



THE RISE OF GENOMICS

Consumerism, Commercialization and Health Care

WHAT'S GENOMIC SEQUENCING?

Genomics: The study of genes, their functions and related techniques.

Whole genome sequencing: Figuring out the order of DNA nucleotides, or bases, in a genome—the order of As, Cs, Gs and Ts that make up an organism's DNA.

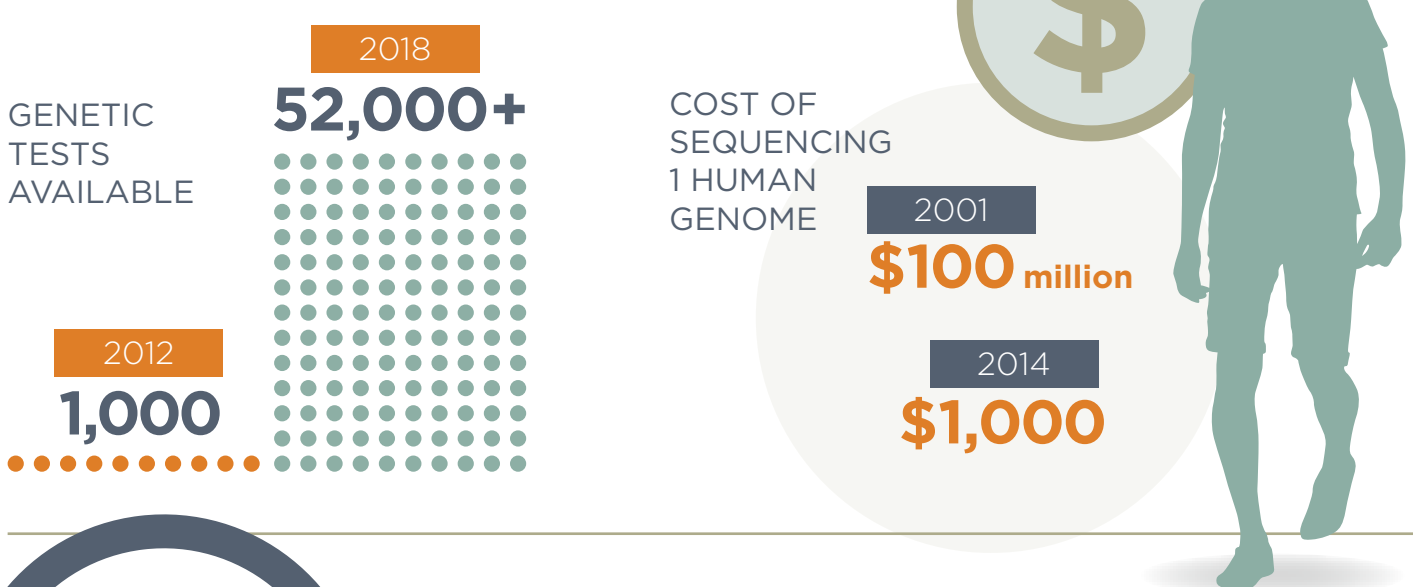
The most comprehensive method for analyzing the genome

Exome: All of the protein-encoding parts of the genes, which can contain a large number of relevant mutations.

