belongs with appropriately qualified healthcare professionals.

If you decide to enter this area, use a laboratory and program specifically designed for legitimate clinical genetic testing and understand the requirements before marketing the service.

Ancestry & Heritage Collections

Some customers may want assistance collecting DNA specimens for ancestry, genealogy, or heritage purposes. Mobile collection could be particularly convenient for elderly or homebound customers or organized groups.

However, direct-to-consumer DNA companies have their own collection and account procedures. Determine whether the company permits third-party collection assistance before offering it as a paid service, and make sure customers understand how their genetic information will be handled by the testing company they choose.

Infidelity & Forensic DNA Testing

Some laboratories offer testing of items such as clothing or personal objects to determine whether biological material is present or whether a DNA profile can potentially be obtained.

This is a highly specialized area. Consent, possession of the item, privacy, admissibility, and testing laws can vary by jurisdiction and circumstance. Do not collect someone's DNA secretly or advise customers that testing a particular item is lawful.

If you receive this type of request, discuss the circumstances with a qualified forensic laboratory and require the customer to satisfy any applicable consent or authorization requirements before accepting the case.

You Don't Have to Offer Everything

This list is meant to show you how broad the DNA testing market can be, **not to suggest that you should launch every service immediately.**

A new mobile DNA business can begin with straightforward services such as paternity and other relationship-testing collections. Once you have a strong laboratory relationship and understand your collection procedures, you can determine whether additional services make sense for your business.

When a customer asks for a test you are unfamiliar with, there is nothing wrong with saying:

“Let me confirm the appropriate testing option and collection requirements with our laboratory before I schedule your appointment.”

That simple approach can prevent expensive mistakes while still allowing you to pursue business outside your everyday services.

KEY TAKEAWAY

DNA testing offers far more opportunities than paternity testing alone. Relationship testing can provide the foundation of your services, while legal, immigration, prenatal, adoption, post-mortem, and specialty testing may provide additional revenue opportunities as your business grows. You do not need to become a genetics expert or offer every service. Build strong laboratory partnerships, understand exactly what you are qualified and permitted to collect, and follow the laboratory's procedures for each type of test.

CHAPTER 3

LEGAL VS. NON-LEGAL DNA TESTING

One of the most important things to understand when offering DNA testing is the difference between a legal DNA test and a non-legal or informational DNA test. The laboratory may use similar scientific methods to analyze the samples, but the way the specimens are collected, identified, documented, and handled can be very different.

Before scheduling a customer, always ask a simple question:

“Do you need these results for court, immigration, child support, custody, a birth certificate, or another official purpose, or are the results just for your personal knowledge?”

The answer helps determine which testing process the customer needs.

Non-Legal or Peace-of-Mind Testing

A non-legal DNA test is generally used when someone simply wants information about a biological relationship for personal knowledge. A common example is a parent who wants confirmation of paternity but does not currently need to present the results to a court or government agency.

These tests may have less restrictive collection procedures because the identity of each participant does not have to be independently documented in the same manner required for a legal test.

Depending on the laboratory, the customer may even be permitted to collect certain specimens themselves. However, your mobile service can still provide value by making the process convenient, helping ensure specimens are collected properly, completing the laboratory paperwork, and arranging shipment.

The customer should understand that a non-legal test may not be acceptable later for court or another official purpose. If there is any possibility that the results will be needed officially, discuss the legal-testing option before proceeding.

Legal DNA Testing

Legal DNA testing requires a documented collection process so that the laboratory and the organization receiving the results can establish whose specimens were collected and how those specimens were handled.

This is where a professional mobile collector can become particularly valuable.

Depending on the laboratory and purpose of the test, the collection process may require verification of identification, photographs, signatures, fingerprints or other identifying information, witnessed specimen collection, tamper-evident packaging, collection documentation, and a documented chain of custody.

Always use the paperwork and procedures supplied or approved by the laboratory handling the case. Do not develop your own legal collection procedure and assume it will be accepted.

Understanding Chain of Custody

Chain of custody is the documented record showing the handling of a specimen from collection through its transfer to the laboratory.

For a legal DNA collection, documentation may identify who was tested, who collected the specimens, when and where the collection occurred, how the participants were identified, and how the specimens were packaged and transferred.

Your responsibility is to protect the integrity of that process.

Complete documentation at the time of collection. Do not leave required sections blank with the intention of completing them later. Make sure names, dates, specimen information, signatures, and other required information are accurate before the participants leave.

Identification and Documentation

Legal DNA collections commonly require identification procedures specified by the laboratory. Adults may be required to present acceptable government-issued photo identification. Requirements for minors can differ because young children may not have government-issued identification.

Do not create your own identification rules. Follow the laboratory's instructions for the particular test.

If a participant arrives without the required identification or documentation, contact the laboratory before proceeding rather than guessing or accepting an alternative that has not been approved.

Collecting the Specimen

Buccal swabs are commonly used for relationship DNA testing. During a professional collection, you should follow the laboratory's instructions regarding preparation of the participant, number of swabs, collection technique, drying requirements if applicable, labeling, packaging, and shipment.

Avoid touching the collection end of a swab or allowing it to contact an unintended surface. Specimens should remain associated with the correct participant throughout the collection.

