

# CASE STUDY



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CEO & Founder  
UGenome AI

**About UGenome AI:** UGenome AI is a biotech company that creates software for genomics, the study of genomes. They develop genomic tools that extract actionable pharmacogenomic insights—enabling the prevention of adverse drug reactions and detection of somatic variations using a personalized reference genome, with applications across cancer and rare diseases. Researchers often cite UGenome AI's work in genomics to further their own work.

*"Our clients and collaborators can continue to trust UGenome content to fuel their research, knowing everything we publish is human-written. ... enabling us to empower our partners with trusted pharmacogenomic content, analysis, and insights."*

*- Zachary Brooks, PhD*



UGENOME AI

## PROBLEM



UGenome AI publishes articles about genomic science and related subjects. With the rise of generative AI, scientists and healthcare professionals are uncertain if what UGenome AI is publishing can be trusted. They needed to:

- **Establish Trust**
- **Build Authority**
- **Provide Special Expertise**

## SOLUTION



UGenome AI partnered with Credent, an expert in credible and licensed content, to rigorously test and validate the human authorship of the UGenome team's work that included:

- **Expertise in Ethical AI**
- **Multi-Tool AI Detection**
- **Human Editorial Review**

Passing all validation tests, UGenome AI was awarded a Certified Human-Composed Creation (HCC) Badge to show their authentic human work.

## RESULTS



UGenome AI obtaining the Certified HCC Badge resulted in:

- **Increased Confidence** - UGenome AI bringing in a third-party to validate its work shows the company is focused on human-centered AI solutions and confident in its findings.
- **Value Alignment** - Knowing that a trusted AI utility is validating their work reduces risk for both the company and its customers.
- **Accuracy Protection** - Health technology deals with personally-identifiable, private data. There can be no 'hallucinations' in this kind of research because the health of patients is at stake.

### About Credent, Inc.

Credent is a Public Benefit Corporation that enables creators to exclude their work or profit from AI by setting fair licensing terms for responsible companies seeking credible, unbiased training data. The company offers free Opt-Out of AI training and licensing opportunities for creative people, content valuation services, compliance for LLMs, and badges to encourage AI transparency and ethical sourcing. For more information, please visit: [credent.org](https://credent.org).