

FIT
FOR
FUTURE

Genomics England : Our strategy

April 2020



Accelerating the transition to genomic healthcare

Our vision is a world **where everyone benefits from genomic healthcare**

where genomic data and research are translated rapidly into clinical interpretations, insights, and actions...

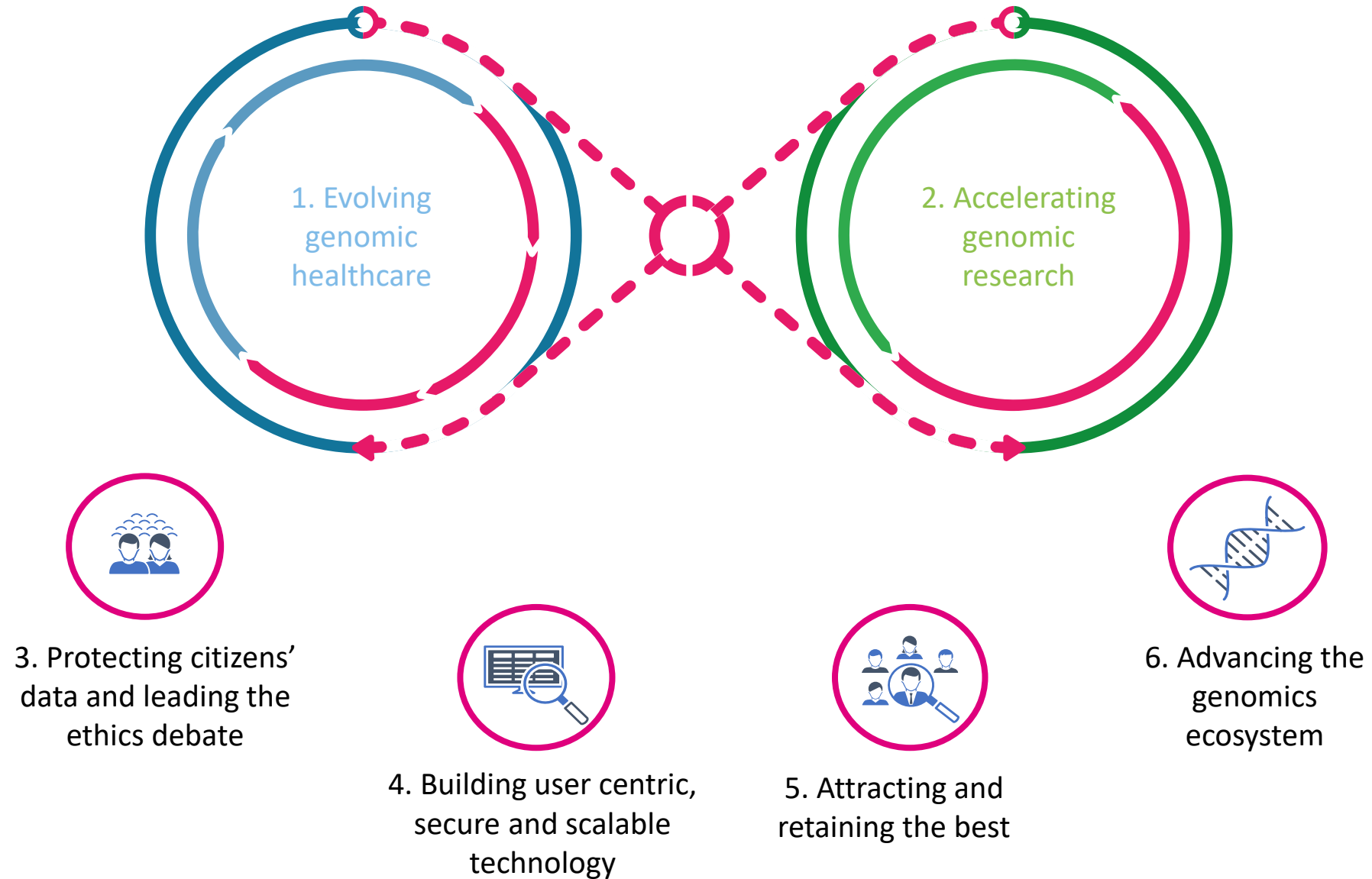
...driving better patient outcomes and lower healthcare costs.

We are a platform company: Our mission is to evolve and scale our services and products to *enable* genomic healthcare and research.

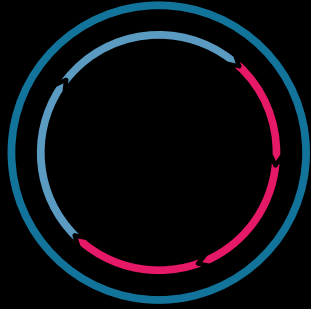
We think of this as an infinity loop, where progress in one area drives improved performance in the other.

