

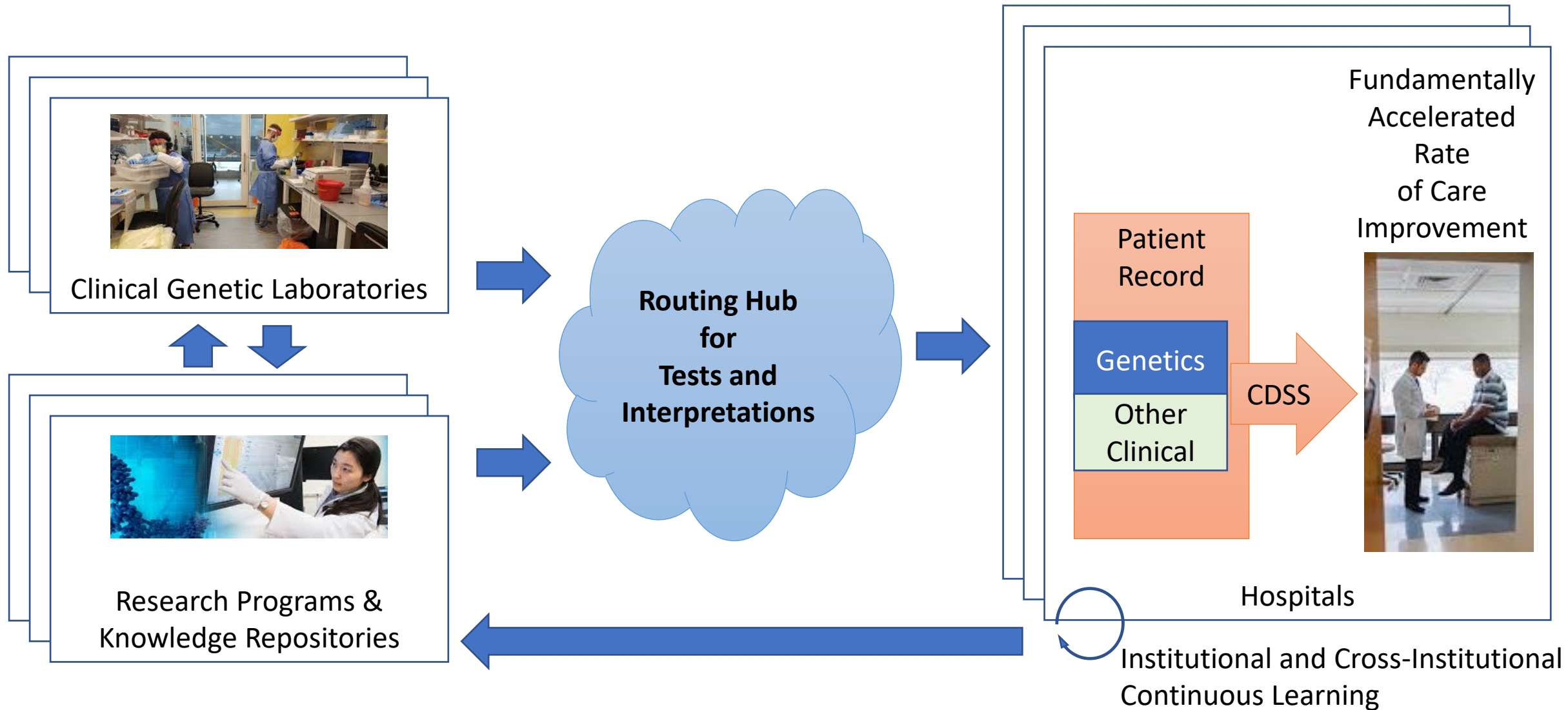
Realizing the Dream of a Genomic Information Exchange

