

## IBM's Watson and DNA mapping to improve drug prescription process

Not all patients are the same.

That idea is at the fast-beating heart of a company that was named IBM's Global Entrepreneur of the Year at last week's IBM SmartCamp finals. The New Jersey-based for-profit research group Coriell Life Sciences beat out some 1,200 other startups to claim the honor.

President and CEO Scott Megill spoke with Fast Company about how his company's DNA mapping and tracking works, and how IBM's Watson is making the process smarter—by analyzing 1,500 scientific papers a month.

The payoff for the company could be massive. According to a report issued last month by In-Demand Research, the value of the world genomics market was about \$11.11 billion in 2013.

**Read the full, original story: [HOW IBM'S ENTREPRENEUR OF THE YEAR USES DNA, WATSON TO CURE DRUG-PRESCRIBING PROBLEMS](#)**

Additional Resources:

- [Genetics may bring out the dark side of antidepressants](#), Verge
- [Searching Genes to Avoid Medical Side Effects](#), Wall Street Journal
- [Expanded DNA Testing Might Allow Personalized Breast Cancer Treatment](#), HealthDay