

URL: <https://stvp.stanford.edu/clips/going-where-consumers-are>

23andMe's Anne Wojcicki describes how partnering with retail chains like Walmart and Walgreen's - and not hospitals - is to be present in people's everyday ecosystem. Health is largely influenced by everyday decisions, and shopping is more common in daily life than a visit to your physician, according to Wojcicki. "The future of prevention is not with your doctor," she says. "The future of prevention is with Walmart."



Transcript

- 23andme has almost no partnerships with hospitals, like we have no partnership with Stanford, almost, we have one partnership in Nevada with Renown.. But I have a partnership with every single retail group.. So, Target, Walmart, CVS, Sam's Club.. And I look at that because the future of prevention is not with your doctor, but the future of prevention is with Walmart.. And the reality is like you, your health and the status of you today is an accumulation of what you have done every single day.. As I tell my kids all the time, every single day you're making decision that are cumulative and they impact your health.. So like, if you want to prevent disease you need to take responsibility on a daily basis.. And where do you live out your daily basis, it might not be in this room, but most of the country lives it out at Walmart.. The average person goes there three times a week.. So, if I want to drive real change in this country I need to work with Walmart and I need to be where people are going..

The reality is no one wants to go and hang out at the doctor for fun.. Like, that's not like, I don't happen to randomly stroll by Welch Road and see my doctor.. It's not near anything, I mean it's near Sanwood Shopping Center, but it's not part of my ecosystem.. And so, that's for me one of the big things, like, I think retail is gonna become really interesting as they partner with healthcare and I think that's gonna become more and more of an ecosystem for us to actually get a lot our care...