

## From “Personalized Medicine” to “Precision Public Health”: Emerging Ethics Issues in Gene- Driven Medicine

Thursday, November 8, 2018  
Noon – 1:15 pm

10th Floor of the Comprehensive Cancer Center  
Conference Room 10 C  
Wake Forest Baptist Medical Center  
Winston-Salem, N.C.

### Program Overview

Historically, the vision of “personalized genomic medicine” has been one that would both tailor care to patient’s molecular profiles and also empower them to take a more active role in their health care. The theoretical goal of precision medicine is to take the next step, by integrating genetic risk data with information about patient’s specific social histories and environmental exposures, to reveal actionable “epigenetic” factors that influence their risks. A national study of one million American volunteers, NIH’s “All of Us” program, promises to improve medicine, nursing, and public health by more precisely targeting interventions to the individuals, families and communities in whom they can do the most good. As this movement gains momentum, however, odd things are starting to happen to the relationship between health professionals and those they serve. This session will expand on issues which anticipate and address ethical pitfalls of “precision health care”.

### Who Should Participate

Physicians, Nurses, Clergy, Social Workers, Mental Health, any interested healthcare professional.

### Agenda

Noon – 1:00 pm Introduction and Presentation  
1:00 – 1:15 pm Meet the Speaker / Q and A

### Faculty



**Eric T. Juengst, PhD**  
Professor, Social Medicine and Genetics  
UNC-Chapel Hill School of Medicine

## Exploring Ethics

2018–2019 Conference Series



Register online at [northwestahec.org](http://northwestahec.org)

### Objectives

Upon completion of this knowledge-based program, participants should be able to:

- Analyze the promise of gene-driven medicine as articulated by its promoters.
- Explain the conceptual shift in gene driven medicine from individualized medicine to precision health care.
- Identify ethical challenges associated with precision health care.

### Registration

Registration for this free course can be completed online or on-site. You are welcome to bring your own lunch.

Note—Registering for and attending this program authorizes Northwest AHEC/Wake Forest School of medicine to take pictures to be used for the Center’s publications, website (including social media sites) and presentations.

### Credit

1.0 Contact Hours from Northwest AHEC

Nurses: This educational activity can be applied toward your continuing competence plan for maintaining your current licensure with the North Carolina Board of Nursing.

This program does not provide specific NBCC Credits. However, per LPC licensure guidelines, you may submit up to 15 contact hours of continuing education by attending programs by affiliates of the National Area Health Education Center Organization (NAO). Northwest AHEC is a member of the NAO.