

King of Prussia personalized medicine company gets the national spotlight

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[Genomind](#), a King of Prussia, Pa., personalized medicine company, is getting some national exposure.

The company Genecept Assay — a genetic test designed to help clinicians make more informed treatment decisions for their patients with mental illness — will be featured on Tuesday’s episode of “Dr. Phil.” The cheek swab test analyzes key genes to determine which medicines are like to be the most effective for a person given their DNA makeup.

Dr. [Phil McGraw](#), a psychologist and author, and his producers selected Genomind’s Genecept Assay to be highlighted as part of a program focused on helping a family in crisis.

The March 29 television program will tell the story of a girl struggling with a variety of mental health challenges who has tried numerous treatments without success. Dr. Phil and the girl’s treating psychiatrist will offer the Genecept Assay as a potential way to help reduce the time, expense and struggle of finding the right treatment by trial and error.

I last wrote about Genomind in February after the company [raised \\$3.5 million](#) in a private stock sale.

The Dr. Phil program airs on KYW 3 at 4 p.m.