When multiple people are being tested, complete one participant's collection according to your laboratory's workflow before moving through the remaining specimens. A simple labeling or packaging mistake can create a significant problem in a legal case.

Protecting the Specimens

After collection, specimens should be packaged exactly as directed by the laboratory. Legal collections may use specific collection envelopes, seals, forms, or shipping materials designed to document and protect the specimens.

Do not give legal specimens back to the participants to deliver unless the laboratory's approved procedure specifically allows it. Maintaining controlled handling of the specimens is an important part of preserving chain of custody.

Keep shipping receipts, tracking information, or other records when required by your laboratory or your own business procedures.

When a Customer Changes Their Mind

A customer may initially request an inexpensive peace-of-mind test and later tell you that the results are needed for court.

Do not promise that the original test can simply be converted into a legal test after the specimens have already been collected.

If the original collection did not follow the required legal chain-of-custody process, a new properly documented collection may be necessary. Contact the laboratory and explain the situation before advising the customer.

This is another reason to determine the intended use of the results before collecting the specimens.

Immigration Cases Require Their Own Process

Immigration DNA testing should not be treated as simply another legal paternity collection. These cases can involve additional government and laboratory procedures, including controls over collection kits, appointment arrangements, identification, specimen handling, and transmission of results.

When you receive an immigration-related inquiry, obtain the basic case information and contact the laboratory you work with for instructions. Follow the procedure established for that particular case rather than using your standard legal DNA collection workflow.

Your Role Is Collection, Not Legal Advice

Customers may ask questions such as whether a DNA result will win their custody case, establish inheritance rights, change a birth certificate, or prove something in court.

Those questions go beyond your role as a DNA collector.

You can explain the difference between the testing options and the collection procedures, but you should not tell customers what legal effect their results will have. Refer legal questions to the appropriate attorney, court, government agency, or other qualified professional.

KEY TAKEAWAY

Always determine why the customer needs DNA testing before scheduling the collection. Personal or peace-of-mind testing may use a less formal process, while testing intended for legal or official use can require identity verification, documented chain of custody, controlled specimen handling, and

laboratory-specific procedures. When in doubt, contact the laboratory before collecting the specimens.

CHAPTER 4

WORKING WITH A DNA LABORATORY

Your laboratory partner is one of the most important relationships in your DNA testing business. You are providing the customer-facing collection service, but the laboratory performs the DNA analysis, determines appropriate testing options, establishes collection requirements, and produces the final results.

A good laboratory relationship also gives you somewhere to turn when a customer presents an unusual situation. Instead of trying to become an expert in every possible family relationship or DNA test, you can explain the circumstances to the laboratory and get guidance before quoting or scheduling the customer.

Choosing a DNA Laboratory

Do not choose a laboratory based solely on the lowest wholesale price. You are building your reputation around the service your customer ultimately receives, so reliability, turnaround time, available services, and support all matter.

When evaluating a potential laboratory partner, ask about the types of DNA tests offered, turnaround times, collection procedures, kit availability, shipping requirements, customer support, pricing, payment procedures, and how results are delivered.

Also ask whether the laboratory regularly works with independent mobile collectors or DNA collection businesses. A laboratory familiar with this business model may be better prepared to provide the supplies, documentation, instructions, and support you need.

Understanding Laboratory Accreditation

Accreditation requirements depend on the type and intended use of the DNA testing being performed. This is especially important when you move beyond private, informational relationship testing into legal, immigration, clinical, or other specialized services.

If you plan to offer immigration DNA collections, make sure your laboratory is appropriately accredited for the service and experienced with the required process. The laboratory should be able to tell you exactly what procedures apply to each case.

Do not advertise a test as court-admissible, immigration-approved, or acceptable for a particular government purpose simply because a laboratory offers DNA testing. Confirm that the specific laboratory, test, and collection procedure meet the requirements for the customer's intended use.

Questions to Ask a Potential Laboratory

Before establishing a partnership, get clear answers to the practical questions that will affect your business:

- What relationship DNA tests do you offer?
- Do you offer both legal and non-legal testing?
- Do you work with independent mobile collection businesses?
- Which services require specific collector qualifications?
- Do you provide collection kits and supplies?
- Is there a charge for kits or shipping?
- What identification is required for legal collections?
- What chain-of-custody documentation is required?
- How are specimens shipped to the laboratory?
- What is the typical turnaround time?
- How and to whom are results released?
- What are my wholesale or partner prices?
- Are volume or reseller pricing programs available?
- Who do I contact when I have an unusual case?
- Which specialized services do you offer, such as prenatal, immigration, post-mortem, or other relationship testing?

Keep the answers organized so you can quickly reference them when customers call.

Setting Up Your Laboratory Account

Once you select a laboratory, you may need to establish a business or collector account. The laboratory may request your business information, contact information, shipping address, payment method, or other documentation.

Ask whether you will purchase testing directly from the laboratory and then charge your customer your own retail price, or whether the laboratory uses another billing arrangement. Understanding the payment structure before you begin is important because it affects your pricing and cash flow.

For example, if your customer pays you \$399 for a DNA service and your total laboratory and shipping costs are \$200, the remaining \$199 is not necessarily your final profit. You may still have travel expenses, collection supplies, payment-processing fees, advertising expenses, and the value of your time to consider. We will address pricing in more detail later in this guide.

