Technology Description

Gknowmix (Pty) Ltd offers a unique service that integrates genetic testing with clinical, pathology and lifestyle information for comprehensive health management of multi-factorial diseases. The risk factors are tested using multiple genetic markers associated with cardiovascular disease (CVD) and related conditions. The integrated web-based, knowledge and data management system provides computer generated reports which are quality controlled and validated before release back to the pathology laboratories and patients. The technology offering will be extended to incorporate various genetically-determined disease risk profiles.

Value Proposition

Two important current trends in healthcare are an increasing move towards personalized medicine and a move from reactive (treating diseases and disorders as they occur) to predictive/preventative (determining risk factors for diseases and taking steps to prevent them) healthcare practices. The service offered by Gknowmix addresses both of these trends. While genetic testing for predisposition to various diseases is available, the actual probability of the disease occurring cannot be predicted by genetics alone. Clinical, pathological and lifestyle factors play a crucial role. Gknowmix provides a comprehensive diagnosis to patients that combines all of these factors and provides an all-inclusive disease profile for targeted intervention. Gknowmix is a virtual web-based company offering pathologists and similar testing laboratories worldwide access to the company’s genetic knowledge integration expertise.

Current Status

Gknowmix has commenced trading by providing CVD test reports to contracted pathology laboratories in South Africa. An integrated web-based, knowledge and data management system, incorporating proprietary report-integration algorithms, has been developed. The Gknowmix model is already being applied commercially by two pathology laboratories in South Africa. The laboratories purchase the test kits through the company’s local distributor, perform the analysis, input the results using the Gknowmix web-based service delivery system and receive the integrated patient report.

Opportunities

The Gknowmix integrated services are available to laboratories worldwide. The virtual business model enables geneticists at academic institutions to become part of the Gknowmix network by integrating their validated genetic findings into the web-based system and benefiting from the knowledge management process. Gknowmix welcomes in-licensing of additional genetic markers for other disease areas and invites pathology laboratories worldwide to become part of the delivery system.

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