

Genomics Technology and Digital Services

Service definition



Answer

Answer Digital, Union Mills, 9 Dewsbury Road, Leeds, LS11 5DD
answerdigital.com

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Company overview

We're driven by technology and innovation, and by their ability to create meaningful change for organisations and the communities they serve. As a proudly independent and employee-owned consultancy, we bring together a diverse, highly skilled team who thrive on tackling complex challenges, working closely with our clients to deliver solutions that make a real difference.

We partner with organisations across multiple sectors, using data, AI and digital to help turn ambition into outcomes. Our work is recognised by leading industry bodies, reflecting our consistent focus on delivering clear, customer-centred results that stand up in the real world.

How we do it

With over 25 years of experience delivering digital transformation, Answer Digital supports organisations through complex change, with deep expertise in cloud-led delivery. We work in close partnership with our clients to innovate responsibly, embed best practice, and deliver outcomes that last.

Every engagement is different, so we build teams around the challenge, not a fixed model. We start by understanding the vision, the users, and the outcome that really matters. From there, we design solutions that fit your technology landscape, tools, roadmap and people.

Collaboration sits at the heart of how we work. We establish ways of working that are sustainable for teams, processes and practice, then iteratively design, build and test together. We continuously learn, refine and evolve, keeping a clear focus on delivering the right outcome, not just shipping technology.

Genomics Technology and Digital Services

Service description

Specialist technical consultancy to integrate genomic medicine into mainstream NHS clinical care pathways. Our service covers the end-to-end lifecycle, encompassing digital service design, LIMS integration, order management and complex genomic data handling. We ensure interoperability between Genomic Laboratory Hubs, clinical teams and patient facing digital channels to support precision medicine.

Features

- End to end genomic service design aligned to GDS standards
- Integration of Order Comms with Laboratory Information Management Systems (LIMS)
- Interoperability design using HL7 FHIR and GA4GH genomic standards
- Management of complex genomic data formats (VCF, BAM, CRAM)
- Secure sample tracking and electronic Chain of Custody implementation
- Design of patient facing digital tools for consent and result viewing
- Integration of genomics with radiology and pathology for multi modal views
- Implementation of decision support tools for Multi Disciplinary Teams (MDTs)
- Robust Information Governance (IG) for sensitive genetic data handling
- Cloud architecture design for scalable genomic data storage and analysis

Benefits

- Accelerates time to diagnosis by streamlining genomic ordering workflows
- Reduces manual transcription errors through automated system integration
- Enables mainstreaming of genomics into routine clinical specialities
- Improves sample visibility and reduces rejection rates in laboratories
- Facilitates compliance with NHS Genomic Medicine Service (GMS) standards
- Supports precision medicine by linking genotype to phenotype data
- Enhances patient experience through digital consent and transparent tracking
- Enables secure data sharing for research and population health analysis
- Optimises utilisation of high throughput sequencing infrastructure
- Provides a unified view of patient diagnostics across disparate modalities

Pricing

Answer Digital services are available for procurement through either Fixed Price or Time & Materials arrangements. Please refer to our Pricing Document and Rate Card for further details.

Contact details

For more information about the contents of this document, please contact:

James Page
Chief Commercial Officer
bids@answerdigital.com



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