Physician age, lack of education a major stumbling block to adopting genetics in practice

Insiders to genomics are looking around and bemoan the lack of forward progress on the clinical side of adoption. Why haven clinical adoption rates gone up faster? What's making this hard? I've become frustrated over the last few years, raising a significant amount of money across a number of companies, all trying to speed up the scale of adoption in the non-sick population. Looking back, looking around and seeing how the current landscape of startups and new activities in clinical genetics are being run, I've come to the following conclusions:

The vast majority of front line caregivers acknowledge the technological advances but just aren't convinced that genetics would make a useful differentiation in healthcare. The current environment has placed an onerous burden to change the standard of care, with the exception of a new pill to replace the old one, usually at a pricing premium.

Given that most front line caregivers do not have an education around molecular biology, the entire dialogue around genetic information needs to start at scratch and there isn't a common platform to do that.

Read the full, original story: Why Hasn't Clinical Genetics Taken Off?