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SEQUENCE ME NOW, A PATIENT-LED CANCER NONPROFIT, RELAUNCHES TO EXPAND ACCESS TO GENOMIC SEQUENCING AND PERSONALIZED MEDICINE

PORTLAND, Ore. Sequence Me Now, a national 501(c)(3) nonprofit organization dedicated to advancing personalized cancer care, today announced the relaunch of its mission with the introduction of The Sequence Code Playbook, a free, patient-developed 5-step guide designed to help people with cancer navigate genomic sequencing, personalized medicine, clinical trials, and peer support.

Founded in 2018 by Stage IV prostate cancer patient Bryce Olson, Sequence Me Now was born from Olson's determination to pursue every available treatment after conventional therapies were exhausted. By advocating for genomic sequencing, enrolling in four clinical trials across four leading cancer centers, and identifying a molecular match that controlled his cancer for two years, Olson extended a projected 21-month survival to nine years.

"The Sequence Code is not just Bryce's story. It is a curated roadmap for every patient who refuses to accept that they have run out of options," said Hans George, Chair of the Board of Directors for Sequence Me Now. "Our mission is to ensure every patient has the knowledge, tools, and confidence to advocate for the care they deserve."

The Sequence Code follows five practical steps: Get Educated. Ask to Get Sequenced. Decode Your Report. Find a Trial. Find Support. The playbook reflects the path Olson followed and now serves as a practical guide for patients and caregivers facing difficult treatment decisions.

As part of its relaunch, Sequence Me Now will expand The Sequence Code into community hospitals and rural healthcare settings, establish the Encore Team (a peer community of patients who have undergone genomic sequencing), and continue collaborating with nationally recognized oncology leaders, including Dr. Rana McKay of UC San Diego Moores Cancer Center and Dr. Brandon Hayes-Lattin of OHSU Knight Cancer Institute.

ABOUT SEQUENCE ME NOW

Sequence Me Now is a 501(c)(3) nonprofit. Founded 2018 by Bryce Olson, Portland OR. EIN 93-4069873. sequencemenow.org. Featured in WIRED, Forbes, STAT News, ABC, and The Washington Post.

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