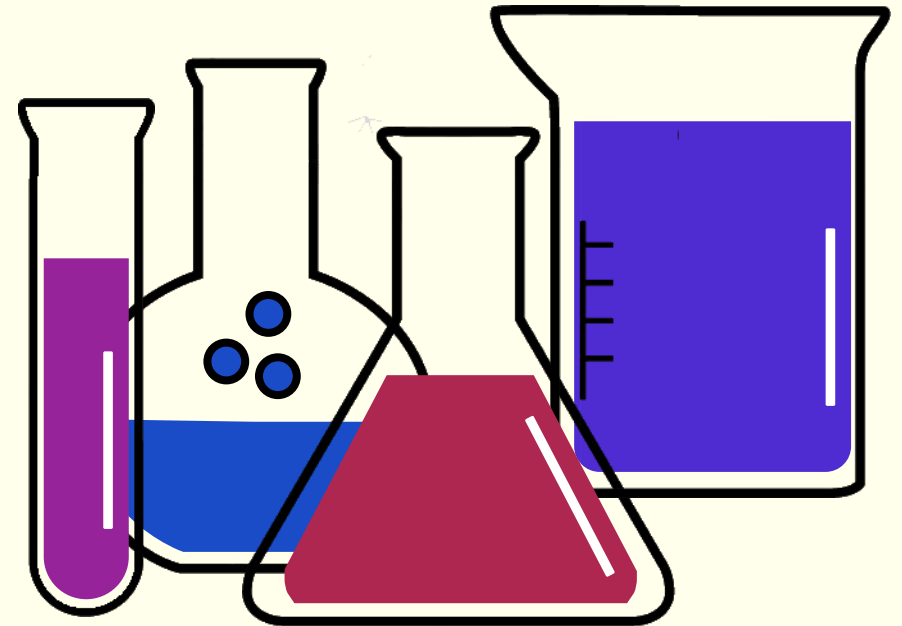
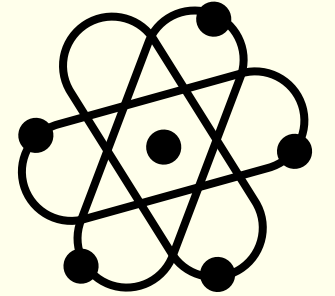


PERSONALIZED MEDICINE

Affiliate Competition

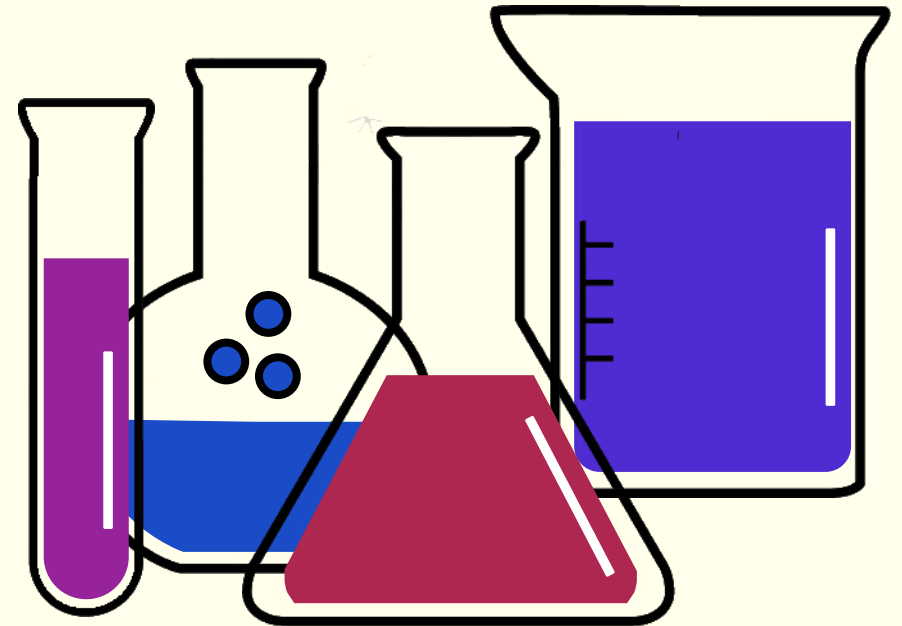
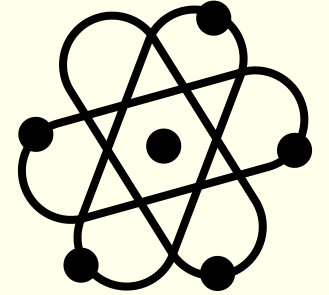
Topic Descriptor

What if your doctor could diagnose you before you experience symptoms? Using information from an individual's genetic and molecular profile, researchers have begun to create patient-specific treatments with a level of precision never before seen. Personalized Medicine enables healthcare providers to use a patient's cells to combat precisely identified diseases at an unprecedented pace.



