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## **Mira Precision Health Triples Size of its Startup and Innovation Lab in Mason Biohub**

*Lab leadership leverages past experience in Mason to secure key industry partnerships*

MASON, Ohio (Aug. 19, 2024) — A Mason biohealth startup founded in 2020 is poised to rapidly scale with support from the City of Mason and JobsOhio.

Just four years after getting its start in a 200-square-foot Mason Tech Elevator launch space, Mira Precision Health will expand its headquarters to nearly 9,000-square-feet in the Mason Tech Elevator at 5155 Financial Way. About two thirds of the expanded headquarters will be dedicated to CLIA-accredited laboratory operations and R&D facilities. In addition to retaining 12 employees, Mira will add 29 new jobs over the next three years.

Since its founding, Mira has worked side-by-side with key partners in technology, software innovators, healthcare providers, and independent pharmacies to develop a comprehensive software solution for health care providers that enables them to provide a better overall patient experience. Mira's software solution encompasses marketing, laboratory diagnostic testing, EMR integration and medical billing services. It streamlines tasks such as patient management, appointment scheduling, lab requisitioning, insurance verification and reporting to reduce workflow friction. Today, health care providers throughout the United States are using this service, which has contributed to the company's need for expansion.

The Mason Tech Elevator provides financial structure and space that is continuously scalable for key technology and bioscience industry companies and has contributed to Mira's ability to grow its Mason headquarters.

Founded in 2020 during the COVID-19 pandemic as Mobility Health, Mira first set out to increase access to precision medicine by offering mobile diagnostic lab testing and direct-to-consumer access points.

Mira founder Sandra Gunselman, Ph.D, was previously the vice president of lab operations for Assurex Health and Myriad Neuroscience, a Mason pharmacogenetics start-up, before relocating to Denver for a position with National Jewish Health. When she decided to start her own company, Dr. Gunselman knew that Mason was where she had the best odds of success.

"I experienced first-hand the commitment the City of Mason has for helping bioscience companies get off the ground and grow, and I wanted that same experience for my own company," Gunselman said. "Mason has created a very attractive and positive business climate. I had several choices when deciding where to scale our operations, and the decision to stay in Mason was one of the easiest decisions I've made in the last four years."

As an established hub for life science technology and innovation, the City of Mason works closely with Mira Precision Health and initially helped the company secure space in the Mason Tech Elevator. This unique platform fosters an environment where young growth companies with scalable technology — particularly those focused on solving complex population health challenges — have access to resources and talent to bring new concepts to market. Mira Precision Health's expansion illustrates the success of the model that also allows for flexible growth within the portfolio of campuses.

"Mira has the diversity of science and innovation that is the perfect partner to the City's mission of growing a curated precision health corridor. Their partnership is growing the exposure for our bio health value proposition nationally and internationally," said Michele Blair, Mason director of economic development.

"Mira Precision Health is a cutting-edge, Ohio-based company providing services in high demand for pharmacies nationwide," said JobsOhio President and CEO J.P. Nauseef. "Ohio's strong life sciences industry continues to rapidly grow as creative partners like Mira Precision Health provide jobs, utilize the talent pipeline, and create added momentum for ongoing innovation and discovery."

"Mira Health's expansion directly correlates with our region's thriving biotech industry, evidenced by nearly 600 business locations and projected 28% job growth in the past five years," said Andrea Enders, REDI Cincinnati director of business development. "Biotech companies find our region an ideal combination of talent, cost-competitive labor and one of the nation's leading logistics hubs."

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**About Mira Precision Health** – Mira Precision Health is a privately-held precision medicine company focused on delivering molecular diagnostic testing in innovative ways. Founded in 2020 by Sandra Gunselman, Ph.D., a molecular biology and laboratory operations expert with a passion for reaching patients in need, the company combines cutting-edge laboratory technologies to underserved rural and urban communities through partnerships with independent pharmacies, primary care practices and corporate relationships.

**About the City of Mason, Ohio** – As the largest city in Warren County and part of the Greater Cincinnati region in southwest Ohio, Mason is nationally recognized for its low cost of living, award-winning schools, and intentional culture of wellness. Mason has a strong entrepreneurial business community and is an established hub for bioscience innovation, advanced manufacturing, healthcare, and technology companies. Mason's economic development mission is focused on attracting and supporting the growth of top companies and creating jobs in these sectors, while also leveraging partnerships to attract foreign direct investment. For more information about the City of Mason, visit [www.whymason.com](http://www.whymason.com) or [www.imaginemason.org](http://www.imaginemason.org).

**About JobsOhio** – JobsOhio is a private nonprofit economic development corporation designed to drive job creation and new capital investment in Ohio through business attraction, retention and expansion. The organization also works to seed talent production in its targeted industries and to attract talent to Ohio through Find Your Ohio. JobsOhio works with six regional partners across Ohio: Dayton Development Coalition, Ohio Southeast Economic Development, One Columbus, REDI Cincinnati, Regional Growth Partnership and Team NEO. Learn more at [www.jobsohio.com](http://www.jobsohio.com). Follow us on LinkedIn, Twitter and Facebook.

**About REDI** – The Regional Economic Development Initiative (REDI) Cincinnati is the first point-of-contact for companies locating or growing in the 16-county region at the heart of southwest Ohio, northern Kentucky, and southeast Indiana. REDI Cincinnati is supported by top business leaders and community partners and staffed by a team of economic development experts who are uniting the Cincinnati region to compete globally. The future is bright, and we're building it, right now. Join us at [REDICincinnati.com](http://REDICincinnati.com).

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