Ordering DNA Collection Kits

Many laboratories provide collection kits containing the materials required for their tests. Depending on the service, a kit may contain buccal swabs, specimen envelopes, chain-of-custody paperwork, consent forms, shipping materials, labels, or other items.

Learn how your laboratory handles kit ordering before you start advertising. Some laboratories may allow you to keep standard collection kits on hand, while specialized tests may require a case-specific kit.

Immigration and certain legal cases, for example, may have procedures controlling how kits are issued and handled. Never substitute your own collection materials for laboratory-provided materials without confirming that the laboratory accepts them.

Know the Laboratory's Collection Procedures

Even if you have performed hundreds of cheek-swab collections, read the instructions that accompany the laboratory's kit. Laboratories can have different requirements regarding the number of swabs, collection duration, labeling, drying, packaging, paperwork, identification, photographs, and shipping.

Develop a habit of reviewing the requirements before the customer arrives. For specialized testing, contact the laboratory ahead of the appointment if anything is unclear. It is much easier to resolve a question before collecting the specimen than to discover afterward that the sample or documentation cannot be accepted.

Submitting Specimens

Once a collection is complete, verify the entire package before it leaves your possession. Confirm that the specimens are correctly labeled, required signatures have been obtained, documentation is complete, specimens are packaged properly, and any required seals are intact.

Ship or transfer the specimens according to the laboratory's instructions. When appropriate, maintain tracking information and documentation showing when the package was sent.

Your customer is trusting you with something personally important. Professional handling of the specimen is just as important as performing the collection correctly.

Receiving and Delivering Results

Establish exactly how results are handled before you begin selling DNA testing. Depending on the laboratory and type of test, results may be provided directly to the tested individuals, released through a secure portal, sent to an authorized party, or handled according to a specific legal or government process.

Do not automatically download, email, print, or forward DNA results unless doing so is consistent with the laboratory's procedures and the customer's authorization. DNA results contain sensitive personal information, so customer privacy should be protected throughout the process.

Do Not Interpret DNA Results

Customers may look at their report and immediately ask what the results mean. You can direct them to the laboratory's stated conclusion or refer them to the laboratory for assistance, but you should not provide scientific, medical, or legal interpretations outside your role.

If a customer disputes a result or has technical questions about probabilities, genetic markers, exclusions, or laboratory methodology, refer those questions to the laboratory.

Building More Than One Laboratory Relationship

As your business grows, you may eventually find it useful to establish relationships with more than one laboratory. One laboratory may be excellent for standard relationship testing while another offers specialized testing you want to add.

You do not need several laboratories when you are first starting. One reliable primary laboratory that supports your core services is enough to launch. Additional partnerships can be added as your service menu and customer base grow.

KEY TAKEAWAY

Your laboratory is the technical backbone of your DNA testing services. Choose a reliable partner, understand its pricing and procedures, use its approved collection materials, and follow its instructions for every test. You do not need to know the answer to every unusual DNA question. The right laboratory relationship gives you an expert resource when you need one.

CHAPTER 5

PERFORMING MOBILE DNA COLLECTIONS

Providing professional mobile DNA collection services means bringing the collection process directly to the customer while maintaining the same attention to identification, specimen integrity, documentation, and laboratory procedures that would be expected at a traditional collection location.

Most relationship DNA collections are relatively simple to perform because they use buccal swabs to collect cells from the inside of the cheek. The collection itself may take only a few minutes, but your professionalism before, during, and after the appointment is what turns a simple collection into a valuable mobile service.

Before the Appointment

Preparation begins before you leave for the collection. Review the type of DNA test being performed and confirm whether it is a legal or non-legal collection. Make sure you understand exactly who is being tested and what documentation the laboratory requires.

Review the laboratory instructions for the specific test rather than assuming every collection follows the same procedure. Make sure you have the correct collection kit, forms, identification requirements, packaging materials, and shipping instructions.

For legal collections, confirm with the customer ahead of time what identification or documentation each participant must bring. This can prevent you from arriving at the appointment only to discover that the collection cannot be completed.

Preparing Your Mobile Collection Supplies

Keep your mobile collection supplies organized and ready to go. The exact supplies will depend on your laboratory and the type of testing you provide, but a basic DNA collection setup may include:

- Laboratory collection kits
- Buccal swabs
- Disposable gloves
- Required consent and collection forms
- Chain-of-custody forms for legal collections
- Specimen envelopes or laboratory packaging
- Tamper-evident seals when required
- Labels

- Pens
- Disinfecting supplies
- Shipping materials
- A method for obtaining photographs when required by the laboratory

Do not assume that supplies can be substituted simply because they appear similar. Use the collection materials required or approved by your laboratory.

Arriving at the Collection

A mobile appointment might take place in a customer's home, an attorney's office, a healthcare facility, a workplace, or another appropriate location. Wherever the collection occurs, look for a clean, reasonably private area where paperwork and specimens can be handled without unnecessary interruption.

Introduce yourself, explain the basic collection process, and verify that everyone who is supposed to participate is present.

For a legal collection, complete the required identification and documentation procedures before collecting specimens. If something does not match the laboratory's requirements, contact the laboratory before proceeding.

Collecting a Buccal Swab

Buccal collection is commonly used for relationship DNA testing because it is simple and non-invasive. The swab collects cells from the inside of the participant's cheek.

