

Personalized Medicine

This developing discipline has the potential to
change diagnosis and treatment,
but could it ever become a reality?

WHAT IS IT?

**TREATING PATIENTS BASED ON
GENOTYPE
RATHER THAN
GENERAL SYMPTOMS**

ADVANTAGES

**LOWER ADVERSE DRUG
REACTIONS**

**IMPROVE PATIENT
COMPLIANCE**

**LOWER HEALTHCARE
COSTS**



ETHICAL DILEMMAS

**WHO FUNDS THIS?
WHAT IS PRIVATE?
WILL THIS AFFECT INSURANCE?
DISCRIMINATION**



CONCLUSION

Personalized medicine could **revolutionize** healthcare. Disadvantages of traditional medicine may be reduced, but challenges such as funding, enforcing a standard of accuracy, and maintaining confidentiality may prevent it from becoming a reality.

WHY IS THERE A NEED FOR THIS?

**TO DECREASE
MISDIAGNOSIS
AND
INCREASE
TREATMENT
EFFICACY**



PROBLEMS

**AFFORDABILITY
ACCURACY
GETTING UNWANTED
INFORMATION
PRIVACY**

LAWS and REGULATIONS

**GENETIC INFORMATION
NONDISCRIMINATION ACT
PREVENTS
DISCRIMINATION
FROM HEALTH INSURANCE ENTITIES
and EMPLOYERS**

