



Coriell Survey to Gauge Early Adopters' Attitudes On Personalized Rx

In a recent GenomeWeb article, editor Turna Ray reports on the latest development regarding the Coriell Personalized Medicine Collaborative[®] (CPMC[®]) – a new section of the web portal which offers participants the chance to take part in optional research studies.



The first of these studies involves a survey entitled, “Assessing Attitudes and Experiences of Early Adopters of Personalized Medicine.” Through this survey, researchers from Coriell and the University of Pennsylvania aim to determine how well CPMC participants understand their personal risk results, how they intend to or are using their genetic risk information, and where they made need additional education.

“[The] CPMC is looking to enroll approximately 60 participants, who will be given a 45-minute telephone interview about their attitudes and knowledge of genetic risk information,” Ms. Ray reports. “If more people volunteer, CPMC may choose additional participants to ensure even demographic distribution in the study population. Study participations will receive a \$25 gift card after completing the survey.”

To read the article in its entirety, visit GenomeWeb’s website:

<http://www.genomeweb.com/dxpgx/coriell-survey-gauge-early-adopters-attitudes-personalized-rx>.