

[40] INJECTING GENOMIC INTERVENTIONS INTO THE CLINICAL WORKFLOW - CHALLENGES AND SOLUTIONS

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Precision medicine is a shift from generalized medicine, the traditional one-size-fits-all approach—to testing and treatments tailored for individuals.

Genomics is not accessible in actionable, meaningful clinical terms; nor is it harmonized with the clinical data.

Medical knowledge and therapies are prescribed using statistical averages. They would work for some patients, but not for many others.

We will discuss the practical usability of Precision Medicine and how can we translate it into machine readable actionable knowledge in the hands of the Physicians.

- **Investment Rational**

Precision Medicine is estimated around \$88B market. The power of Genomics and is starting to deliver on its value while introducing many challenges. 2bPrecise management brings over 20 years of experience in the clinical integration and knowledge translation space including Several pending patents in this space. We take precision Medicine to the next practical level of value.

- **Business Strategy**

2bPrecise invests in selling into the install base of our investors, and in innovative research driven academic centers. This strategy will prepare us for the main market after signing in 2016 two first Early Adopters including the National Institution of Health of the US Federal Government. In parallel we will invest in additional clinical vertical for long term growth.

- **Core Technology**

the Technology of 2bPrecise is a cloud based solution which is introducing a unique cross clinicogenomic data ontology. This technology allows us to offer a clinic genomic repository as well as insights and outcomes for clinicians. Additionally, we can inject Genomic interventions into the clinical workflow in an innovative way.

- **Product Profile/Pipeline**

2bPrecise is in search for Genomic partners. We released a 2016 GA and are working the next wave pipeline after accomplishing the first Early Adopters

- **What's Next?**

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