

From: [John West](#)
To: [Richard Chen](#)
Cc: [Russ B. Altman](#); [Gemma Chandratillake](#); [Russ Altman](#); [Mark Pratt](#); [Christian Haudenschild](#); [Carol Tillis](#); [Sarah Garcia](#)
Subject: Re: Name instead of "Exome+"
Date: Friday, January 11, 2013 6:00:01 PM

This is good. While you all are on a roll, the new name for VariMed would be ____ ?

John

On Fri, Jan 11, 2013 at 5:10 PM, Richard Chen <richard.chen@personalis.com> wrote:

We could use MINTdb as our new name for MendelDB, in that case MINT = Mendelian INheriTance DB

On Fri, Jan 11, 2013 at 4:14 PM, Russ B. Altman

<russ.altman@stanford.edu> wrote:

> I won't push this hard because it's just an idea:

>

> Medically INTerpretable Genome = MINT Genome

>

> Medical = is what we do at 30K feet, e.g. we are not consumer. Research and care both are medical.

>

> Interpretable = we imply that we decide what is interpretable and we use genome because I think Exome is too limiting, and predict that MINT Genome will grow significantly (exclusively) over the years in the area of non-Exomic sequences.

>

> MINT = connotes new, fresh, accurate (coinage), green like our logo (minty fresh).

>

> MINT Genome v1.0 can be what we are doing now, and then we can have MINT Genome v2.0. I think we should move away from exome, because in light of ENCODE papers, and science movement in general (e.g. where variants are being found that matter) the exome is not as exciting. It is certainly included in the MINT Genome v1.0 but I don't think we should stress it.

>

> Of course, people will then read the details to understand exactly what we mean, but I like that this telegraphs our serious, accurate, fresh approach to medical genomics.

>

> That's it from me!

>

> Russ

>

>

> On Jan 11, 2013, at 1:41 PM, Gemma Chandratillake <gemmac@personalis.com> wrote:

>

>> Russ,

>>

>> Just a thought about names incorporating "medically interpretable"

exome/genome.....I've heard people make reference to this sort of thing in conferences and they usually use it in the context of a subset of the exome/genome e.g. HGMD genes (since not all of it is currently considered medically interpretable) so I'm not sure whether it conveys greater coverage/content than standard exomes/genomes.....it could sound like less coverage/content given the current common use of these terms.....

>>

>> Just a thought,

>>

>> Gemma

>>

>> On Fri, Jan 11, 2013 at 12:57 PM, Richard Chen <richard.chen@personalis.com> wrote:

>> Ok, cc'ing Russ on this thread since he may have some fresh ideas :)

>>

>> On Fri, Jan 11, 2013 at 12:23 PM, John West <john.west@personalis.com> wrote:

>>> I really like the ACE acronym. Can we fold in the "Accuracy" theme here in

>>> addition to content / coverage ?

>>> "Accuracy & Content Enhanced" exome / genome ?

>>>

>>> John

>>>

>>>

>>> On Fri, Jan 11, 2013 at 11:53 AM, Gemma Chandratillake

>>> <gemmac@personalis.com> wrote:

>>>>

>>>> In the context of exome, it's nice that the E in ACE can stand for exome

>>>> but I agree with Mark that, taking a longer term view, if we go for ACE, it

>>>> would be great to be able to use ACE in front of products generally and

>>>> therefore E would need to stand for something other than exome.

>>>>

>>>> I'd also like to stay away from any "seq" references that everybody else

>>>> is ripping off from Illumina.....

>>>>

>>>> Gemma

>>>>

>>>>

>>>> On Fri, Jan 11, 2013 at 11:36 AM, Mark Pratt <mark.pratt@personalis.com>

>>>> wrote:

>>>>>

>>>>> Great idea Rich. We need to make ACE work for the marketing value alone.

>>>>> Further, we should define it in the prefix sense, eg ACE genome, ACE exome,

>>>>> ACE panel, etc

>>>>>

>>>>>

>>>>> Sent from my iPhone

>>>>>

>>>>> On Jan 11, 2013, at 11:10 AM, Richard Chen <richard.chen@personalis.com>

>>>>> wrote:

>>>>>

>>>>>> Hi John, do you think that "medically supplemented exome" is too

>>>>>> limiting in the sense that it more than just medical content (includes

>> >>> > regulatory regions, also increased coverage for existing exome)
>> >>> >
>> >>> > Other ideas are:
>> >>> >
>> >>> > Personalis Extended Exome
>> >>> > Personalis Extended Clinical Exome
>> >>> > Personalis Exome ACE (Personalis Exome with Augmented Coverage and
>> >>> > Content Extensions)
>> >>> > Personalis ACE Technology (ACE = Augmented Content and Coverage Exome)
>> >>> >
>> >>> >
>> >>> > On Fri, Jan 11, 2013 at 10:35 AM, John West <john.west@personalis.com>
>> >>> > wrote:
>> >>> >>
>> >>> >> All,
>> >>> >>
>> >>> >> We can't use "Exome+" as the name for our product as others already
>> >>> >> use
>> >>> >> this. Since we are now working to complete the content for our new
>> >>> >> web
>> >>> >> site, we need to address this. I tend to think of our product as a
>> >>> >> "Medically Supplemented Exome". This is a bit of a mouthful, but it
>> >>> >> does
>> >>> >> get at the fact that our additions are focused on the two main
>> >>> >> improvements
>> >>> >> needed for medical use of an exome: Accuracy and Content (including
>> >>> >> both
>> >>> >> finished genes and content outside the exons). This would also set us
>> >>> >> up to
>> >>> >> later offer a "Medically Supplemented Genome". I did a quick Google
>> >>> >> search
>> >>> >> on these and did not find any hits.
>> >>> >>
>> >>> >> Any thoughts on this as a name, or alternatives you prefer ? I would
>> >>> >> be
>> >>> >> completely happy to have something more succinct, if any of us can
>> >>> >> come up
>> >>> >> with it.
>> >>> >>
>> >>> >> Thanks,
>> >>> >>
>> >>> >> John
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>> >>
>> >> --
>> >> Gemma Chandratillake, MPhil, PhD, MS, CGC
>> >> Genomic Counselor, LGC
>> >> Personalis, Inc.
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>> Gemma Chandratillake, MPhil, PhD, MS, CGC
>> Genomic Counselor, LGC
>> Personalis, Inc.
>
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