Personalized Medicine

Tremendous potential, but challenges remain

What is Personalized Medicine?

Personalized medicine is the identification and treatment of patients based on molecular and/or genetic characteristics to help:

• Improve diagnosis, treatment, and outcomes of disease
• Reveal new targets for drug therapies
• Identify which patient will respond best to a drug
• Avoid adverse drug reactions
• Reveal alternatives to conventional therapies

Personalized medicine is changing how we think about health care.

Right Drug, Right Patient, Right Time

Personalized medicine and precision medicine are terms often used interchangeably. While both define treatments tailored to an individual’s needs, the former term refers to the ability to avoid adverse drug reactions and improve quality of life while the latter focuses on the ability to improve diagnosis, treatment, and outcomes of disease.

When Is It Coming to Mainstream Medicine?

According to the FDA, personalized medicine will take approximately 10 years to be widely accepted by medical professionals and patients.

Personalized Medicine Empowers Action From Insight

To fully tap the potential of personalized medicine, practitioners, scientists, and companies must:

• Collaborate in creating education for practical applications and in collecting, analyzing, and sharing data
• Develop molecular biomarkers to predict response to therapy decisions and identify overlooked patients

Shrinking Costs, Potential Economic Benefits

Payers increasingly recognize the value of genetic tests and targeted therapies, which may help reduce costs, improve diagnosis, and reduce cost, improve diagnosis, and reduce costs. 1

Big Data Power Personalized Medicine

Increasing support for larger-scale data collection and sharing

At Quest Diagnostics, we are leveraging Big Data to advance the science of personalized medicine.

Personalized Medicine in Action

Data allows us to learn from people, then to make a diagnosis, provide treatment, improve health outcomes, and care for future patients.

TNT-360

Revealing hidden genetic factors that may drive disease.

Scleroderma

A personalized medicine approach identifies potential targets for improving treatment.

Advanced鲜明

Identifying predictive biomarkers to help guide early intervention.

Is it ready for personalized medicine? What’s next?

To fully lay the potential of personalized medicine, practitioners, scientists, and companies must collaborate to address the following question: ‘Is it ready for personalized medicine? What’s next?’

Join our Personalized Medicine network. Receive the latest evidence-based research, education, publications, and opportunities for collaboration.