Topic Descriptor, continued

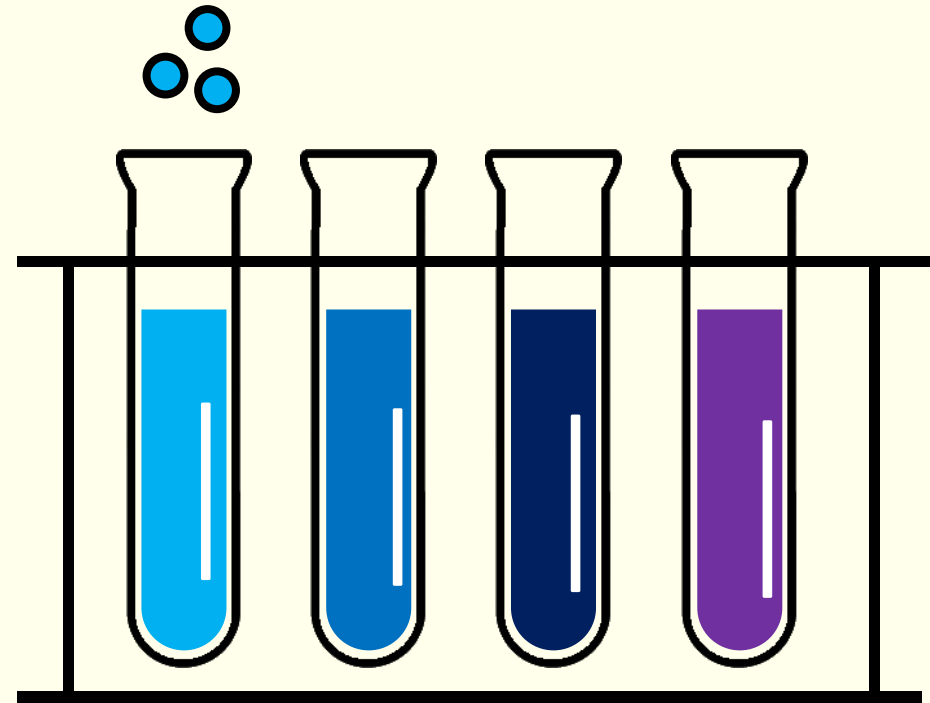
Researchers at universities, biotech companies, laboratories, and pharmaceutical companies are continually making discoveries. Doctors and other healthcare professionals continue to explore how these discoveries can help patients and increase our knowledge about diseases. The pharmaceutical industry is developing medications that tailored to an individual patient's genetic makeup. The costs of genetic tests are decreasing as their availability increases. Even with better affordability, how accessible will individualized advanced treatments be? Will insurance companies cover them? The increasing specificity of personal health information raises many concerns about the protection of personal data. How will Personalized Medicine account for the impact of external/environmental factors on an individual's health?



