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From the Phoenix Business Journal:

<https://www.bizjournals.com/phoenix/news/2017/09/04/precision-medicine-initiative-begins-quest-to.html>

# Precision medicine initiative begins quest to gather health data from 1M people

🔑 **SUBSCRIBER CONTENT:** Sep 4, 2017, 7:39pm MST

Banner Health and University of Arizona have begun collecting health data as part of the national personalized medicine initiative.

Called the All of Us Research Program, the effort is to collect health information and blood samples from 1 million Americans to accelerate research and improve health.

In 2016, UA and Banner Health won a \$43.3 million grant from the National Institutes of Health to participate in President Barack Obama's Precision Medicine Initiative to create medical treatments based on patients' individual genetic composition.

Now, they are ready to start collecting health data to look at genetic makeup, lifestyle and environment.

Dr. Usha Menon, co-principal investigator at UA/Banner All of Us Research Program, said she is excited to be part of this national effort to accelerate health research and medical breakthroughs.

"Health care today is often targeted to the average patient and not tailored to the individual," she said. "Health care providers need more data to make those tailored decisions. Researchers often have limited resources for this kind of data."

The Banner/UA partnership will get the \$43.3 million funding over five years to implement the program in Arizona.

"This will allow researchers to better understand how to develop tailored health care strategies in



Dr. Usha Menon, co-principal investigator at UA/Banner All of US Research Program

treatment, drug development and risk prevention," she said.

Collecting this type of data from 1 million Americans will allow researchers and clinicians to start looking at the individual rather than treating the individual like the average patient, she said.

"This is very emotional," she said. "I put a year of my life into this program. My family, by default, has put a year of their life — they haven't seen me."

Anyone interested in providing their personal health information and blood can call 877-268-2684.

Employers and organizations also can set up a site-specific enrollment drive for their employees, staff and clientele.

For this week's cover story on precision medicine, [click here](#).

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