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PRECISION HEALTH AND POPULATION HEALTH: CAN THEY INTERSECT EFFECTIVELY? *T. RASSAF ET AL.*PERSONALISED MEDICINE: THE ROAD AHEAD, *D. PRITCHARD*A HUMAN-CENTRIC APPROACH FOR DATA COLLECTION, *I. RÄSÄNEN & J. SINIPURO*ENHANCING PRECISION MEDICINE: SHARING AND REUSING DATA, *C. PARRA-CALDERÓN*PERSONALISED MEDICINE AND CARDIOVASCULAR DISEASE, *D. MUNDRA*

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PEOPLE POWERED HEALTH MOVEMENT FOR PATIENTS, L. THOMPSON

HEALTHCARE AND INDUSTRY PARTNER FOR TECH INNOVATION,

TOP TARGET TREATMENTS

KEY STATISTICS

Global personalised medicine market was valued at \$1.007.88 billion in 2014 and will reach 2.452.50 billion by 2022.

Source: https://iii.hm/u3l

Key drivers of growth include the development of nextgeneration sequencing, whole genome technology, companion diagnostics, and retail clinics.

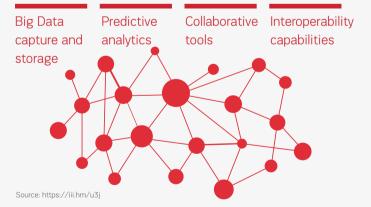


drugs in 2015 were personalised medicines.

35% of FDA approved drugs for cancer were personalised medicines.

Source: https://iii.hm/u3f

TECHNOLOGIES NECESSARY FOR PERSONALISED MEDICINE



IMPLEMENTATION CHALLENGES

- Regulatory system
- Economic concerns
- Socioeconomic factors
- Privacy issues

Source: https://iii.hm/u3m

EXPECTED RESULTS

- Improved patient outcomes
- Improved treatments
- Reduction in toxicity due to adverse drug responses.

Source: https://iii.hm/u3j

WHY WE NEED PERSONALISED MEDICINE

- ✓ To identify the primary drivers of disease.
- To discover drugs that can target these specific drivers.
- To find new ways to combat drug resistance.
- To improve clinical trial designs to test new treatments more effectively.

Source: https://iii.hm/u3g



Effective therapies

Based on specific tissues, gene mutations, and personal factors.

Fewer side effects

Examples include immunotherapies, vaccines, companion diagnostics, etc.

Hippocrates

https://iii.hm/u3m

66 It's far more important to know what person the disease has than what disease the person has.

Source: https://iii.hm/u3h

AREAS OF FOCUS FOR PERSONALISED MEDICINE

Oncology Cardiovascular Diseases Neurodegenerative Diseases Psychiatric Disorders Diabetes Obesity Arthritis

Pain

Alzheimer's disease

Source: https://iii.hm/u3j

