

3<sup>rd</sup> Annual Congress on

# RARE DISEASES AND ORPHAN DRUGS

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### Consumer directed precision health - convergence of multi- omics, environment, life style and behaviors

**Statement of the Problem:** Until now, most medical treatments have been designed for the “average patient.” As a result of this “one-size-fits-all” approach, treatments can be very successful for some patients but not for others. Currently, medicine is by trial and error. You try one treatment and if doesn’t work, you try another. Precision Medicine, on the other hand, is the personalization of health care by incorporating genetics, environmental factors and patient history to develop more precise therapies.

**Purpose:** President Obama announced launch of the Precision Medicine Initiative® (PMI) “to bring us closer to curing diseases like cancer and diabetes, and to give all of us access to the personalized information we need to keep ourselves and our families healthier.” In order to achieve this plan, the PMI Cohort Program is building a national research cohort of one million volunteers that will provide the platform for expanding knowledge of precision medicine approaches. The purpose is to Recruit, Enroll, Engage, Motivate and Sustain a Cohort that is nationally representative of inclusion, diversity and richness of America. Rapid advances in medical science, discovery of new diagnostic biomarkers and consumer adoption of latest Mobile and Cloud technologies is enabling new sources of data and insights.

**Conclusion & Significance:** Including consumers/patients/participants as “Partners” during medical research would enable therapies that are personalized and context based. We will focus on principles of usability, trust, value and service to increase engagement, retention, to achieve outcomes. This talk will discuss large initiatives such as NIH PMI (AllofUs Research program) that are emerging to harness convergence of multiple sources of data to gain insights into prevalence and progression of health and diseases. We will also discuss outcomes that are being achieved and a roadmap for research in consumer health.

### Biography

Praduman Jain is the Founder and CEO of Vibrent Health, an organization providing consumer-centered Learning Health System (LHS) for precision medicine and digital therapeutics. This technology platform for personal and population health management enables applications in clinical research and healthcare delivery. Prior to founding Vibrent, he held various senior leadership roles at Sprint, Nextel, AOL, Time Warner and VTech and launched emerging products and services with revenues of \$2+ Billion. He holds several patents and MS, BS degrees in Electrical Engineering. He is the Principle Investigator (PI) of Participant Technology Systems Center (PTSC), National Institutes of Health (NIH), Precision Medicine Initiative (AllofUs Research Program), a \$75 Million grant to build a bio-informatics and data insights platform to engage 10 Million consumers across the US in their health journey. He is the Co-Chair of data privacy and security work group of NIH AllofUs Research program.

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