

C O R P O R A T E

Overview

Great Smokies Diagnostic Laboratory



Vision and Values

Great Smokies Diagnostic Laboratory (GSDL) is a dynamic company providing physicians worldwide with innovative, quality assessments of physiological function. Ours is an organization that promotes a lively exchange of knowledge and innovative approaches to achieving optimal health. Great Smokies' values underscore our high estimation of human resources, the people behind the technology and the key to our continued success.



Stephen Barrie, N.D., Founder and Chairman

Stephen Barrie, N.D., founded Great Smokies Diagnostic Laboratory in 1987 and currently serves as Founder and Chairman. Dr. Barrie has been extensively involved in both clinical practice and diagnostic laboratory research.

Mission

Great Smokies Diagnostic Laboratory is a leader in functional medicine laboratory testing and wellness education. We provide innovative products and services designed to realize a new vision of optimal health for the global community and to significantly benefit our employees, customers, and shareholders. We promote a rich and supportive environment for our employees to flourish, encouraging maximum personal and professional growth.



Frank Taylor, CEO and President

Chief Executive Officer and President Frank E. Taylor joined Great Smokies Diagnostic Laboratory after serving as Regional Vice President, Western Operations, for Quest Diagnostics Incorporated. He has 24 years of experience in laboratory management.

Concepts

1

Service to Clients – Bringing Healthcare Providers Quality Functional Assessments



2

Diverse Culture and Divergent Thinking to Create Innovation in Assessment



3

Cutting-edge Concepts and Technology Combined with the Highest Standards in the Industry



4

Comprehensive Test Portfolio, Supporting Holistic Approaches to Healthcare



unique

What makes Great Smokies unique?

We develop innovative laboratory tests and provide support for these tests with professionals to help you interpret and use results.

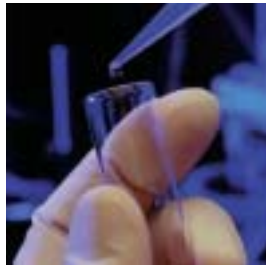
We recognize that a laboratory report should be a valuable tool to help patients understand their health and feel motivated to improve it, communicating much more than numbers alone.

We provide a comprehensive range of print and electronic educational tools for both physicians and patients.

We include a unique "smart" commentary section in our laboratory reports that evaluates and explains the individual and composite results.



Advantage



Our **comprehensive**
line



of



functional
assessments:



- Provides Fully Licensed and Certified Laboratory Services
- Saves Practitioner Time with Easy-to-Read Test Results
- Features Rapid Turnaround
- Includes Support for Practitioner and Patient
- Offers Patient and Practitioner Billing Options

Call **800-522-4762**
Monday through Friday,
8:00 am to 8:00 pm (Eastern
Time) to order tests or more
information about our services.

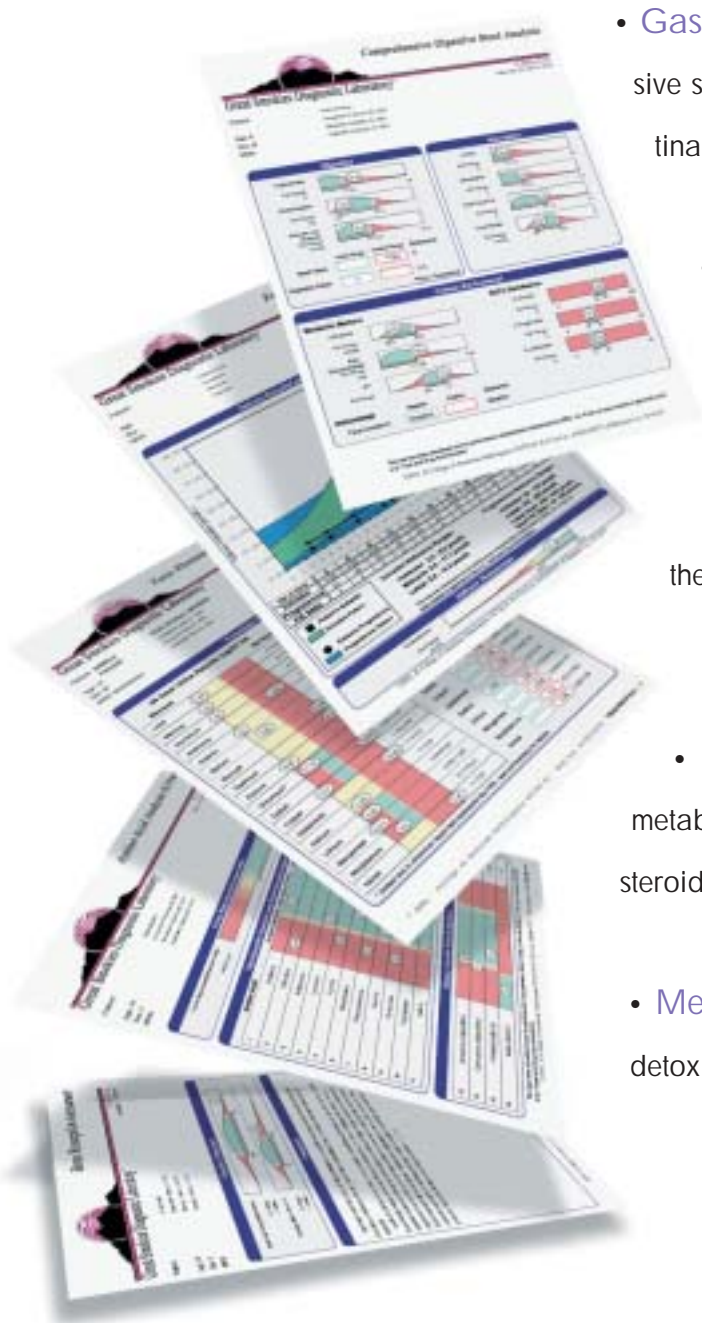
ACCREDITATION

GSDL is fully licensed federally under Clinical Laboratory Improvement Amendments (CLIA) and certified by Medicare (all states), Medicaid (many states), and by New York State (and other states). We are also accredited by the College of American Pathologists (CAP), recognition that our quality assurance standards are the highest in the industry.

