With millions of human genotypes now determined, our information about human genetic variation is increasing faster than many other areas of science. That pace stokes an appetite for expanded investment. But has this information led to measurably improved, actionable understanding of illness and disease? Genomic medicine is fundamentally a biological and public health topic. Is the genome the major repository of the information we need in health? If so, to what extent might genomic approaches reduce the burden of disease in the community? Will they meet the promise of preventing/eradicating disease and illness? If not, what alternative approaches carry greater promise? What data is most salient/compelling to sway funding sources?