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Contact: Rachel Koren
202.966.5557 x213
rkoren@geneticalliance.org

Genetic Alliance Launches New Web Resource for the Public
GenesInLife.org Offers In-Depth Information on Genetics Services and Access to Experts

WASHINGTON, DC – August 2013 – In a time when searching for quality health information can be like searching for a needle in a haystack, Genetic Alliance’s newest resource for the public, GenesInLife.org, provides current and comprehensive knowledge on genetics services, including genetics and genomic testing and working with healthcare professionals. Genes in Life is a place to learn about all the ways genetics is a part of life.

[Genes in Life](#) harmonizes Genetic Alliance’s many existing resources and tools in a one-stop source for general information related to health and genetics services. On GenesInLife.org, individuals and families can learn how and why to collect a family health history and share it with a healthcare provider; understand the differences between various types of genetic testing and services, from carrier screening to diagnostic and predictive testing to whole genome sequencing; and figure out which genetics professionals to consult.

“Genes in Life engages the public on leading-edge topics like, ‘How do genes affect my health?’ and ‘Why should research matter to me?’” said Dr. Kathryn Teng, Director of the Center for Personalized Healthcare, Cleveland Clinic. “Truly personalized care is a partnership between patients and their caregivers. By presenting information that is easy to access, understand, and put into action, Genes in Life supports and encourages this critical partnership.”

Genes in Life is committed to answering these questions as well as new questions whenever they arise. The site includes an “Ask the Experts” feature for users to submit their own questions, which will be answered on the site by relevant genetics experts. In addition, the Genes in Life blog will focus on a new topic every 6-8 weeks to provide more in-depth explanation and discussion of the most interesting and important subjects in genetics and health. Upcoming topics include family health history, screening, and whole genome sequencing. People can tweet questions and suggested topics to @GenesInLife.

James O’Leary, chief innovation officer at Genetic Alliance, explained, “Genes in Life provides accessible, relevant information on genetics and health for everyone in search of answers, from newly diagnosed individuals and caregivers to healthcare providers looking for resources to share with patients to people who just want to make healthy choices for their families.”

About Genetic Alliance

Genetic Alliance is the world's leading nonprofit health advocacy organization committed to transforming health through genetics and works to connect consumers to the smart services they need to make informed decisions about their health and healthcare. Genetic Alliance's network includes more than 1,200 disease-specific advocacy organizations, as well as thousands of universities, private companies, government agencies, and public policy organizations. For more information about Genetic Alliance, visit www.geneticalliance.org.

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