

## A genomics pioneer is selling a full DNA analysis for \$1,400. Is it worth it?

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Mark Wilson/Getty Images

The genomics pioneer who sequenced the human genome carved out a new niche just over a year ago, [selling](#)<sup>1</sup> exhaustive \$25,000 medical workups to apparently healthy people. Now Craig Venter's trying to take one small piece of that business to a much wider audience — and to prove it's worthwhile.

An early step in that direction came this month, when Venter's company Human Longevity [struck a deal](#)<sup>2</sup> with a life insurer to boost its \$2,500 [whole genome analysis](#)<sup>3</sup> product. For a discounted \$1,400, customers and employees of the life insurer, MassMutual, can get every inch of their DNA scoured and then interpreted for what it means for their disease risk. It's a way to "turn risks into opportunities to outsmart the diseases that may lie in your future," Human Longevity's website says of the product.

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1. <https://www.statnews.com/2015/11/05/geneticist-craig-venter-helped-sequence-the-human-genome-now-he-wants-yours/>
2. <http://www.humanlongevity.com/human-longevity-inc-and-massmutual-sign-groundbreaking-agreement-to-offer-hliq-whole-genome-sequencing-to-massmutuals-customers-financial-professionals-and-employees/>
3. <http://www.humanlongevity.com/products/hliq-whole-genome/>