Tests

Great Smokies offers tests of physiological function that can often uncover the roots of chronic illness and the common complaints that health care providers see every day in their practices. Our broad testing portfolio of over 100 individual tests supports a holistic approach to health care with assessment of the body's inter-related functions.

- **Gastrointestinal** – panels ranging from comprehensive stool and parasite analysis to assessment of intestinal permeability
- **Immune** – assessment of the body's reactions to more than 150 foods, inhalants, and industrial chemicals
- **Nutritional** – insight into how adequately the body produces and processes the fuel it needs to function
- **Endocrine** – evaluations include insulin/glucose metabolism, bone health, and balances of the major steroid, pineal, and adrenal hormones
- **Metabolic** – in-depth analysis of cardiac health, detoxification, glycemic control, and oxidative stress



Support

Clients can reach our educational support staff toll-free in the United States at 800-522-4762.

- A staff of full-time physicians and leading consultants in the field of Functional Medicine provides on-going training and laboratory support for our clients. Our Clinical Support representatives respond quickly and professionally to customer needs.
- A specialized team of functional medicine assessment consultants are located throughout the United States to provide on-site assistance. Our strong commitment to personalized service and effective education is shared by our foreign distributors, serving over 30 countries worldwide.
- Quality print and electronic educational materials about assessing and treating health conditions are provided free of charge to physicians and patients. Our periodical publications keep clients abreast of the latest clinical developments related to improving health and treating disease.



- Our user-friendly World Wide Web site (www.gsdl.com) is a "virtual library" of valuable educational material available to healthcare providers anywhere in the world, 24 hours a day, 365 days a year. Clients worldwide can access test results, encrypted for security, at our web site within one hour of their completion by the laboratory.



Gastrointestinal



Immunology



Nutritional



Endocrinology



Metabolic



The **heart** of our
mission
is **education**

Assurance

Great Smokies Quality Assurance (QA) Program strives to exceed your expectations by carefully assessing and monitoring all aspects of our service.

- Pre-analytical - receiving and processing
- Analytical - performing the assay
- Post-analytical - reporting results

Great Smokies Diagnostic Laboratory is accredited by the College of American Pathologists and fully licensed by CLIA and Medicare.



In addition to being accredited by CAP and licensed by HCFA, Great Smokies also participates in several external and internal proficiency testing programs on a voluntary basis to further assure you of the best service possible.



Each laboratory section has a unique set of criteria for entering, analyzing, approving, and reporting results. At GSDL, the sequence of assaying, checking quality controls, repeat testing based on test-specific criteria, review, and approval by a supervisor before results are released is fundamental. In addition, because of the unique nature of testing in each area, there are area-specific safeguards to ensure quality.



Development



Our New Product Development Team implements clinical breakthroughs and updates procedures for tests currently on-line.

Among our recent accomplishments are:

- Cellular Energy Profile of cellular metabolism for insight into chronic fatigue and related symptoms
- Toxic Element Exposure Profile of 20 elements in hair and Toxic Element Clearance Profile of 30 toxic elements in urine referenced to creatinine
- Comprehensive Thyroid Assessment of central and peripheral thyroid metabolism, as well as autoimmunity
- Women's Hormonal Health Assessment of sex steroid hormones, sex-hormone binding globulin, and estrogen metabolites in a single serum sample
- Enhancements to existing tests, adding new markers and/or introducing new methodologies for the Comprehensive Digestive Stool Analysis, Menopause Profile, Vaginosis Profile

Great Smokies is committed to making extensive investment in novel approaches to the prevention and management of disease to promote optimal health.

Body Balance

Our new BodyBalance division offers health screen products to raise consumer awareness of such conditions as nutritional balance, hormone levels, bone loss, and stress adaptation. We help link potential patients with healthcare providers who participate in our nationwide referral network. Specimens are subject to the same demanding Quality Assurance protocols as our diagnostic tests and are analyzed in the same state-of-the-art facilities.

Visit www.bodybalance.com

or call 888-891-3061.



World

Functional Medicine is an idea whose time has come. Throughout North America and in over 30 countries worldwide, the value of Functional Medicine and functional assessment is being realized by more and more patients and healthcare providers every day. Functional assessment and treatment address pressing healthcare issues related to environmental illness, rising costs, and chronic illness – some of the major concerns in medicine today.

G R E A T S M O K I E S ' R E A C H



Domestic:

For more information and to order tests

- Call us at 1-800-522-4762
- Send an e-mail to cs@gsdl.com
- Visit our web site (www.gsdl.com)
- FAX to 828-252-9303
- Write to:

Great Smokies Diagnostic Laboratory

63 Zillicoa Street

Asheville, NC 28801-1074

International:

Contact the distributor who serves your country. If you don't know whom to call, contact the Clinical Support Department at 01-828-253-0621



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