

Creating a future of personalized medicine

As a key step toward providing patients with treatments based on their own DNA profiles, the International Genomics Consortium (IGC) and the University of Michigan have launched a new joint venture that will help usher in an age of personalized medicine. Called Paradigm, the new nonprofit company brings together the expertise of IGC and the U-M Health System, two leaders in using genetic information to understand and treat disease.

Beginning with cancer and then extending into other disease groups, Paradigm will offer doctors and health care organizations anywhere access to whole gene and multi-gene sequencing and molecular diagnostics. The company will also help support clinical trials at UMHS and other healthcare systems. Paradigm is being formed under the Michigan Health Corporation, the part of UMHS that enables outside partnerships. The company will have a presence in Phoenix and Ann Arbor.

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