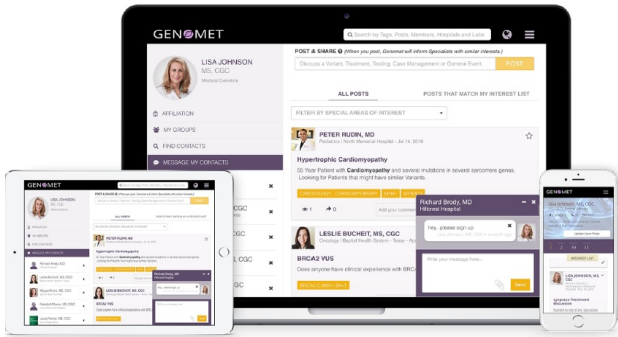
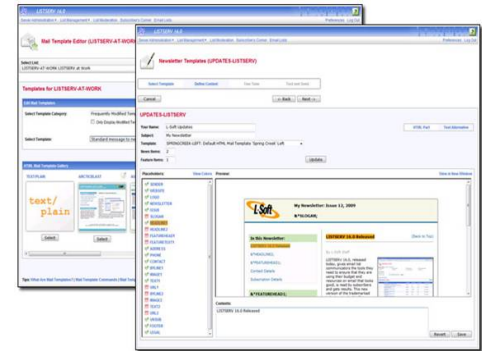


GENOMET PLATFORM VS. LISTSERVS & COMMUNITY SOFTWARE



GENOMET PLATFORM

- Designed exclusively for Clinical Genetics within a HIPAA – Clinical healthcare framework.
- Compelling social media design for all Medical Professionals with bioinformatics and knowledge-matching algorithms.
- Mobile compatible with Instant Messaging to Labs and Hospitals.
- Analytics for Hospitals, Labs and Associations.
- Genomet’s UI is designed for mobile or PC, with “tags” for easy retrieval.
- CRM Features for Labs and Private Groups. Secure, customized emails alerts.
- Smart searches and genomic editors allow easy access to the right Specialists, who are prompted to read and respond to “tagged” messages.
- Easy navigation through sea of evolving data, which speeds patient access and care decisions.



LISTSERVS & COMMUNITY SOFTWARE

- Generic design for non-specialized use. Lacks HIPAA-compliance features. No clinical hosting.
- Non data-centric. No technology for collaborative knowledge-matching. Not intuitive or engaging.
- Not mobile-compatible and disorganized (freestyle) posting (i.e. no “tags” for easy search)
- No analytics for Hospitals, Labs or Associations.
- Responses based only on SIG membership. No dashboard for efficient messaging and communication in one place.
- Users not alerted to posts that match their clinical interests or cases.
- Difficult to locate a specific Specialist based on demographics and interest.
- Requires more time to manually sift through “noisy” data. Very inefficient.