# The Dish: All of Us Launch Timeline

<https://www.youtube.com/watch?v=WT_68VblUnw>

## Title Slide

The Dish with Eric Dishman

All of Us logo

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All of Us Launch Timeline

All of Us logo

## Scene Change

Mr. Dishman is standing in front of a white board with the following text:

“Launch when ready and right!”

* Early prototyping/testing
* Development
* Beta phase
* National launch

## Mr. Dishman:

As the director of the *All of Us* Research Program, a lot of people call me “Doctor”— think I’m a physician or a biologist, and I can tell you I am definitely not.

But I am trained as a social scientist, and before I came to the National Institutes of Health, I spent 25 years in Silicon Valley companies, studying the real needs of people and testing things with them all along the way.

And I can tell you, across all those kinds of companies that use this user-centered product development process, you learn very quickly.

Mr. Dishman points to “Launch when ready and right!” on the white board.

## Mr. Dishman

You launch when ready and right. We want to make sure that our systems are easy to use by a wide range of people across the country, whether you’re a participant, whether you’re a staff member out somewhere in the country helping to take blood, or whether you’re a researcher coming to our website and using our tools.

Mr. Dishman points to “Beta Phase” on the white board.

And we’re about to go to the beta phase. And what a beta phase really means is, hey, you’ve developed everything. It’s real. You’ve been testing it with a lot of people all along the way. But you’ve never had it pulled all together, and you’ve never kind of done, like, a dress rehearsal before you’re ready to do the big night and the full play.

Are people happy with it? Are the systems ready and robust? And are we really ready to go national?

Mr. Dishman points to “National Launch” on the white board.

## Mr. Dishman

And that would be our national launch. And right now, my best guess is, you know, probably late 2017—at the latest, early 2018, was when we would do the national launch.

But I want to make sure that we’re ready for all of you. I want to make sure that we’re ready to have a quality experience for our researcher, for our participant, and for our hardworking staff, who are going to be really tackling this biggest of all studies that any of us have ever been through ourselves.

So we’re looking forward to it, and I’ll keep you updated about our status with this user-centered design process.

## Closing slide

All of Us research program logo

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