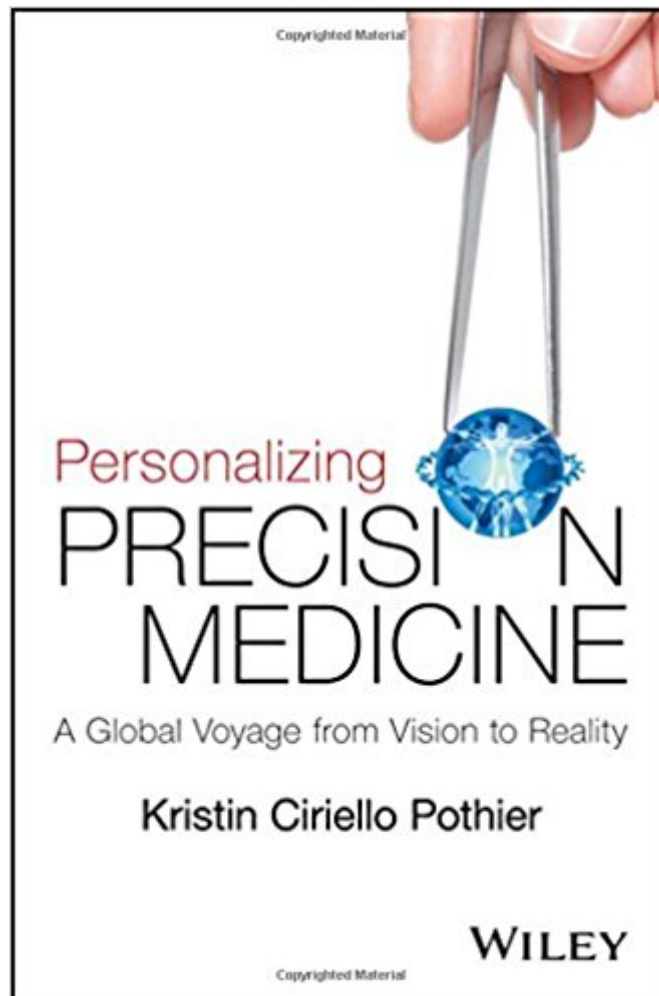




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# Personalizing Precision Medicine: A Global Voyage From Vision To Reality



## Synopsis

The author uses decades of experience and interviews with experts in precision medicine to explain past, present, and future of precision medicine. She reviews the full continuum of personalizing precision medicine, including diagnostics, therapeutics, big data, supportive care, regulation, and reimbursement and innovation in precision medicine worldwide.

Combines a unique cross section of history, current technologies, and future directions for how precision medicine has and will affect people worldwide

Reviews precision medicine around the world, including the US, China, Japan, the Middle East, India, Europe, and Latin America

Discusses a number of diseases areas – cancer, cardiovascular, neurodegenerative, infectious disease, pain, immunology, rare diseases

Includes information and quotes from over 100 interviews with key industry experts in biotech, pharma, informatics, diagnostics, health providers, advocacy groups, and more.

Includes stories illustrating current issues and future promises in precision medicine for a human touch

## Book Information

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## Customer Reviews

“A tour de force - Kristin brings Precision Medicine into focus with clear and practical commentary. Personalizing Precision Medicine is exactly what healthcare establishment needs now

- how to make it real and cost effective.”  
Mara Aspinall, President and CEO, Health Catalysts, Co-Founder, Arizona State University School of Biomedical Diagnostics

“As a surgeon, I find the importance of precision surgery to be obvious, but describing

precision medicine has been a challenge – until now! Kristin explains it all, from the basic science to compelling, personal stories that make the science come to life. It helps us examine precision medicine from all angles and helps us as physicians explain it comprehensively to others. – Tenley Albright, Director of the MIT Collaborative Initiatives, former surgeon, and World and Olympic Champion figure skater

Personalizing Precision Medicine dives into the dynamic world of precision medicine and how it has evolved under the influence of the researchers, physicians, companies, payers, and patients who are translating vision to reality. Each aspect of this burgeoning field is illustrated in the context of scientific, clinical, commercial, and cultural milestones worldwide. This should be your first read if you are a business leader interested in how to navigate the precision medicine space, a friend supporting a loved one with a cancer diagnosis, an educator trying to explain medical complexity today, or someone just curious how the explosion of personalized data and the convergence of historically separate stakeholders has transformed the global healthcare landscape for the healthy and the ill. Here, both the science and the human impact of precision medicine are united in a single, approachable volume. Based on Pothier's decades of experience in precision medicine, her research into the evolution of the field, and over 100 interviews with industry leaders, physician thought leaders, and patients and their caregivers, Personalizing Precision Medicine highlights the triumphs and challenges of precision medicine on a global scale.

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