Theme 1: This is Not Your Typical Doctor's Visit

What are precision medicine
and personalized medicine? -
Health IT Analytics

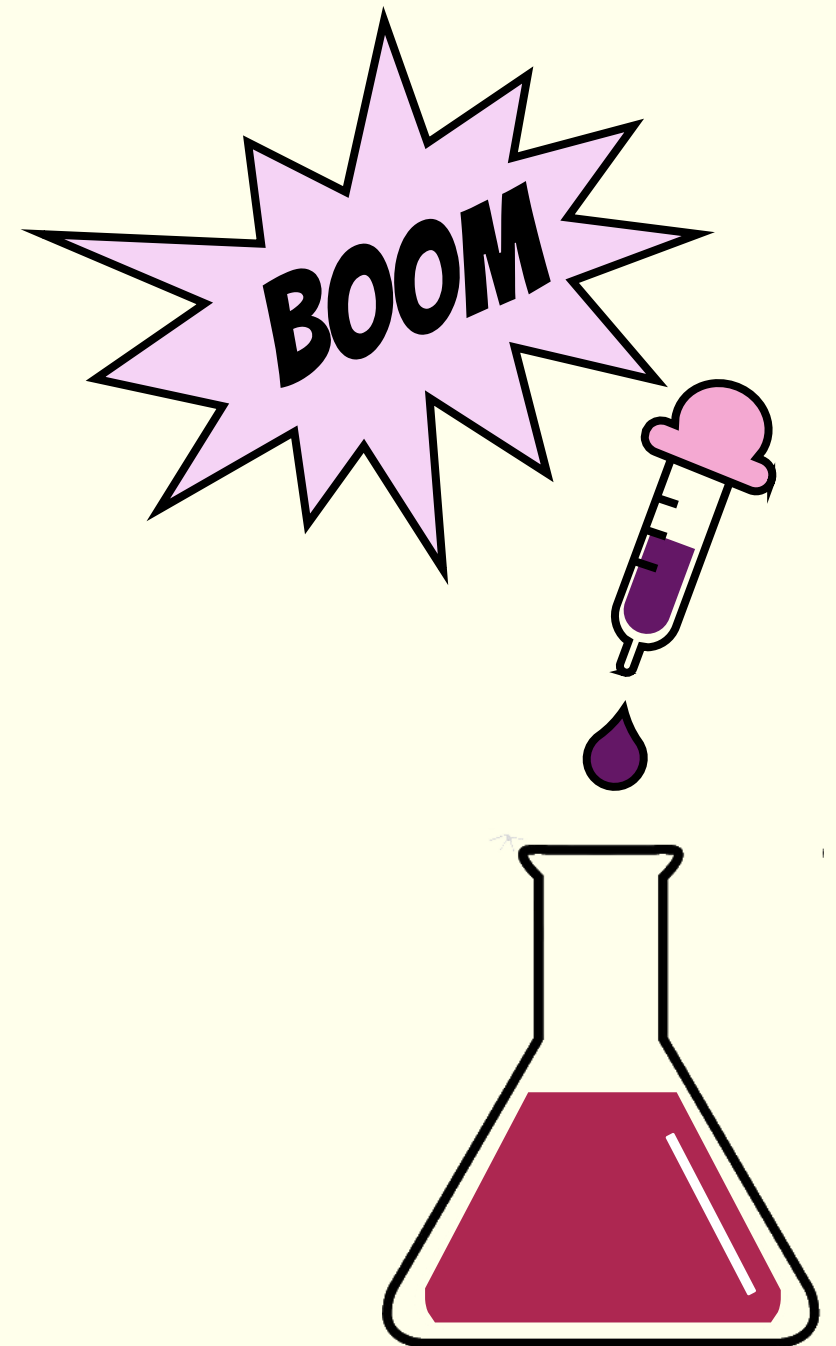
Transforming
healthcare through
precision medicine
- The Sydney
Morning Herald



Theme 2: We Are Not There Yet

*Precision Medicine: Overcoming
Cost Challenges - Pharma Times*

*Precision medicine for pediatric
patients gets a boost from
Congress - Forbes*

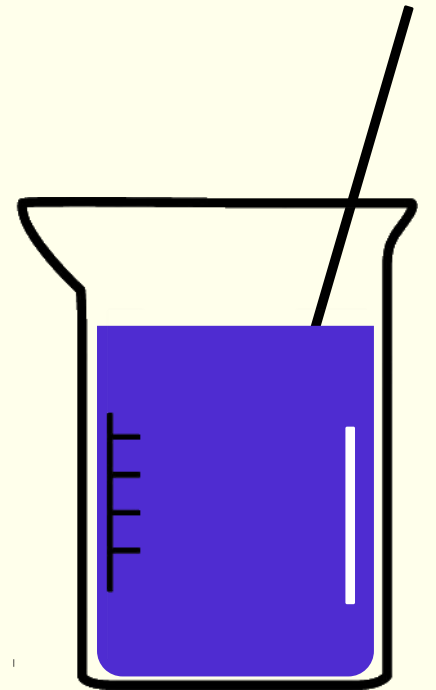


Theme 3:

