

# WHAT IS PRECISION HEALTH?

**Precision Health** combines data about an individual's genes, environment, and lifestyle with innovation and diverse partnerships to more precisely predict and diagnose disease, target therapies, and personalize health and wellness plans.

## Innovation

### Analytics

Data analytics, AI, and digital health to enhance clinical prediction, tailor treatments, improve quality, and optimize resource utilization.

### Life Science Innovation

End-to-end support of Precision Health: discovery research, product development, translation, delivery and impact.

### Clinical Research

Clinical and pragmatic trials on subpopulations to increase intervention effectiveness and safety, new indications, and generate real-world evidence.

### Targeted Therapies

Targeted therapies based on multiple data, including an individual's or population's genetic makeup and disease subtype.

### Pharmacogenomics

Right patient, right dose, right drug, right time: greatest impact with integrated clinical decision support.

## Diverse Partnerships

### Healthcare Providers

Engage patients, and utilize precision health tools and bioinformatics, for point-of-care personalized medicine.

### Hospitals/Clinics

Implement precision health technologies, including clinical decision support, to more precisely stratify and treat patients.

### Public Health

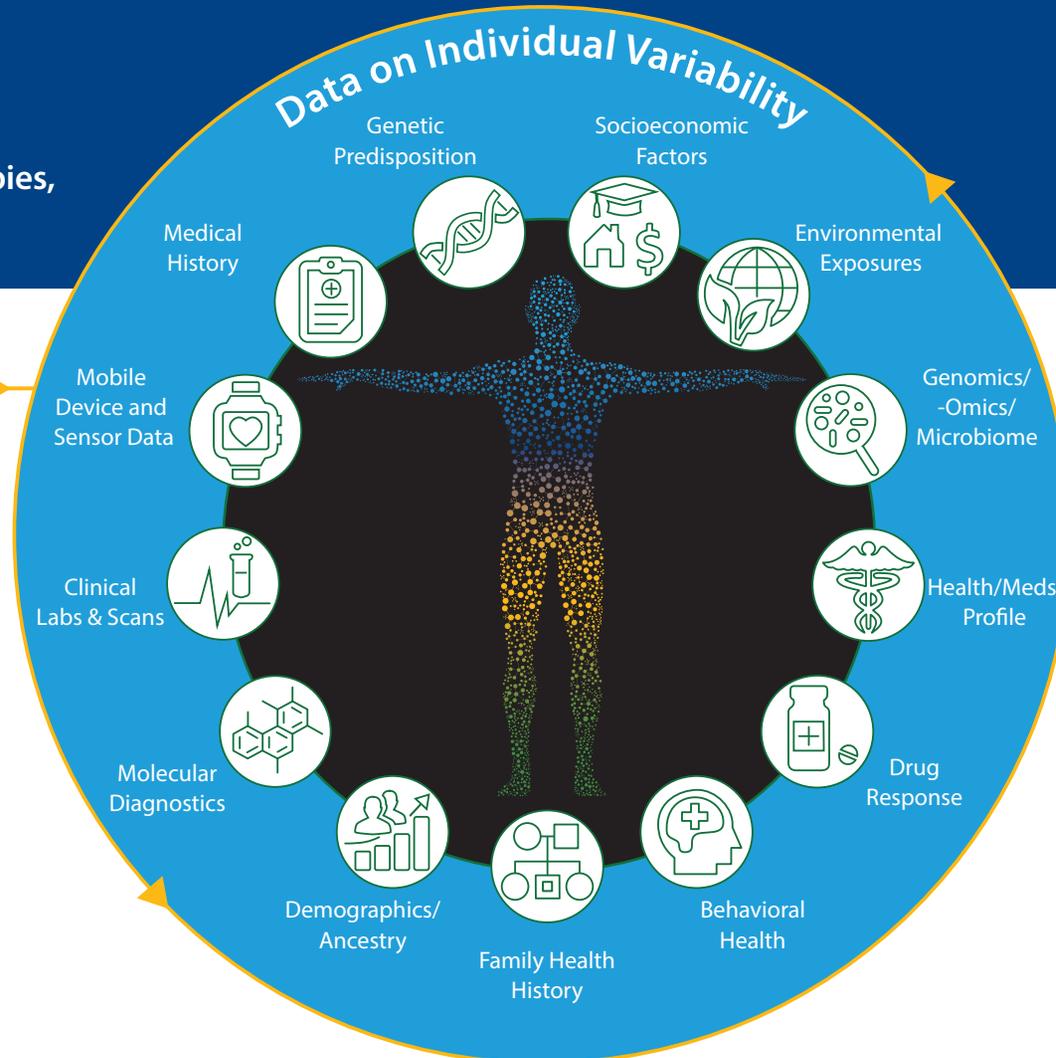
Apply precision health tools to target disease prevention and improve population health: right intervention, right time, to right population.

