

BCH - Genomic Data Gathering



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Background

- Certain genetic variations correspond to specific cardiovascular conditions
- Yet not everyone with those genetic variations will manifest the disease - non-penetrant
- BCH only sees patients who already manifest
- **Need to study genetics of non-penetrant individuals**

Key Questions

- 1 How can we gather genetic data for non-penetrant individuals?
- 2 Who are most likely to share data with BCH, and how to reach them?

What We Did

- D2C genetic market scan
- User interviews
- User surveys
- Expert interviews
- User persona definition
- Persona validation via Facebook ads
- Outreach channel recommendation
- Outreach messaging

