



MicroGenDX – Simplified Service Explanation

What does MicroGenDX do?

MicroGenDX helps doctors and patients find out exactly what's causing an infection—fast and accurately. Instead of guessing or waiting days for old-fashioned lab cultures (which often miss the real problem), MicroGenDX uses advanced DNA testing to spot almost any bacteria or fungus in your sample. This means you get answers sooner, and your doctor knows exactly how to help you feel better.

How does it work? (Step-by-step)

1. **Collect a Sample:**

Your doctor (or you, if it's a home kit) collects a small sample—like urine, a swab from a wound, sinus, or vaginal area.

2. **Send the Sample:**

The sample is sent to MicroGenDX's lab.

3. **DNA Testing:**

MicroGenDX uses two powerful tests:

- **qPCR:** Checks quickly for common germs and antibiotic resistance genes (results in 24–48 hours).
- **NGS (Next Generation Sequencing):** Looks for nearly 60,000 different bacteria and fungi—even the rare ones (results in about 3.5 days)^{[1][2]}.

4. **Get Your Results:**

You (and your doctor) get a clear report showing exactly which germs are in your sample and which medicines are most likely to work.

5. Expert Support:

If your doctor has questions, MicroGenDX offers free consults with their expert physicians to help choose the best treatment^[1].

Example

Input:

You have a stubborn UTI that just won't go away. Your doctor collects a urine sample and sends it to MicroGenDX.

Output:

In a few days, you get a detailed report showing the exact bacteria causing your infection and which antibiotics are best for you. Your doctor uses this info to pick the right medicine, so you get better faster and avoid treatments that don't work.

What makes MicroGenDX different?

- Finds almost any bacteria or fungus—even the ones regular labs miss^{[1][2]}.
- Results are fast: 24–48 hours for qPCR, 3.5 days for full NGS.
- Shows which antibiotics will actually work for your infection.
- Works for many types of infections: urinary, wound, sinus, vaginal, and more^{[3][2]}.
- Costs less than most advanced tests and is trusted by thousands of doctors worldwide^{[1][2]}.
- Accredited and meets the highest quality standards (CAP, CLIA)^[2].

Sales Pitch (Plain Language)

If you're tired of guessing what's causing your infection or waiting forever for test results, MicroGenDX gives you clear answers fast. We use DNA technology to find the real germs making you sick, so your doctor knows exactly how to treat you. No more "no growth" reports or wasted time—just real answers and real relief.

Alex Hormozi Value-Packed Sales Pitch

Why settle for slow, hit-or-miss lab tests when you can get the full story in days? With MicroGenDX, you get the most advanced DNA testing for infections—identifying nearly 60,000 microbes, plus which antibiotics will work, all for less than most specialty labs charge. Fast answers, better treatment, and peace of mind—so you can get back to feeling your best, without the guesswork.

Donald Miller One-Liner (StoryBrand Framework)

Most patients and doctors struggle with infections that don't get better because standard lab tests miss the real cause. We created MicroGenDX's DNA-based testing to pinpoint the exact germs and best treatments, so you can finally get answers and feel better—fast.

Bottom line:

MicroGenDX makes infection testing simple, fast, and accurate—so you and your doctor can stop guessing and start healing^{[1][2]}.

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2. <https://patients.microgendx.com>
3. <https://www.linkedin.com/company/microgendx>