Always follow the instructions supplied with the laboratory's collection kit. Laboratories may specify how the participant should prepare before collection, how many swabs are required, how long or how thoroughly each cheek should be swabbed, and whether the swabs require drying before packaging.

Wear gloves when required and avoid touching the collection end of the swab. The swab should only contact the intended participant and the appropriate collection area.

Collect specimens from one person at a time and keep that person's paperwork, labels, and specimens together. This reduces the possibility of accidentally mixing specimens between participants.

Avoiding Contamination

DNA is biological material, so preventing contamination is important. Do not place an exposed swab on a table, countertop, paperwork, or other surface. Do not touch the collection tip with your hands or gloves.

Follow the laboratory's instructions regarding drying and packaging. Do not place specimens into containers or plastic bags that have not been approved for the collection simply because they are convenient.

If you drop a swab, touch the collection end accidentally, or believe a specimen may have been contaminated, do not simply continue as though nothing happened. Use a new swab when appropriate or contact the laboratory for instructions.

Labeling the Specimens

Correct labeling is critical, especially when several people are being tested during the same appointment.

Complete labels according to the laboratory's requirements and verify that each specimen corresponds to the correct participant before packaging it. Check spelling, dates, identification information, and any required signatures.

Never rely on your memory to determine which specimen belongs to which participant after the collection is finished. Label and document specimens as you complete the collection.

Completing the Paperwork

Paperwork may include consent forms, collection information, participant identification, chain-of-custody documentation, signatures, photographs, or other information required by the laboratory.

Take a few minutes to review every required field before the participants leave. Missing signatures, incorrect dates, incomplete identification information, or mismatched names can create delays and may require another collection.

For legal testing, accurate documentation is particularly important because the collection records help establish the identity of the participants and the handling of the specimens.

Packaging the Specimens

Package specimens exactly as directed by the laboratory. Depending on the test, the laboratory may provide individual specimen envelopes, collection envelopes, seals, shipping containers, or other materials.

Before sealing the final package, verify that all required specimens and paperwork are included. Make sure any required seals are properly applied and that the package is ready for shipment according to the laboratory's instructions.

Legal specimens should remain under the required chain-of-custody process. Do not hand them back to the customer for delivery unless that procedure has specifically been approved for the case.

Shipping to the Laboratory

Know how your laboratory expects specimens to be returned. Some laboratories provide prepaid shipping materials or labels, while others may require you to arrange shipping yourself.

When tracking is available, retain the tracking number with your business records. This allows you to confirm when a specimen was shipped and when it arrived at the laboratory if a customer later asks about the status of the test.

Do not promise an exact result date based solely on when you ship the specimen. Laboratory turnaround time generally begins according to the laboratory's own policies and can vary by test.

Blood-Based DNA Collections

Some DNA and genetic services require a blood specimen rather than a cheek swab. Non-invasive prenatal paternity testing and certain other genetic tests are examples.

A blood draw is different from a buccal-swab collection. If your business offers services requiring blood specimens, the blood must be collected by an individual who is appropriately qualified and permitted to perform the procedure under applicable requirements.

If you personally are not qualified to draw blood, you may be able to build a relationship with an appropriately qualified mobile phlebotomist or other professional rather than eliminating the service from your business entirely. Confirm that this arrangement is acceptable to the laboratory and complies with applicable requirements before offering the service.

When Something Goes Wrong

Not every collection will go perfectly. A participant may arrive without acceptable identification, a child may be difficult to swab, paperwork may be incomplete, a specimen may become contaminated, or you may discover that the collection kit is missing something.

Do not improvise when the integrity or acceptability of the test could be affected.

Contact the laboratory, explain what happened, and follow its instructions. It is better to delay or repeat a collection than to submit a specimen you know may not meet the laboratory's requirements.

Creating a Professional Customer Experience

Customers seeking DNA testing may be dealing with highly personal family situations. Some may be nervous, emotional, embarrassed, or involved in a legal dispute.

Your job is not to become involved in the family situation or take sides. Remain professional, neutral, and respectful. Explain the collection procedure, complete your work accurately, protect the customer's privacy, and allow the laboratory to handle the scientific results.

Convenience is one of the strongest advantages of a mobile testing business. Arriving on time, being prepared, performing the collection professionally, and making the process easy for the customer can help distinguish your business from a traditional collection location.

KEY TAKEAWAY

A DNA cheek-swab collection may only take a few minutes, but professional mobile collection involves much more than swabbing a cheek. Preparation, identification, accurate documentation, contamination prevention, proper packaging, chain of custody when required, and correct shipment are all part of delivering a reliable service. Always follow the specific procedures established by the laboratory handling the test.

CHAPTER 6

PRICING & MAKING MONEY WITH DNA TESTING

Pricing DNA testing services is different from simply adding a small collection fee to the laboratory's cost. Your customer is paying for an entire service that may include arranging the test, providing a convenient mobile appointment, collecting the specimens, completing documentation, packaging the specimens, coordinating with the laboratory, and managing the process from beginning to end.

The goal is to establish pricing that covers all of your costs while leaving enough profit to make the service worthwhile. Before advertising prices, understand exactly what your laboratory charges you and what expenses you will incur for each type of appointment.

