

Pathway Genomics Debuts First Genomic Wellness App Powered by IBM Watson

Alpha Release of OME™ Incorporates Genetics and other Data for Personalized Wellness Recommendations

LAS VEGAS - 07 Jan 2016: Pathway Genomics and IBM (NYSE: [IBM](#)) today unveiled at the Digital Health Summit at CES 2016 the closed-alpha release of Pathway Genomics OME™ app, powered by Watson. The Pathway Genomics OME app merges cognitive computing and deep learning with precision medicine and genetics to enable Pathway Genomics to provide consumers with personalized wellness information.

This alpha version of the app incorporates information from Pathway's "FIT" Test — a wellness-based diet, exercise, and metabolism report compiled with information from the users unique genetic traits, as well as their health habits, data from GPS and wearable health monitors in addition to information from the users Apple HealthKit. Future versions of Pathway's OME will enable users to opt-in to include electronic health records, insurance information, and additional datasets that will enable OME to provide precise and actionable wellness recommendations.

For example, a user might have genetic variants responsible for metabolizing fats or for feeling sated (full stomach). OME would then consider this information when providing genetically optimal diet plans or even restaurant and menu recommendations. Studies show that users who follow a genetically informed diet can lose significantly more weight than those who follow a "one size fits all" type of plan.

According to Allied Market Research, the bioinformatics market, which includes genetics, is expected to grow to \$12.86 billion by 2020; and the even larger mHealth market will grow to \$59.1 billion.

"With access to health information via mobile internet, today's consumers are taking charge of their health and well being more than ever before. But at the same time they are overwhelmed with understanding and interpreting the massive amounts of information that specifically impacts their health and well-being," said Michael Nova, MD, Chief Innovation Officer, Pathway Genomics. "With Watson cognitive computing leveraged by our technology we are able to deliver real-time, highly personalized insights to empower people to change unhealthy behaviors, allowing them to live healthier lives in ways we never thought possible. Users will have an easy to use side-kick that can do the work of sorting through and make sense of the data that will help them to lead healthier lives."

To collect relevant genetic data, after approval by a licensed MD, Pathway Genomics will mail the user a saliva DNA collection kit. Then, Pathway will work with additional clinicians and scientists to conduct the Pathway Fit genetic test. The Pathway Fit test specifically looks at 75 genes that focus on phenotypes like diet, exercise, lipids, and sugar metabolism.

Pathway's OME app then delivers personalized wellness insights to the user based on Pathway Genomics' proprietary analytics of the findings from the genetic test and other user data combined with Watson cognitive computing technology, intelligent machine learning, and a corpus of health and wellness information. Through Watson APIs, the Pathway app leverages Watson's natural language processing technology and content in the form of health and wellness information.

"We know that genetics play an important role in each person's individual health, yet there has been limited access to services and solutions that apply genetics to behaviors that enable day-to-day wellness, " said Kyu Rhee, MD, Chief Health Officer, IBM Watson Health." Pathway Genomics is the first to innovate both the specific genetic test and a Watson-powered mobile app to help individuals get insights from the data."

In January 2014, the Watson Group announced to advance new cognitive computing capabilities. IBM is investing \$100 million to spur innovation for entrepreneurial organizations – ranging from start-ups and VC-backed companies to established players – who, like Pathway Genomics, are collectively bringing forward a new generation of apps and solutions infused with Watson's cognitive computing capabilities.

About Pathway Genomics

Founded in late 2008, Pathway Genomics has rapidly become a leader in the commercial healthcare industry. Pathway Genomics' success lies in its commitment to deliver innovative healthcare solutions. The company's program with IBM Watson is the first of its kind, and is a smartphone app that merges artificial intelligence and deep learning with personal genetic information. The app provides users with personalized health and wellness knowledge based on the individual's health history.

Based in San Diego, the company's CLIA and CAP accredited clinical laboratory provides physicians and their patients in more than 40 different countries with actionable and accurate precision healthcare information to improve, or maintain, health and wellness. Pathway Genomics' testing services cover a variety of conditions including cancer risk, cardiac health, inherited diseases, nutrition and exercise response, as well as drug response for specific medications including those used in pain management and mental health. For more about Pathway Genomics, visit www.pathway.com or follow us on Twitter, LinkedIn and Facebook.

For more info about Pathway Genomics, visit www.Pathway.com

About IBM Watson

Pioneering a New Era of Computing Watson is the first open cognitive computing technology platform and represents a new era in computing where systems understand the world in the way that humans do: through senses, learning, and experience. Watson continuously learns, gaining in value and knowledge over time, from previous interactions. With the help of Watson, organizations are harnessing the power of cognitive computing to transform industries, help professionals do their jobs better, and solve important challenges.

To advance Watson, IBM has two dedicated business units: Watson, established for the development of cloud-delivered cognitive computing technologies that represent the commercialization of "artificial intelligence" or "AI" across a variety of industries, and Watson Health, dedicated to improving the ability of doctors, researchers and insurers and other related health organizations to surface new insights from data to and deliver

personalized healthcare.

For more information on IBM Watson, visit: ibm.com/Watson and ibm.com/press/watson

Join the conversation at [#ibmwatson](https://twitter.com/ibmwatson).

Follow Watson on Facebook and see Watson on YouTube and Flickr.

<https://uk.newsroom.ibm.com/2016-Jan-07-Pathway-Genomics-Debuts-First-Genomic-Wellness-App-Powered-by-IBM-Watson>