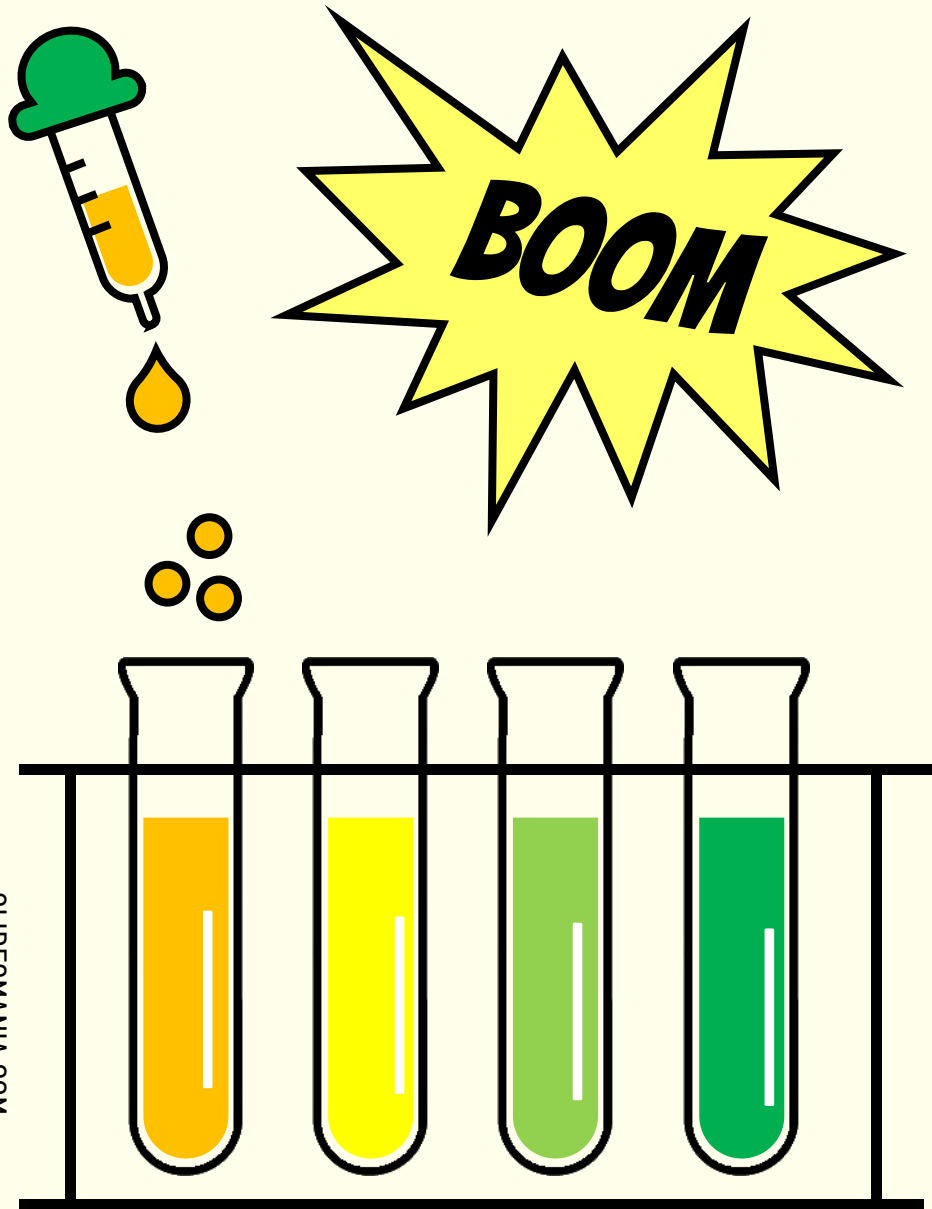
What Success Will Look Like

[The Future of Personalized Medicine \(Infographic\) - HIT Consultant](#)

[What does personalized medicine really mean? - U.S. News and World Report](#)



Theme 4: Where Innovation Might Take Us



Indiana University
employs cloud
computing, AI for
precision medicine
- HIT
Infrastructure

Single-cell
sequencing:
paving the way for
precision medicine
- Labiotech