



# Personalized Medicine: Breaking Down the Barriers and Achieving Results

## What the Future Holds

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Personal Genome Project (PGP)

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# Personal Genome Project

- George Church, founder and PI
- 100,000 volunteers
- Open genome and phenome data
  - Genome sequence
  - Medical history (Rx, Dx, etc)
  - Physical traits, measurements, environmental exposures, etc.

# Personal Genome Project

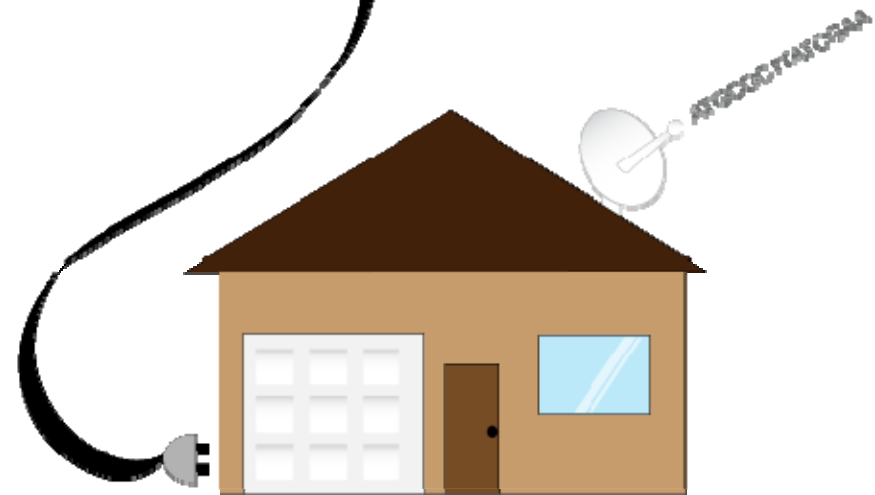
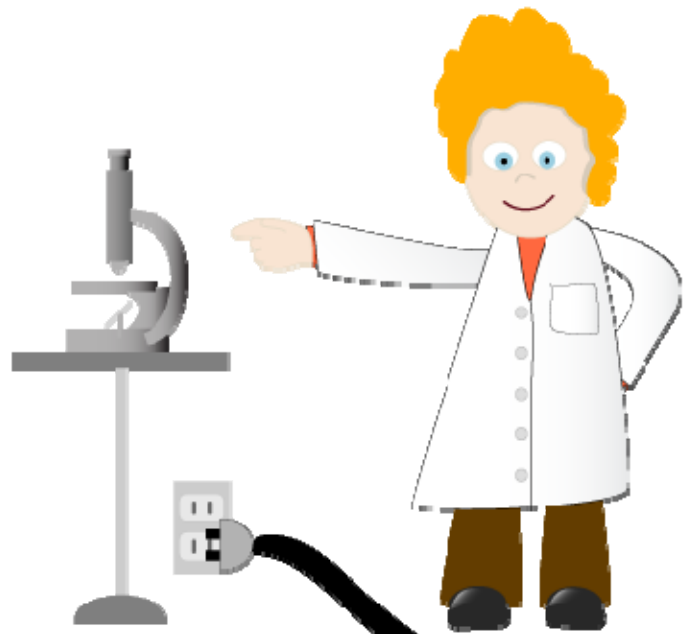
- *Educational* endeavor
  - Pre-enrollment education
  - Entrance exam
  - Ongoing education about (their own) data