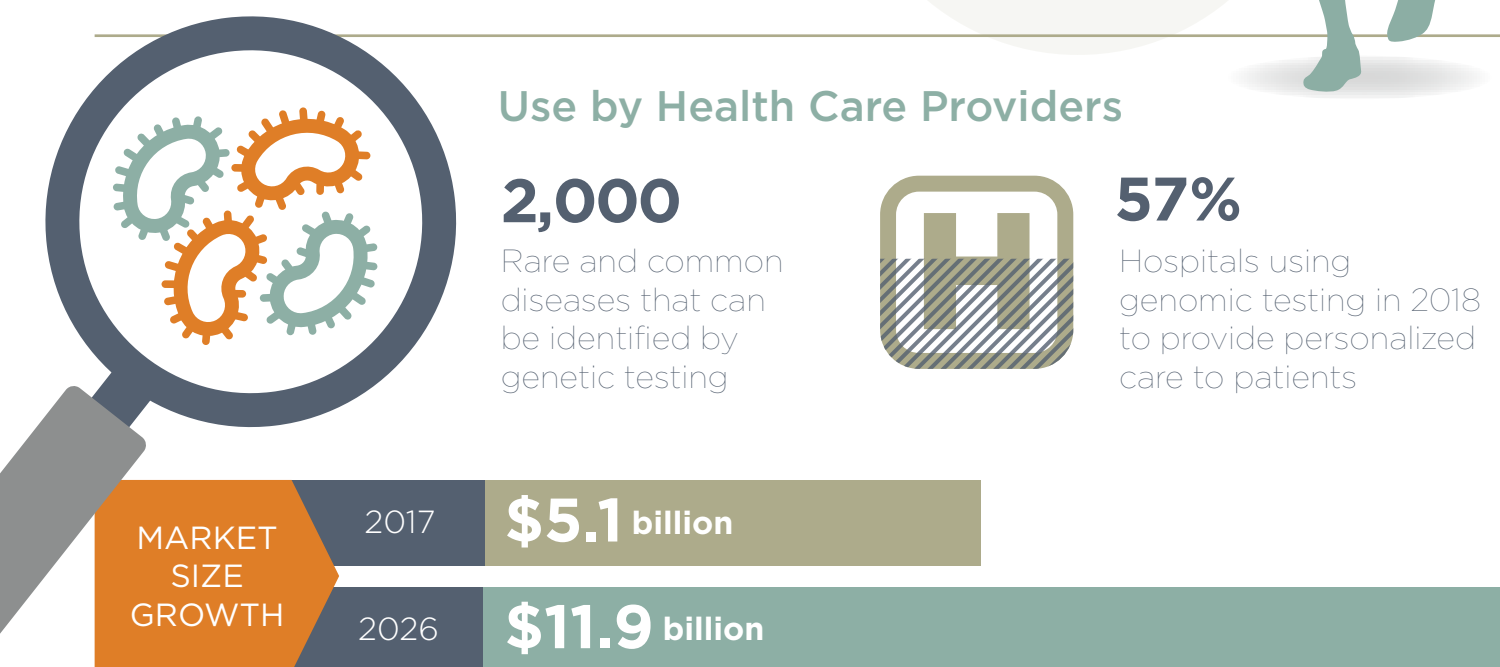
Whole exome sequencing: A more efficient method for identifying disease-causing mutations because only the protein-encoding parts of genes are sequenced; accounts for about 1.5% of the full genome.

Useful for identifying a molecular diagnosis in patients with a known or suspected genetic disorder