Making this work as an efficient and scalable system will help:

- **Patients**, as we enable dialogues on consent, diagnosis, prognosis and treatment
- **Healthcare teams**, as we provide reliable genomic insights that are easy to request and interpret
- **Researchers**, as we accelerate research by providing data, infrastructure, insights and environment to collaborate and accelerate fundamental and translational research



Core activities



Evolving genomic healthcare

We deliver the enabling systems, analytics and insights to help healthcare teams achieve better clinical outcomes: earlier and more precise diagnoses; more effective and cost-efficient treatment of diseases; and potentially lifestyle interventions

Support NHS GMS, with focus on quality and speed of **“sample to answer”** service

Double down on **bioinformatics at scale**, building on 100k pipelines and innovating in partnership

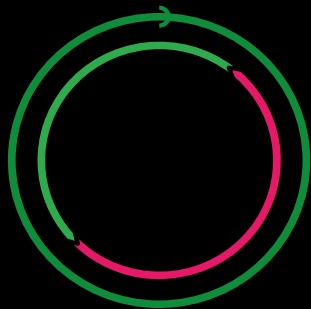
Launch **research cohorts** in line with “Towards 5m Genomes” strategy esp. diversity, cancer, PGx, newborns pilot



National scale for equity of access and quality of interpretation

New tests added to national test directory from research and evidence

Better patient outcomes, lower system cost



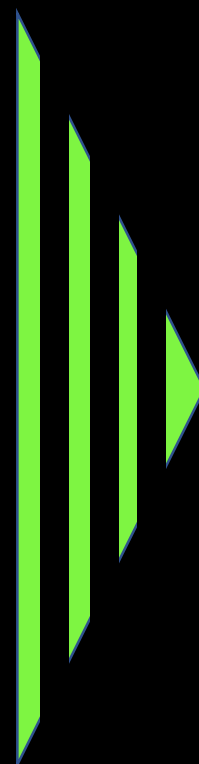
Accelerating genomic research

We provide a trusted Research Environment that delights researchers in academia, the NHS and industry, providing comprehensive national datasets and services to investigate, collaborate, publish and take action on insights

Develop “next generation” **Trusted Research Environment** anchored on security and distinctive user experience

Expand and enhance the **research datasets, applications and services** we offer, in partnership with NHSE and wider ecosystem

Streamline **diagnostic discovery**: feeding back insights (cohort or individual) from research into clinical arena



Innovation pipeline from research into clinical arena

New drug targets, new therapeutics, smarter clinical trials for UK Plc

Maximum clinical “return on data” for patients

Enabling goals



Protecting citizens' data and leading the ethics debate

We will continue to listen to, engage with, and educate participants and patients about the choices they make

Build on Participant Panel model to ensure ongoing **participant engagement and authority**

Provide **secure environment** for national-level datasets, ensuring no stray data

Work in partnership to **engage proactively in the public debate** on genomics, data and health



More patients making more positive choices about their health and data

No surprises

Vibrant and positive national debate and consensus on guardrails



Building user centric, secure and scalable technology

Through a mix of in-house capabilities and scaled partnerships, we build robust, user centric technology to deliver genomics healthcare and research

Work with NHSD and external tech players on **new partnerships** to scope, develop and embed robust tech into health & research systems

Focus on **core capabilities** in enterprise architecture, service design and UX design

Engage with and **listen to participants, patients** and the public around our goals and partnership choices



Work back from services

Anchor ourselves in user needs in healthcare and research

Create stable platforms for delivery and experimentation

Enable others



Attracting and retaining the best

We build a principled and dynamic company, focused on learning, that attracts and develops the world's best talent in genomics and related technologies

Shift to “**service provider**” culture
and ways of working

Co-locate all our own people, and also key
partners (NHSD, HDR UK, ATI)

Ensure best practices throughout people lifecycle
(recruiting, onboarding, reviews, career paths)



“When I got the offer to join
Genomics England it was like
being called up to the national
squad”

Collaborative organization with
strong culture and porous
borders

Talent factory



Advancing the genomics ecosystem

We engage and collaborate with academic, start-up, bio-tech, pharma and other players in the UK and beyond in order to advance the UK's life sciences strategy and sector deal

Clear focus on our role in the jigsaw puzzle:
enhance UK Plc offering with genomic “power up”

Enable and work with **wide range of partners**
across clinical and research arenas

Be a platform for third parties to experiment and
scale in partnership



Contribute to delivery of Life
Sciences strategy and sector
deals 1 & 2

Partnerships

Spin-outs

Thriving ecosystem



In close partnership with the NHS, we aim to be:

- A national scale **bioinformatics lab**
- **A trusted custodian** of genomic data
- **An enabler and accelerator** of research
- **A key facilitator** in the transition to participatory, personalised, predictive and preventative health

... and always working in line with our virtues



Speed



Focus



Curiosity



Integrity



Impact



Connection



Empathy