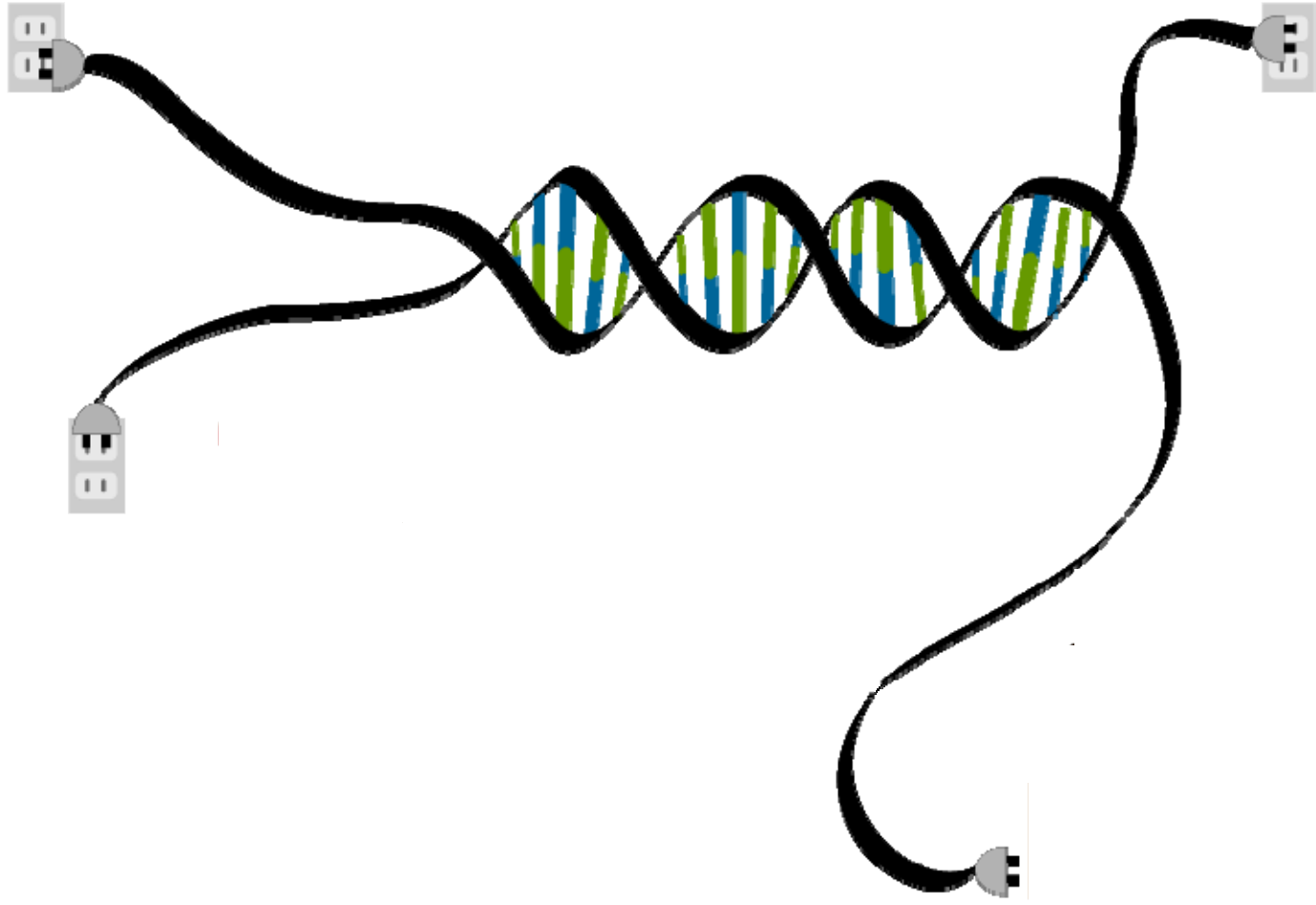


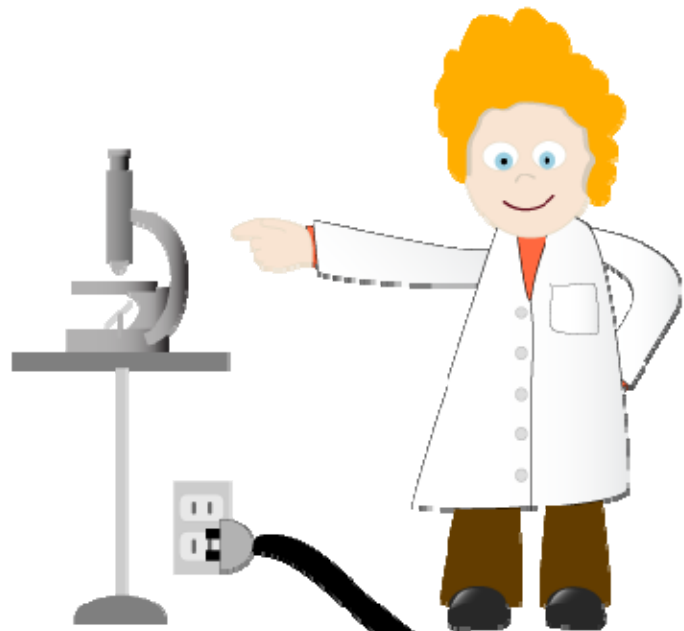
# Patients

- Health records manager
- Medical librarian
- Price/Quality shopper
- Judge
- Jury
- Product (re)designer
- Peer support resource
- Advocate

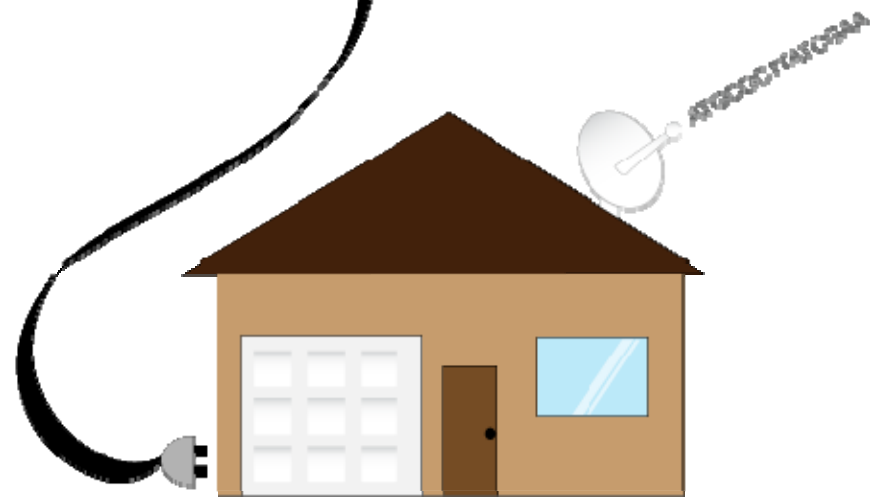
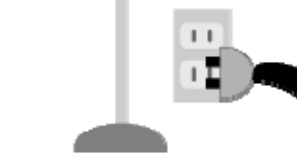








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# “PGP-10”



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