Understanding Your Laboratory Cost

Your laboratory cost will usually be one of the largest direct expenses associated with a DNA test. Depending on your laboratory relationship, you may receive wholesale, reseller, collector, or partner pricing that allows you to add your own markup.

Laboratory pricing can vary considerably depending on the type of test. A standard informational paternity test may cost significantly less than a legal relationship test, prenatal paternity test, immigration case, or specialized relationship analysis.

Create a simple pricing sheet showing the laboratory cost for every service you plan to offer. Update it whenever your laboratory changes its pricing.

Calculate the True Cost of the Appointment

The laboratory fee is only part of your cost. A mobile appointment can also involve:

- Travel and mileage
- Your collection time
- Collection supplies
- Shipping or courier charges
- Payment-processing fees
- Administrative time
- Advertising and customer acquisition costs
- Additional collector or phlebotomy costs when applicable

If you only look at the laboratory fee, you may believe you are earning more from an appointment than you actually are.

For example, suppose the laboratory charges you \$175 for a particular test and you charge the customer \$325. At first glance, it appears that you made \$150. But if you spent money on travel, shipping, payment processing, supplies, and advertising to acquire that customer, your actual profit is lower.

Build those expenses into your pricing rather than absorbing them after the sale.

Setting Your Retail Price

There is no single price that every mobile DNA business should charge. Your pricing will depend on your laboratory costs, local market, travel area, level of service, type of testing, and desired profit margin.

One simple approach is to calculate:

Laboratory Cost + Collection Costs + Mobile Service Fee + Desired Profit = Customer Price

The important point is that you are not simply reselling a laboratory test. You are providing a service around that test.

Customers may be willing to pay more for the convenience of having a professional come to their home, office, attorney's office, healthcare facility, or other appropriate location rather than traveling to a collection center.

Charging a Mobile Collection Fee

A separate mobile collection fee can be useful when your travel requirements vary significantly from one customer to another.

For example, you might establish a standard service area included in your base price and charge an additional travel fee for appointments outside that area. Another option is to price the DNA test separately from the mobile collection.

Either approach can work. What matters is that customers understand the total price before scheduling.

Avoid surprising customers with unexpected travel or collection charges after the appointment has already been booked.

Pricing Legal vs. Non-Legal Testing

Legal DNA testing may justify a higher service price because the collection generally involves more documentation and responsibility than an informal peace-of-mind test.

A legal collection may require identity verification, photographs, chain-of-custody paperwork, signatures, controlled specimen packaging, and additional coordination with the laboratory.

Do not assume that the laboratory cost is the only difference between the two services. Consider the additional time and administrative responsibility involved when establishing your retail price.

Pricing Specialized DNA Services

Specialized services should generally be priced individually rather than forcing every DNA service into the same pricing structure.

Immigration cases, prenatal paternity testing, post-mortem cases, complex relationship testing, and other specialized services may involve higher laboratory costs, additional participants, special collection procedures, professional blood draws, or additional coordination.

Before quoting one of these cases, gather the necessary information and confirm the laboratory cost and requirements.

There is nothing wrong with telling a customer:

“Let me confirm the laboratory requirements and total cost for your specific situation, and then I can give you an exact price.”

This is better than quoting too quickly and discovering later that the case costs significantly more than expected.

Additional Participants and Collections

Some relationship tests involve more than two people. Others may require participants to be collected at different locations.

Determine how your laboratory charges for additional participants and then decide how your business will charge for the additional collection work.

If one participant is located 30 minutes away from another, you are performing two mobile appointments even though the specimens belong to the same DNA case. Your pricing should account for that additional time and travel.

Collecting Payment

DNA testing is generally a service where collecting payment before specimens are submitted to the laboratory can protect your business.

Your exact payment policy is up to you, but customers should understand when payment is due, what the payment covers, and whether any portion is refundable after kits have been used, specimens have been collected, or laboratory testing has begun.

Put your payment and cancellation policies in writing rather than trying to resolve disagreements after they occur.

Deposits for Expensive Tests

For higher-cost services, you may want to require full payment or a substantial deposit before ordering specialized kits or scheduling outside professionals.

This can be particularly important when you are responsible for paying the laboratory or a mobile phlebotomist regardless of whether the customer ultimately follows through.

Avoid using your own money to finance expensive testing for customers whenever possible.

Example Pricing Structure

The following is an example of how a mobile DNA business might organize its pricing. These figures are illustrations only and are not suggested market prices.

Standard informational DNA test:

Laboratory and direct costs: \$175

Customer price: \$349

Amount remaining before overhead and taxes: \$174

Legal DNA test:

Laboratory and direct costs: \$225

Customer price: \$449

Amount remaining before overhead and taxes: \$224

Specialized test:

Laboratory and direct costs: \$450

Customer price: \$695

Amount remaining before overhead and taxes: \$245

Your actual numbers could be higher or lower. The purpose of the example is to show that your retail price should be based on your real costs and the value of the service rather than copying another company's advertised price.

Know Your Profit Before You Accept the Appointment

Create a simple calculation for each service:

Customer Payment – Laboratory Cost – Shipping – Supplies – Travel – Outside Collector Costs – Payment Fees = Estimated Profit

This allows you to see which services are financially worthwhile.

