# NIH Launch Dishman Sound Bite

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

## Title Slide

Eric Dishman

Director

All of Us Research Program

## Scene Change

Mr. Dishman speaking.

## Mr. Dishman:

I mean, without health research, we wouldn’t have health cures. And one of the big challenges for the *All of Us* Research Program is to make sure we reach those who have been left behind in traditional research. There are many communities depending on age, race and ethnicity, rural parts of the country, who just haven’t been included in health research; thus, they’re often left behind in some of the cures. So a big focus for us is to say, “Include everybody.” And that’s the name: *All of Us*.

This is not just going to go down in the medical books; this is going to go down in the history books. The country has never brought this many people from this many backgrounds together and said, “We’re going to accelerate research for health care, and that’s going to accelerate the cures and make sure it’s kind of—get rid of the era of one-size-fits-all medicine and really make it so it’s customized to you as a unique individual.”