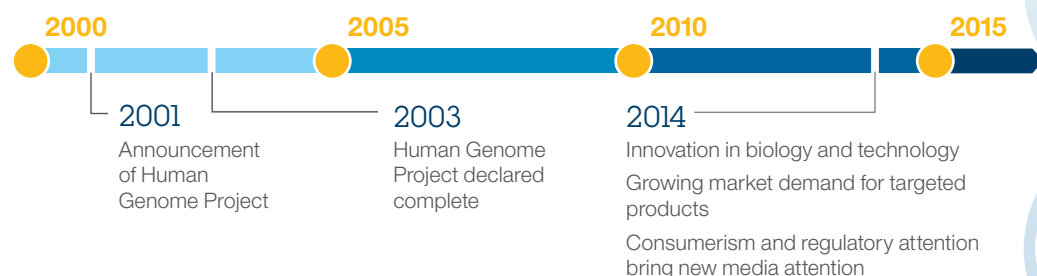


The evolving promise of genomic medicine

IBM Institute for Business Value



Exploring major changes ahead from genomic medicine



The growing use of a new genomic health record

Opportunities for radical industry transformation across healthcare and life sciences

Greater benefits for stakeholders

Genomic medicine and technology improvements offer substantial benefits



Sequencing

Becomes faster, cheaper and more accurate

Aggregate and analyze information from multiple sources

Analytics capabilities increase raw data's value



Translational medicine

Data analytics will include cognitive computing platforms

Achieve insights on with high efficacy and low side effects

Share and validate insights among communities



Personalized healthcare

Offer faster "second opinions" with higher confidence and rigor

Disease progression models will guide physicians

Oncology is expected to benefit first

Register to read this report: <http://bit.ly/genomicpaper>



© Copyright IBM Corporation 2014. IBM, the IBM logo and ibm.com are trademarks or registered trademarks of IBM Corp., registered in many jurisdictions worldwide. Other product or service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

GBL03022-USEN-00