### Policy Influencers

Work with regulators, industry, payers and policy influencers to advance precision health innovation through impact and reimbursement.

### Healthcare Purchasers

Involve employers and consumers of healthcare in actionable precision population health strategies for improved outcomes.



## Outcomes:

(for individuals or populations)

Precise Prediction and Diagnosis of Disease

Targeted Therapies

Personalized Care Plans





## North Carolina Biotechnology Center

### North Carolina: a global leader in precision health

**Leading research and health care institutions. Top-tier medical and pharmacy schools. Long-standing biomanufacturing expertise. And training specific to evolving jobs.**

**It's how North Carolina transforms your precision health idea into reality.**

NCBiotech transforms life science in North Carolina, and North Carolina through the life sciences. We nurture this statewide community by investing in technology development through grants, in company development through loans, and in economic development through infrastructure grants. Our activities also target the convergence points of life-science related sectors, including precision health.

Our many programs and activities are designed to leverage public and private dollars to achieve our vision: North Carolina, a global life science leader.

More at [ncbiotech.org](http://ncbiotech.org)

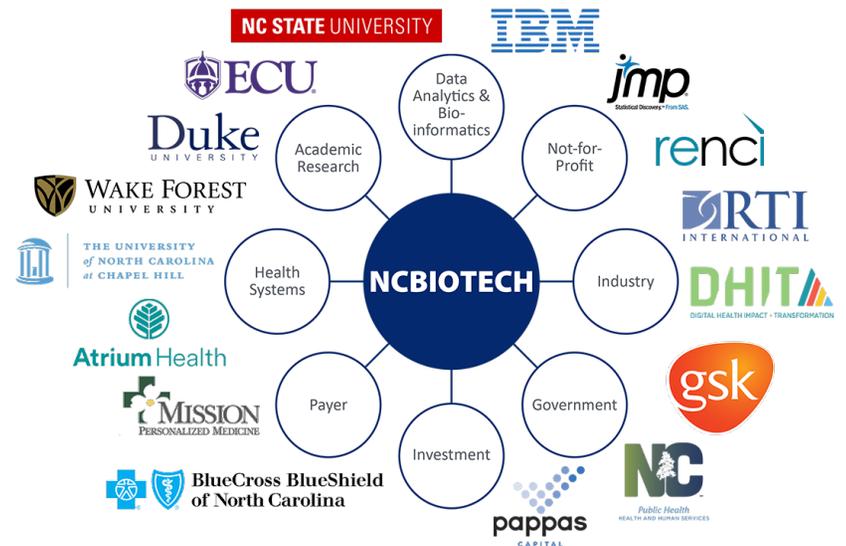
## NORTH CAROLINA PRECISION HEALTH COLLABORATIVE

**About:** North Carolina is no stranger to precision health. With a strong and diverse capacity in research and healthcare institutions, biomedical research and development capabilities, and information technology companies, North Carolina has all the building blocks needed to become a global leader in precision health.

When the North Carolina Biotechnology Center recognized this opportunity, we brought together a group of leaders in all areas that are a part of precision health. The North Carolina Precision Health Collaborative brings together these diverse partners to stimulate growth in this sector. The NCPHC works through partnerships to foster significant new innovations, create new precision health-based companies and jobs that draw investment capital to the state, all while improving the health of people in North Carolina and beyond.

**Vision:** Advancing transformative precision health through innovation and partnership.

**Mission:** Accelerating collaborative initiatives that foster research, enable providers, engage industry and empower citizens to improve health outcomes and optimize resource utilization in North Carolina.



**The steering committee of the North Carolina Precision Health Collaborative is working to secure North Carolina's leadership in this emerging sector.**