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Korea-based 3billion launches new genomic newborn screening service 3B-NEO

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Expands 3billion's precision medicine platform from rare disease diagnosis into proactive newborn health management

3billion, a South Korea-based AI-powered genomic diagnostics company, has announced the launch of 3B-NEO, a premium genomic newborn screening (gNBS) service designed to identify genetic risks before symptoms appear and support earlier medical intervention.

3B-NEO was developed in response to growing demand from international healthcare providers and global partners as genomic newborn screening gains momentum worldwide. The service is intended for all newborns and clinically actionable genetic insights focused on conditions where early medical intervention, monitoring, or treatment may meaningfully improve outcomes.

Rather than expanding the number of genes analysed, 3B-NEO was designed to prioritise actionable findings that can support real-world clinical decision-making for physicians and families.

Traditional newborn screening programmes primarily rely on biochemical markers and typically assess a limited number of conditions. In contrast, 3B-NEO analyses 595 carefully selected genes associated with serious childhood-onset disorders where treatment, monitoring, or medical management may improve outcomes. By identifying genetic risks before symptoms emerge, the test can support earlier diagnosis, proactive monitoring, and timely intervention.

3B-NEO is available in two testing options: a Whole Exome Sequencing (WES)-based standard test and a Whole Genome Sequencing (WGS)-based premium test.

As part of its US growth strategy, 3billion established its US subsidiary in Austin, Texas, and is preparing local laboratory operations to further support healthcare providers and patients across the United States.