

## MEDIA CONTACT

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## Frequently Asked Questions (FAQs)

### What is ThinkGenetic?

ThinkGenetic, a "GPS for Genetic Disease," provides online, interactive, independent and trustworthy knowledge about genetic diseases to serve the needs of patients, genetic testing labs, pharmaceutical companies and healthcare providers. An interactive experience is provided to users as they work with the question and answer module to learn more about a known condition or the diagnostic assistant to help discover what could be the source of their health problems. A limited release went live in 2016. The goal is to reach 1 million website and app impressions by June 2017.

### Who is ThinkGenetic?

The ThinkGenetic team — based in Boston, Massachusetts; Atlanta, Georgia; and Charlottesville, Virginia — comprises Information Technology (IT) staff, pharmacists, physicians, genetic counselors, and medical writers. The medical team makes sure each answer is accurate, provides useful next steps, and is written at a patient and family focused reading level. The IT staff ensures users are guided to the right knowledge and can move seamlessly from one section of the site to another. In addition, ThinkGenetic is joined by several collaborators including IBM, the Genetic Alliance, Davenen LLC, Emory University, the National Fabry Disease Foundation, and other patient support and advocacy organizations such as Fabry Support & Information Group (FSIG), Chromosome 22 Central, Inc. (C22C), The Coalition for Hemophilia B, National Gaucher Foundation (NGF) and The Legacy of Angels Foundation (TLOAF). In July 2015, pharmaceutical companies such as Shire, along with The Legacy of Angels Foundation (TLOAF), signed on to provide educational grants to do ThinkGenetic research.

### How does ThinkGenetic Work?

The ThinkGenetic IBM Watson engine is currently being trained by Emory University's Division of Medical Genetics and other innovators in the field of genetics. Now with the beta open to the public, ThinkGenetic will continue to learn from user feedback and continued training from health professionals.

### How can people get involved with the project?

1. **Register.** Register for a free account at [thinkgenetic.com](http://thinkgenetic.com). Interrogate ThinkGenetic and provide feedback on the answers we provide as well as other topics that so we can add more content that is useful to you. Additionally, you can add the story of your own journey living with a genetic disease. It will help others identify and understand their particular condition.
2. **Champion.** Spread the word about ThinkGenetic to other genetic disease support groups, doctors or centers of excellence to help others get answers to their particular medical questions. Remember, ThinkGenetic is a free service to patients and their healthcare providers. You can also find ThinkGenetic on Facebook, Twitter and LinkedIn for sharing in your social media networks using @ThinkGenetic.
3. **Donate.** ThinkGenetic is utilizing Kickstarter until July 15, 2016 to include those who may want to help towards the financial future of the project. The funds will help us to continue to reach out to the rare disease community, healthcare professionals, pharmaceutical companies and patients and allow us to more rapidly expand our disease coverage. In addition, you will help us get the word out about the power of ThinkGenetic. A donation by one can help millions.
4. **Invest.** For those looking for a vested interest in the company, investment opportunities are available.
5. **Sponsor.** Healthcare providers, laboratories and pharmaceutical companies have the option to place sponsored content, purchase advertisements, utilize ThinkGenetics' unique content, and more on the website.

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