A service producing \$150 in gross margin but requiring three hours of driving may be less attractive than a service producing the same margin from an appointment ten minutes away.

Understanding these numbers also helps you establish reasonable travel boundaries and additional mobile fees.

Avoid Competing Only on Price

Customers seeking DNA testing are often purchasing more than a laboratory analysis. They may value privacy, convenience, speed, professionalism, clear communication, and the ability to schedule a collector at a location that works for them.

Trying to become the cheapest provider in your market can make it difficult to cover your expenses and provide good service.

Instead, build your business around convenience and professionalism. Answer inquiries promptly, explain the process clearly, arrive prepared, protect customer privacy, and make the collection process as easy as possible.

Those are services customers can understand and value.



KEY TAKEAWAY

Price DNA testing based on the complete service you provide, not simply the laboratory's wholesale cost. Account for laboratory fees, travel, shipping, supplies, payment processing, outside collectors, administrative time, and your desired profit. Confirm the cost of specialized cases before quoting them, and know approximately what you will earn before accepting each appointment.

CHAPTER 7

FINDING DNA TESTING CUSTOMERS

Adding DNA testing to your business only creates revenue when customers know the service is available. Fortunately, DNA testing gives you several different ways to generate business because your customers can come directly from the public or through professional referral relationships.

Unlike employer drug testing, which is primarily a business-to-business service, DNA testing can create a strong consumer side to your mobile testing business. Someone searching for paternity testing may need the service immediately and may have never thought about DNA testing until a personal situation created the need.

Your marketing should make it easy for that person to find you, understand what you offer, and contact you quickly.

Start With the Services People Are Searching For

Customers generally search for the problem they are trying to solve rather than for a mobile DNA collection company. Your marketing should therefore use language that matches the services people understand.

Examples include:

- Paternity testing
- Legal paternity testing
- DNA testing
- Mobile DNA testing
- DNA testing near me
- Paternity testing near me
- At-home DNA collection
- Sibling DNA testing
- Grandparent DNA testing
- Immigration DNA testing
- Prenatal paternity testing

Only advertise services you actually offer through an appropriate laboratory partner. Specialized services should not be promoted until you understand the collection requirements and have a laboratory capable of handling them.

Build a Strong Local Online Presence

Many DNA customers will begin their search online. Your website should clearly explain that you provide mobile DNA collection services and identify the geographic area you serve.

Create individual sections or pages for your major services rather than simply listing “DNA testing” once on your website. Someone searching specifically for legal paternity testing should be able to quickly determine that you provide that service.

Your website should also prominently display a phone number or contact form. DNA testing can be an emotional and time-sensitive purchase, so making potential customers search through several pages to figure out how to reach you can cost you business.

Google Business Profile

A Google Business Profile can help customers discover your business when searching locally. Keep your business name, service area, phone number, website, hours, and services accurate.

If you operate as a mobile business without a customer-facing office, configure the profile according to Google's current requirements for service-area businesses rather than displaying a location where customers cannot actually visit you.

As you complete successful appointments, you can ask satisfied customers to leave an honest review. Because DNA testing is highly personal, some customers may understandably prefer not to publicly describe the service they received. Never pressure them to do so.

Attorneys as Referral Sources

Family-law, immigration, probate, and estate attorneys can encounter clients who need DNA testing. These professionals can become valuable referral sources because their clients may need properly handled collections rather than an informal home-testing kit.

Introduce your business as a convenient local collection resource. Explain your mobile service area, the types of collections you coordinate, and your ability to work with laboratory-required chain-of-custody procedures when applicable.

Do not tell attorneys that every test you provide will be accepted by every court or government agency. Your laboratory and the requirements of the particular case determine the appropriate testing process.

Immigration Professionals

Immigration attorneys and other legitimate immigration-service professionals may encounter cases in which DNA evidence is requested or appropriate.

If immigration DNA collection is part of your service menu, make sure you have an appropriate laboratory relationship before marketing to these professionals. Your value is being a reliable local collection resource who understands that immigration cases require specific procedures and cannot simply be handled like ordinary peace-of-mind paternity testing.

A few strong professional referral relationships can be more valuable than repeatedly trying to find individual immigration customers yourself.

Funeral Homes, Estate Professionals & Probate Contacts

Post-mortem and inheritance-related DNA cases may create opportunities to build relationships with funeral homes, probate attorneys, estate professionals, and other organizations that encounter families dealing with biological relationship questions after a death.

These cases can be complicated, so your marketing should focus on your ability to coordinate with the appropriate laboratory rather than promising that every deceased individual or specimen can be tested.

When you receive an unusual case, gather the basic information and contact your laboratory before quoting a price or making commitments.

Adoption-Related Professionals

Depending on the services available through your laboratory, adoption professionals and attorneys may occasionally encounter situations where biological relationship testing is needed.

This is not likely to produce the same volume as standard paternity testing, but it can become another source of professional referrals. As with immigration testing, understand the requirements of the specific case before arranging a collection.

Healthcare & Professional Referral Relationships

Certain specialized genetic services may create opportunities for relationships with healthcare professionals or other organizations. However, clinical genetic testing is different from ordinary relationship DNA testing.

If you offer pharmacogenomic or other health-related genetic collections, make sure you understand the laboratory's requirements and the role of the ordering healthcare professional. Your business should provide appropriate collection services without diagnosing conditions, recommending medications, or interpreting clinical genetic results.

