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