

Engagement Strategy

***All of Us* Research Program: Triple Engagement Strategy**



Health Care Provider Organizations

- ⦿ Regional medical centers
- ⦿ Federally Qualified Health Center pilot sites
- ⦿ Veterans Affairs medical centers



Participant Center

Scripps Research Institute leads “direct volunteer” outreach with many partners, e.g.:

- ⦿ Walgreens
- ⦿ Blue Cross Blue Shield Association
- ⦿ National Blood Collaborative
- ⦿ WebMD



NIH Engagement Partners

- ⦿ Community and faith-based organizations
- ⦿ Patient advocacy groups
- ⦿ Provider associations
- ⦿ NIH Institutes and Centers

Looking Ahead

Timeline to Launch

- ⦿ Currently in extended Beta phase – testing systems and workflows and participant experience
- ⦿ Launch planned for Spring 2018



Communities Are Valued Partners

How You Can Help

- ⦿ Serve as a resource to patients when they ask you about *All of Us*; help them understand the value of research and what it means for them, their families, and future generations
- ⦿ Support the *All of Us* Research Program by proactively speaking with your communities about the program, its value, and goals
- ⦿ Help patients who enroll to understand the data and information that the program shares with them over time
- ⦿ Learn more about the program; Become a program Ambassador; Enroll



The Importance of Diversity Video



National Institutes
of Health

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Questions?

Sign up for updates:
joinallofus.org

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