Market the Convenience of Mobile Service

Your biggest marketing advantage may not be the DNA test itself. It may be the fact that you go to the customer.

Mobile service can be particularly attractive to:

- Busy professionals
- Families with children
- Elderly or homebound individuals
- Customers without convenient transportation
- Attorneys coordinating client collections
- Customers who value privacy
- Multiple family members who need to be collected together
- Customers who cannot easily visit a traditional collection location

Your advertising should make that convenience obvious.

Instead of only saying “We Offer DNA Testing,” explain the benefit:

“Professional DNA collection at your home, office, or other convenient location.”

That tells the customer why your service is different.

Answer Leads Quickly

DNA testing inquiries can be highly motivated. Someone searching for a paternity test today may schedule with the first professional business that answers their questions clearly.

Respond to calls, texts, forms, and emails as quickly as reasonably possible. Have a basic intake process ready so you can determine what the customer needs without turning the first conversation into a lengthy consultation.

Useful initial questions include:

- What type of relationship are you trying to establish?
- Is the test for personal knowledge or an official/legal purpose?
- Who will be participating in the test?
- Where are the participants located?
- Is there a deadline?
- Has a court, attorney, government agency, or other organization provided testing instructions?

These questions give you enough information to identify straightforward cases and recognize situations that need to be discussed with your laboratory.

Build Referral Relationships Consistently

Professional referrals rarely come from introducing yourself once and disappearing. Keep a simple list of the attorneys, professionals, organizations, and other referral sources you contact.

Follow up periodically, provide updated information about your services, and make it easy for them to reach you when a client needs testing.

Your goal is to become the person they remember when someone says, “I need a DNA test.”

Protect Customer Privacy in Your Marketing

DNA testing involves extremely personal information. Use discretion in testimonials, photographs, social media posts, and customer communications.

Never use a customer's story, photograph, test result, or identifying information for marketing without appropriate permission. Even when permission exists, consider whether sharing the information is necessary.

Professionalism and privacy can become part of your reputation and help differentiate your business in a service where customers may already feel uncomfortable discussing why they need testing.

Track Where Customers Find You

Ask every new customer how they heard about your business. Keep a simple record of whether the lead came from Google, your website, an attorney, another professional, social media, a previous customer, paid advertising, or another source.

After several months, you should begin to see which marketing channels are actually producing paying customers.

Put more effort into the sources that generate profitable appointments instead of assuming every marketing method deserves the same amount of time and money.



KEY TAKEAWAY

DNA customers can come from both direct-to-consumer marketing and professional referral relationships. Build a strong local online presence, make your mobile convenience clear, develop relationships with professionals who encounter DNA-testing needs, respond to inquiries quickly, and track where your customers come from. You do not need dozens of marketing strategies. You need a few reliable sources that consistently produce paying appointments.

CHAPTER 8

YOUR 30-DAY DNA LAUNCH PLAN

You do not need to have every possible DNA service, laboratory relationship, marketing strategy, and referral source in place before you begin. The goal of your first 30 days is to establish a simple foundation that allows you to confidently accept your first DNA customers and then expand from there.

This plan assumes you already have the basic structure of your mobile testing business in place. You are now adding DNA collection services as another revenue stream.

WEEK 1: Establish Your DNA Services

Your first week should focus on deciding exactly what you are going to offer and establishing the laboratory relationship that will support those services.

Start with the DNA services that are easiest to understand and most likely to generate customer inquiries. Paternity and other relationship-testing collections can provide a practical starting point. Specialized services can be added once you understand their requirements.

During Week 1:

- Identify potential DNA laboratory partners.
- Ask whether they work with independent mobile collection businesses.
- Request their business or collector pricing.
- Review the DNA tests they offer.
- Confirm which services are legal versus informational.
- Ask about their collection-kit process.
- Learn their chain-of-custody requirements.
- Confirm identification requirements for legal collections.
- Review specimen packaging and shipping procedures.
- Ask how results are delivered.
- Identify a laboratory contact for questions and unusual cases.
- Decide which DNA services you will offer at launch.

By the end of the first week, you should know which laboratory you intend to use and which services you are comfortable advertising.

WEEK 2: Build Your Pricing & Collection System

Once you know your laboratory costs, you can establish your retail pricing and create a repeatable process for handling customers.

Create a basic pricing sheet for the services you intend to offer. Include your laboratory cost, shipping, supplies, travel, payment-processing expenses, and the amount you want to earn from the appointment.

During Week 2:

- Create your initial DNA service price list.
- Establish your standard mobile service area.
- Decide whether you will charge additional travel fees.
- Establish your payment policy.
- Establish your cancellation or rescheduling policy.
- Determine when payment will be collected.
- Order or obtain the DNA collection kits you will need.
- Organize your mobile DNA collection supplies.
- Review your laboratory's collection instructions.
- Review the legal chain-of-custody process.
- Create a simple customer intake process.
- Decide how you will securely maintain necessary customer records.
- Determine how specimens will be shipped to the laboratory.

Practice walking through an appointment from the first customer call through shipment of the specimen. You want the process to feel familiar before your first paying customer is sitting in front of you.

