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LifeMark Partners, Inc. First-Ever to Offer Cancer Genomic Profiling Program to More Than 2 million Americans

Affiliated BGAs now have instant and exclusive access to
Wamberg Genomic Advisors' Cancer Guardian™ program

BALTIMORE, January 16, 2018— LifeMark Partners, Inc., one of the nation's largest independent national insurance marketing organizations, today announced that a complimentary cancer genomic profiling program will be exclusively available to its partner BGAs. This first of its kind offer, will allow BGAs affiliated with LifeMark Partners to initially provide 250,000 Americans, who purchased new life insurance policies, with instant complimentary access for one year to Wamberg Genomic Advisors' Cancer Guardian™ program. Cancer Guardian is for the sequencing of a cancer tumor to learn about coding mutations that contribute to tumor progression. To find a LifeMark Partners' agency [click here.](#)

In addition, the Cancer Guardian program will be offered at a discount to 2,000,000 existing policyholders who have purchased life insurance through LifeMark and its affiliated BGAs.

"It is truly an honor for us to be the first insurance marketing organization to offer this type of advanced program to our partner BGAs. This progressive program is a vital tool that will allow our partners to help clients of their advisors, producers and agents should they suffer the unfortunate diagnosis of cancer," said William Shelow, CLU®, ChFC®, CPCU®, LLIF, president and chief executive officer, LifeMark Partners. "As our partners have come to expect, this is another innovative step we take in order to provide the most advanced tools and technology to our BGAs so they in turn have the most up-to-date services for the clients of their advisors, producers and agents."

The information provided by Wamberg Genomic Advisors Cancer Guardian program can be used to increase the accuracy of the diagnosis and highlight more effective and appropriate treatment options, including clinical trials, based on the genetic profile of an individual's cancer. The 2017 MOSCATO trial showed that half of cancers have actionable genetic mutations that

are potentially treatable with targeted cancer drugs that currently exist (1). When obtaining these comprehensive genomic tests outside of Wamberg Genomic Advisors' innovative program, the prices in excess of \$7,000 and are not covered by health insurance in most cases.

"What LifeMark is doing is unprecedented and invaluable. An individual's cancer genomic profile, first and foremost, can be instrumental in helping patients beat cancer by helping physicians create powerful, personalized care paths," said Tom Wamberg, president & CEO of Wamberg Genomic Advisors. "LifeMark and its BGAs are also part of a much greater societal good. As more people with cancer receive comprehensive genomic profiling tests, the more scientific data we have to move towards a cure for cancer."

Underwriters Brokerage Service, an independent life and health brokerage agency located in Pittsburgh, PA is a LifeMark Partner agency. Its president Mark Rosen, CLU, also serves as chairman of LifeMark, said, "This gives our BGA, and all LifeMark's affiliated BGAs, an incredible new product. But, more importantly, we can truly help clients of our advisors, producers and agents."

The Cancer Guardian program is complimentary for one year when offered to new policy holders of an advisor, producer and agent who works through a LifeMark Partner Agency to meet their insurance needs. The program is then priced at less than \$20 per month from that point on - family members can also be included in this program. The program officially launches March 1, 2018. To find a LifeMark Partners' agency [click here](#).

1. Massard C et al. High-Throughput Genomics and Clinical Outcome in Hard-to-Treat Advanced Cancers: Results of the MOSCATO 01 Trial. Cancer Discov. 2017 Jun;7(6):586-595

About Wamberg Genomic Advisors

Wamberg Genomic Advisors is the first company dedicated to making genomic testing readily available at prices everyone can afford. Genomic testing can provide insights to individuals and healthcare providers for better informed decisions about overall health, patient care paths and the quality and longevity of life. Wamberg Genomic Advisors is focused on delivering genomic products and services to employers and their employees via their trusted benefit brokers, and policyholders of life insurance companies. To discover more about Wamberg Genomic Advisors and the future of genomics, visit wamberggenomic.com.

About LifeMark Partners, Inc.

LifeMark Partners exists to leverage partner, carrier and industry resources and expertise to enhance and expand life insurance distribution for the benefit of all stakeholders. As an independent insurance marketing organization, LifeMark is dedicated to the ongoing development and enhancement of BGA partner resources to help undeniably differentiate partner agencies from the competition. Affiliates benefit from some of the most robust service offerings in the market today, including expansive underwriting capabilities, advanced case design support, sales and product benchmarking tools, and turnkey sales and marketing systems. At its core, LifeMark Partners was founded as a study group more than 40 years ago and is celebrating more than 20 years as a leading IMO. This foundation provides a

unique opportunity to form strategic alliances and share best practices for partners to grow their agencies together through regular training, networking and educational opportunities. With unparalleled partnership, expertise and access to these industry-leading resources, LifeMark Partners provides affiliates ***The strength of many. The power of one.*** To learn more about the qualifications necessary to become a LifeMark partner, visit www.LifeMarkPartners.com or call 410.837.3022.

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