Barriers that Must be Overcome

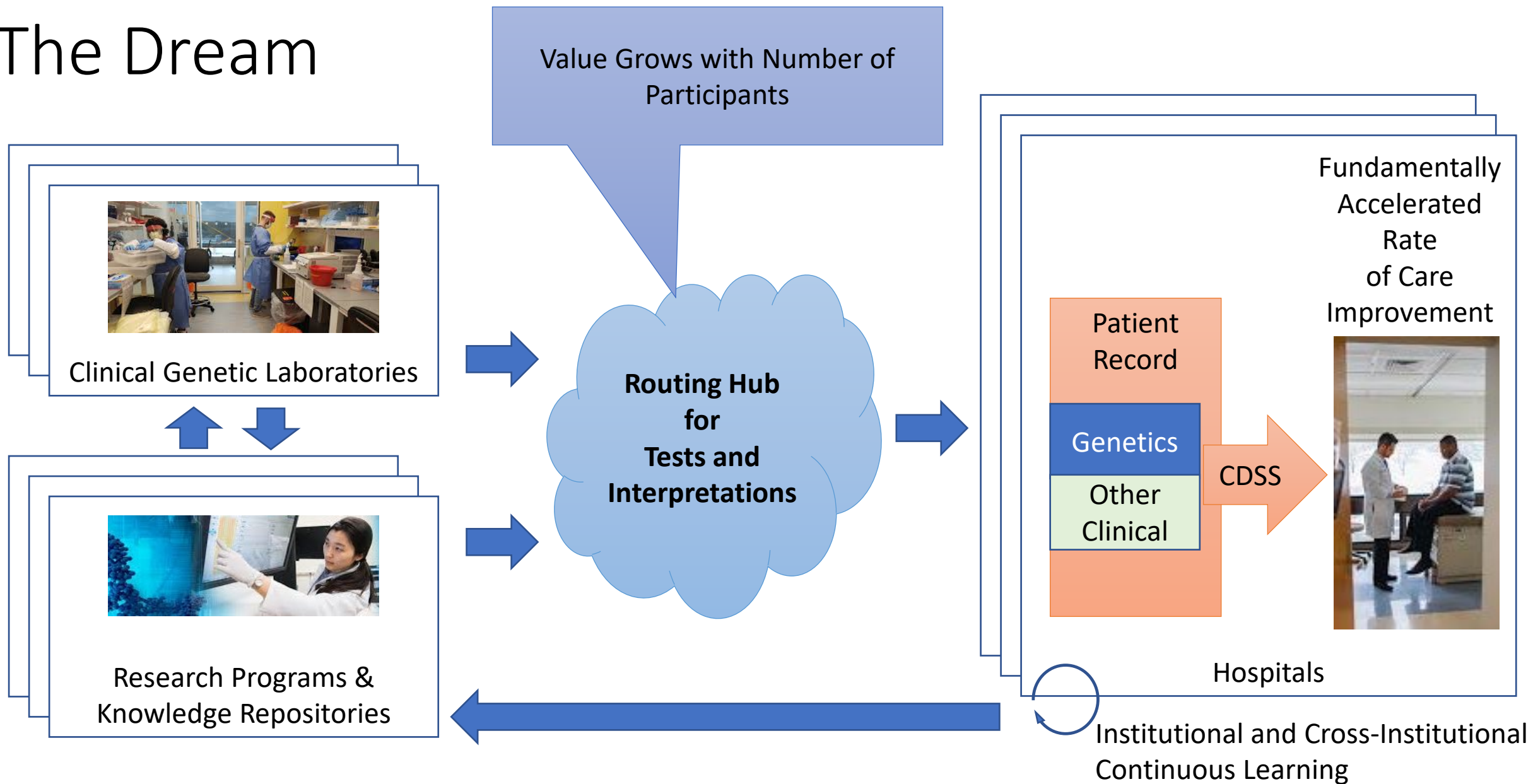
Disclosures

- Mass General Brigham, my employer, receives royalties from sales of GeneInsight software