WEEK 3: Make Your DNA Services Visible

Week 3 is when you begin letting potential customers know that DNA collection services are available.

Update your existing business website and marketing materials rather than automatically creating an entirely separate business identity. DNA testing can become another service category within your mobile testing company.

During Week 3:

- Add DNA testing to your website.
- Create a dedicated DNA services page if appropriate.
- Clearly explain that mobile appointments are available.
- List the primary DNA services you offer.
- Add your service area.
- Make your phone number and contact method easy to find.
- Update your Google Business Profile when appropriate.
- Add DNA services to relevant business listings.
- Create a simple social media announcement.
- Prepare a short description of your DNA services for professional outreach.
- Make sure your website works properly on a mobile phone.
- Test your contact form, phone number, and other lead methods.

Avoid filling your website with highly technical DNA information. Most customers initially need to know whether you provide the test they need, whether you can come to them, approximately how the process works, and how to contact you.

WEEK 4: Build Referral Sources & Start Generating Leads

Your fourth week should focus on actively creating awareness rather than waiting for someone to discover your new service.

Begin with professional referral sources that may encounter people who need DNA testing. You do not have to contact hundreds of organizations. A smaller number of targeted contacts can be more useful than sending generic advertising everywhere.

During Week 4:

- Introduce your services to family-law attorneys.
- Contact immigration attorneys if you offer appropriate immigration collections.
- Introduce yourself to probate and estate attorneys.
- Identify funeral homes if you can coordinate appropriate post-mortem cases.
- Research adoption-related professionals in your area.

- Contact other appropriate professional referral sources.
- Follow up with professionals you contacted earlier in the week.
- Track every referral source you contact.
- Track every customer inquiry.
- Record how each lead found your business.
- Ask satisfied customers for an honest review when appropriate.
- Review which marketing activities generated actual inquiries.

Keep your introduction simple. Professionals do not need a long sales presentation. They need to understand what you do, where you provide service, and how to reach you when a client needs help.

A Simple DNA Customer Intake Process

By the end of your first 30 days, you should have a basic process for every new inquiry.

When someone contacts you, determine:

- What relationship or type of testing is needed?
- Is the test for personal knowledge or an official purpose?
- Who needs to be tested?
- Where are the participants located?
- Is there a deadline?
- Has an attorney, court, government agency, or other organization provided instructions?
- Does the case require confirmation from your laboratory before scheduling?
- What will the total customer price be?
- When will payment be collected?

Once those questions are answered, you can schedule straightforward appointments or contact your laboratory for guidance on more complicated cases.

Your Goal at the End of 30 Days

Do not judge the success of your DNA expansion solely by how many tests you sell during the first month.

Your first goal is to build the infrastructure that makes future sales possible. At the end of 30 days, you should have:

- A laboratory relationship
- A defined DNA service menu
- Established pricing
- Collection kits and supplies
- A mobile collection process
- A payment process
- DNA services visible online
- An initial list of professional referral sources
- A system for tracking leads and customers

Once those pieces are established, your focus shifts from setting up the service to consistently generating customers and building referral relationships.

Keep Expanding at Your Own Pace

You do not have to add prenatal, immigration, post-mortem, pharmacogenomic, forensic, and every other specialized DNA service during your first month.

Start with the services you understand and can deliver professionally. When customers begin requesting additional services, talk with your laboratory about what would be required to add them.

This allows your DNA business to expand based on actual customer demand instead of spending time and money building services that your market may rarely request.



KEY TAKEAWAY

Your first 30 days should be about building a simple, functioning DNA collection service rather than trying to offer everything immediately. Establish your laboratory relationship, choose your initial services, set your pricing, prepare your collection process, make the services visible, and begin developing referral sources. Once the foundation is working, expand your DNA services based on customer demand and the opportunities you discover in your market.

YOU'RE READY TO ADD DNA TESTING TO YOUR BUSINESS

Adding DNA collection services does not require you to build an entirely new company from the ground up. You already have the foundation of a mobile testing business. DNA testing simply gives you another service category, another group of potential customers, and another opportunity to generate revenue.

The most important thing is to begin with services you understand and a laboratory partner you trust. Learn the collection procedures, protect chain of custody when required, price your services profitably, and provide customers with the convenience and professionalism they expect from a mobile service.

As your experience grows, your DNA services can grow with you. You may begin with paternity and relationship testing and later expand into legal collections, immigration cases, prenatal testing, post-mortem cases, or other specialized services supported by your laboratory partners.

You do not need to know everything before you begin. You need a reliable process, appropriate laboratory relationships, professional collection practices, and the willingness to confirm requirements whenever you encounter a case you have not handled before.

Your mobile drug testing business now has the potential to serve an entirely new category of customers.

Your Next Steps

- Select your DNA laboratory partner.
- Choose the DNA services you will offer first.
- Establish your pricing and mobile service area.
- Obtain your collection kits and supplies.
- Learn your laboratory's collection and chain-of-custody procedures.
- Add DNA testing to your website and marketing.
- Begin introducing your services to potential referral sources.
- Start taking DNA testing inquiries.



KEY TAKEAWAY

Start simple, follow your laboratory's procedures, provide a professional mobile service, and expand as your experience and customer demand grow. DNA testing does not have to become a separate business. It can become another valuable revenue stream within the mobile testing business you are already building.

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