The Rise of Genomics Tests and Products



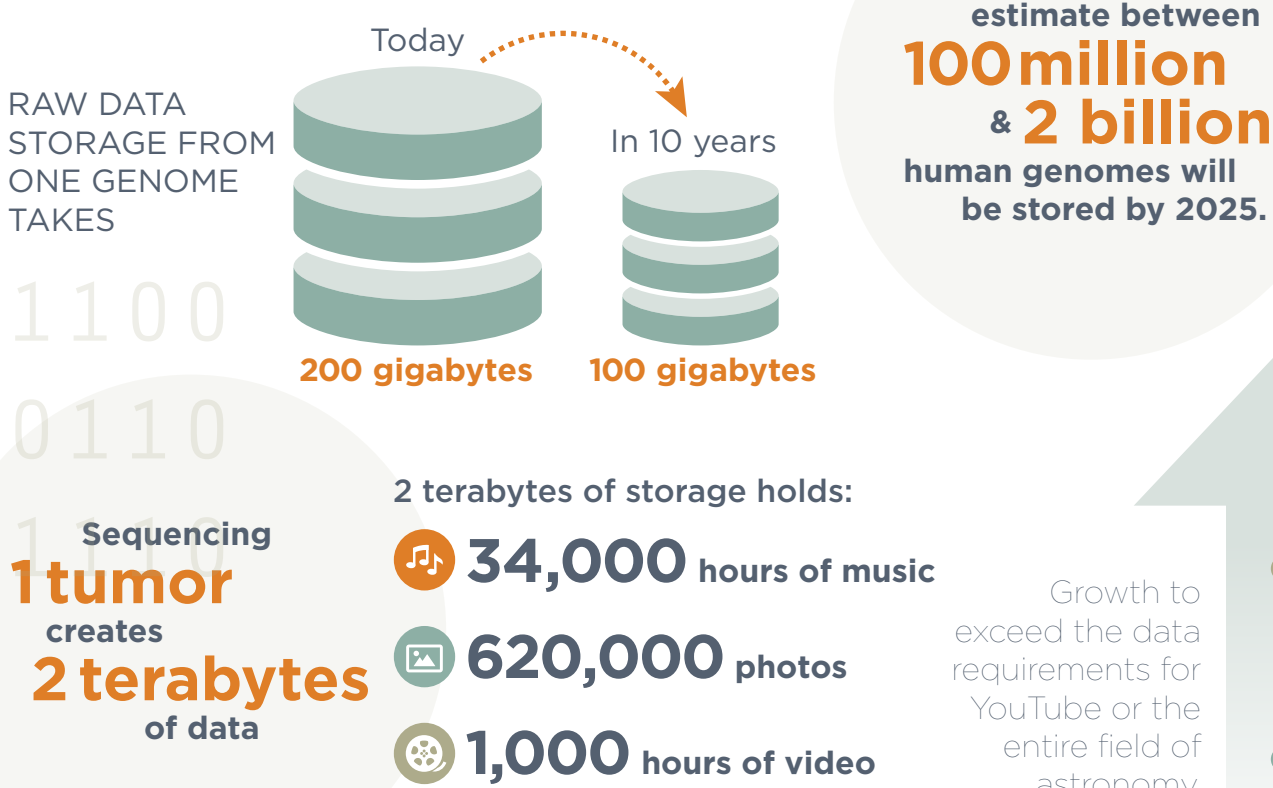
Use by Health Care Providers



Genetic Research LARGE STUDIES AND INITIATIVES UNDERWAY:



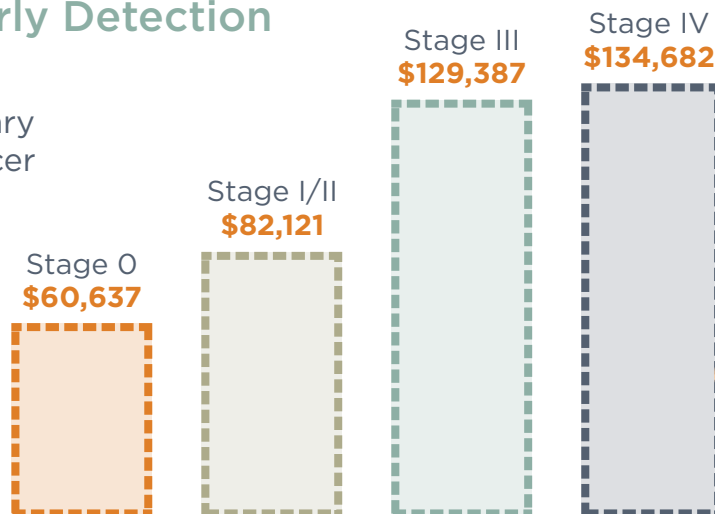
Storage + Infrastructure



Genomics and Early Detection

Genetic testing can identify risk for hereditary disease, like breast cancer caused by BRCA1 and BRCA2 gene mutation

Treatment of breast cancer at earlier (vs. later) stages of the disease is associated with better survival outcomes



Catching breast cancer at earlier stages can result in lower treatment costs.

Sources: American Health & Drug Benefits, Center for Connected Medicine Top of Mind for Top U.S. Health Systems 2018, Computer Weekly, Dubai Health Authority, Dubai 10X Initiative, Genomics England, Hospitals & Health Networks, Inkwood Research Global Genetic Testing Market Forecast 2018-2026, Mayo Clinic, MIT Technology Review, National Cancer Institute, National Institutes of Health, PC Ninja, PMLive, Scientific American, UK Biobank, U.S. Food & Drug Administration, Wired, World Health Organization

Rise of Genomics webinar May 15, 12-1 pm ET

Register



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