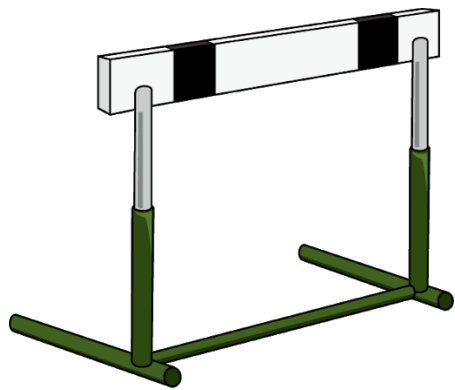
The Dream



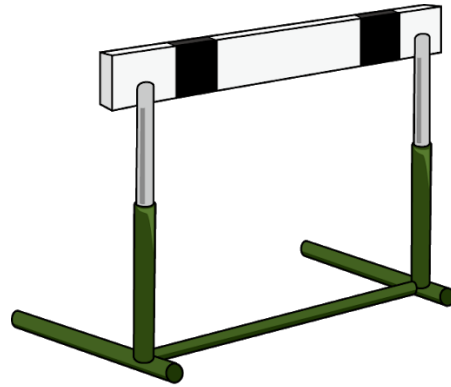
The Dream



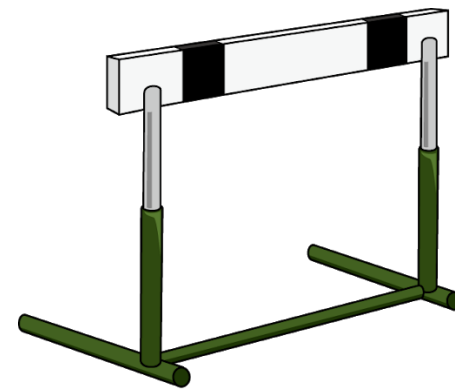
Stakeholder Adoption Hurdles



Technical
Feasibility



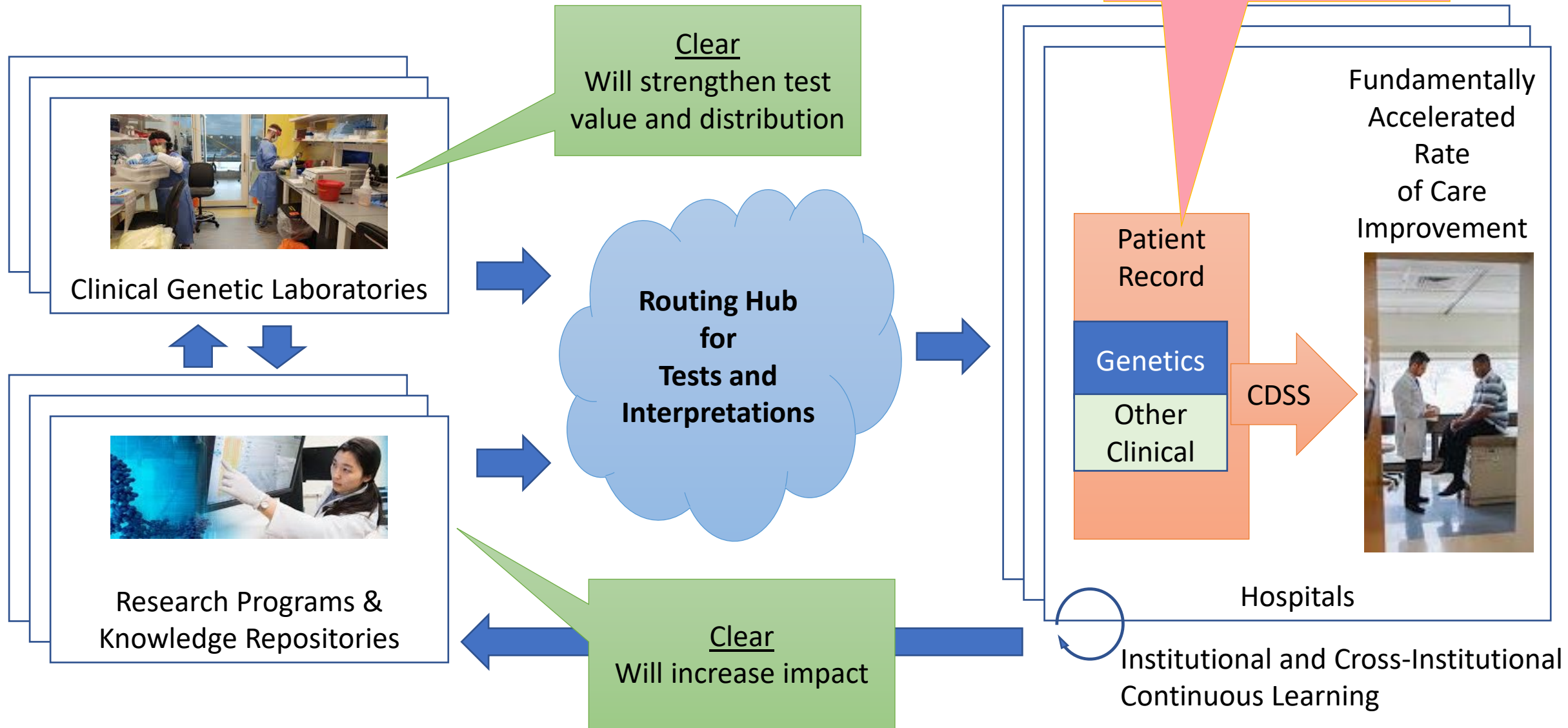
Clinical
Benefit



Financial
Viability

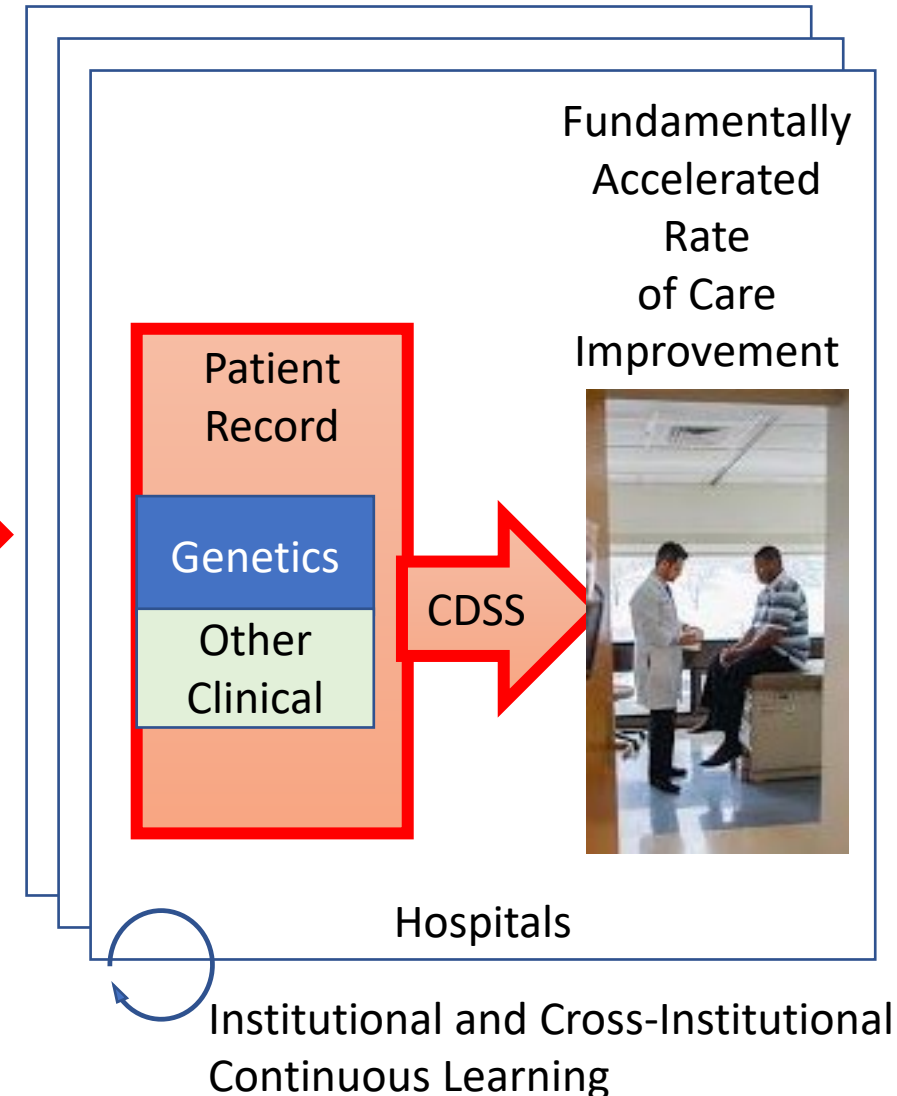
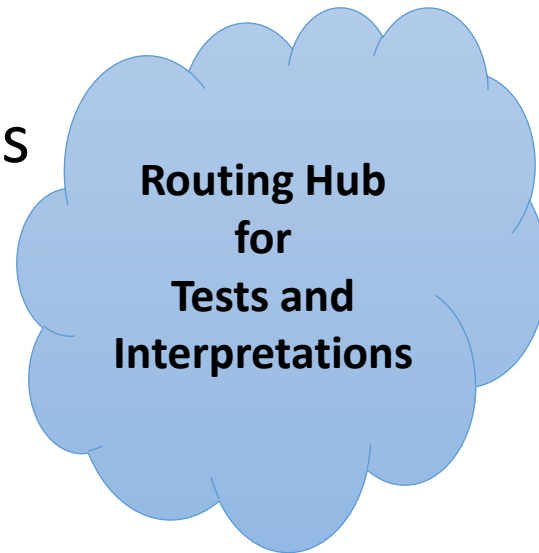
**Considered for
Prioritization
Relative to
Potentially Hundreds
of Other Needs**

Value Propositions



Institutional Costs

- Assigning clinical IT personnel
- Working with vendors / paying for integration
- Updating clinical workflows & associated training
- Validating new processes
- Maintaining integration over time
- Monitoring and maintaining quality over time



Example Hospital Value Levers

All Hospitals

- Patient acquisition
- Service line expansion
- Clinician panel size
- Fee for service revenue
- Value based care metrics
- Quality improvement
- Liability risk reduction
- Burnout reduction

Research Institution

- Grant revenue
- Thought leadership

How Research Can Help

- Engage hospital decision makers to determine what applications/value propositions could trigger grant-independent institutional investment in genetic information technology infrastructure
 - CEOs, CFOs, COOs, CMOs, CIOs
 - Include leaders of large, medium and small institutions
- Fund projects most likely to produce applications that spark this institutional investment
- Study the economic dynamics of genetic IT infrastructure projects
 - Catalog both value creation and cost reduction opportunities
 - Focus standards funding on reducing cost and/or increasing value of implementing highest value applications