



## Use case: Genomics & AI

An international acclaimed medical research center is dedicated to patient care and innovation. For many of its patients it collects a genome sample for diagnostic and research purposes. Increasingly AI plays a supportive role in deciding optimal treatments.

### The problem: missing opportunities to save lives

An innovator developed a new AI model that uses genomic data to present a new indicator for the optimal treatment of patients. The rollout of this new model is made impossible by complex data sharing agreements for sensitive genomic data. This limits innovation and the potential to save lives.

### The Solution: Bring the AI model to the data

Bubl Cloud's unique reverse data model sends the innovator's AI model to the data of the medical center. The privacy sensitive genomic data never leaves the premises of the medical center and the innovator never needs access to the data. This way, the AI model can be used in a secure and privacy safe way. Removing the need for complex data agreements.

### The product: Company Bubl

Each medical center uses their own Company Bubl. The innovator uploads the AI model to the Bubl service hub. The Bubl service hub then enables the AI algorithm to be sent to the the data and execute reliably and securely within the Company Bubl.

## Highlights

### Potential

- Improving medical treatments with new indicators supported by innovative AI model

### Challenge

- Role out is made impossible by complex data sharing agreements

### Solution

- Reverse data model
- Company Bubl per medical center.

### Pricing

- Only pay per AI model run. Pay per use, not for the underlying infrastructure.