



Advantage Healthcare Reopens NYC Office



## Our Generation's Framingham Study? The Precision Medicine Initiative



### **What Is Precision Medicine, Anyway?**

Precision medicine focuses on identifying which approaches will be effective for which patients, based on genetics, environment, and lifestyle. Is it what we have called “personalized medicine,” or perhaps you have called it “pharmacogenomics”? Precision medicine is the 2016 term.<sup>1</sup>

### **The Precision Medicine Initiative (PMI) Cohort Program**

The National Institute of Health's Precision Medicine Initiative was first mentioned in the 2015 State of the Union Address and ultimately funded with \$215 M in 2016.<sup>2</sup> The goal is to accelerate “biomedical discoveries by leveraging genomics and health information technology.” The initiative plans to engage >1 M US participants who volunteer to share their health data in an effort to understand and improve outcomes.

**Why?** The basic idea is to be able to provide targeted therapies such as those used in oncology to a much broader group of disease states.

**Who?** The cohort includes, but is not limited to, these high-prevalence disease states: Parkinson's disease, metastatic breast cancer, pediatric cancer, multiple myeloma, diabetes, heart disease, Alzheimer's disease, mental illnesses, and rare diseases.<sup>3,4</sup>

## So Where Is the Biopharmaceutical Industry In This Initiative?



In February of 2016, the White House issued an update of the many organizations that have stepped forward, including:<sup>3</sup>

- Prominent nonprofits.
- Large and medium-sized health centers.
- Many mHealth entities.
- Two pharmaceutical companies: Genentech, which is already in “Precision Medicine,” and Pfizer, which has offered to hold a meeting as part of this initiative.

---

**Is your company involved in PMI and not listed in the White House communications?**

**Where is the rest of our industry? Why aren't they participating?**

**Why aren't they taking advantage of these dollars available from the government?**

Please comment here.

**Want to learn more? Visit the National Institutes of Health website at:**

<https://www.nih.gov/precision-medicine-initiative-cohort-program>

---

**[Our New York Office Has Reopened](#)**



Mark Villanueva, who recently joined our team, has reopened our New York City office. The new office is located in Times Square at 1460 Broadway, New York, NY 10039. Mark can be reached by phone at (720) 939-4634 or by email at [mvillanueva@advantageh.com](mailto:mvillanueva@advantageh.com).

1. What is the difference between precision medicine and personalized medicine? What about pharmacogenomics? Genetics Home Reference Web site. National Library of Medicine. <https://ghr.nlm.nih.gov/primer/precisionmedicine/precisionvspersonalized>. Accessed August 5, 2016. 2. NIH framework points the way forward for building national, large-scale research cohort, a key component of the President's Precision Medicine Initiative. National Institutes of Health. <https://www.nih.gov/news-events/news-releases/nih-framework-points-way-forward-building-national-large-scale-research-cohort-key-component-presidents-precision-medicine-initiative>. Published September 17, 2015. Accessed August 5, 2016. 3. Fact sheet: Obama administration announces key actions to accelerate Precision Medicine Initiative. Office of Press Secretary. The White House. <https://www.whitehouse.gov/the-press-office/2016/02/25/fact-sheet-obama-administration-announces-key-actions-accelerate>. Published February 25, 2016. Accessed August 5, 2016. 4. Precision Medicine Initiative Cohort Program - Frequently Asked Questions. National Institutes of Health. <https://www.nih.gov/precision-medicine-initiative-cohort-program/precision-medicine-initiative-cohort-program-frequently-asked-questions>. Published January 19, 2016. Accessed August 5, 2016. Image courtesy of vitasamb2001 at FreeDigitalPhotos.net. Image courtesy of dream designs at FreeDigitalPhotos.net. Image courtesy of samandale at FreeDigitalPhotos.net

[Read Prior E-Newsletters From Advantage Healthcare Here](#)



*Debbie Mick*  
Managing Partner

Advantage Healthcare, focused on new products and business development support, has been a valued partner to pharmaceutical, biotech, device, diagnostic, and consumer companies for more than 20 years. We deliver quality work, in a timely fashion, from a smart and accessible team, and at a realistic fee.



Facebook



LinkedIn



Website

Copyright © 2016 Advantage Healthcare Inc. All rights reserved.

**Our mailing addresses are:**

Advantage Healthcare Inc.  
475 Wall Street  
Princeton, NJ 08540  
p 609.683.1911  
f 609.924.6166  
[dgllick@advantageh.com](mailto:dgllick@advantageh.com)

Advantage Healthcare Inc.  
666 Godwin Avenue, Suite 230  
Midland Park, NJ 07432  
p 201.670.7722  
f 201.670.8707  
[lgoldberg@advantageh.com](mailto:lgoldberg@advantageh.com)

Advantage Healthcare Inc.  
1460 Broadway, 8<sup>th</sup> Fl  
New York, NY 10039  
p 720-939-4634  
f 866-224-0144  
[mvillanueva@advantageh.com](mailto:mvillanueva@advantageh.com)

[www.advantageh.com](http://www.advantageh.com)

[unsubscribe from this list](#) [update subscription preferences](#)