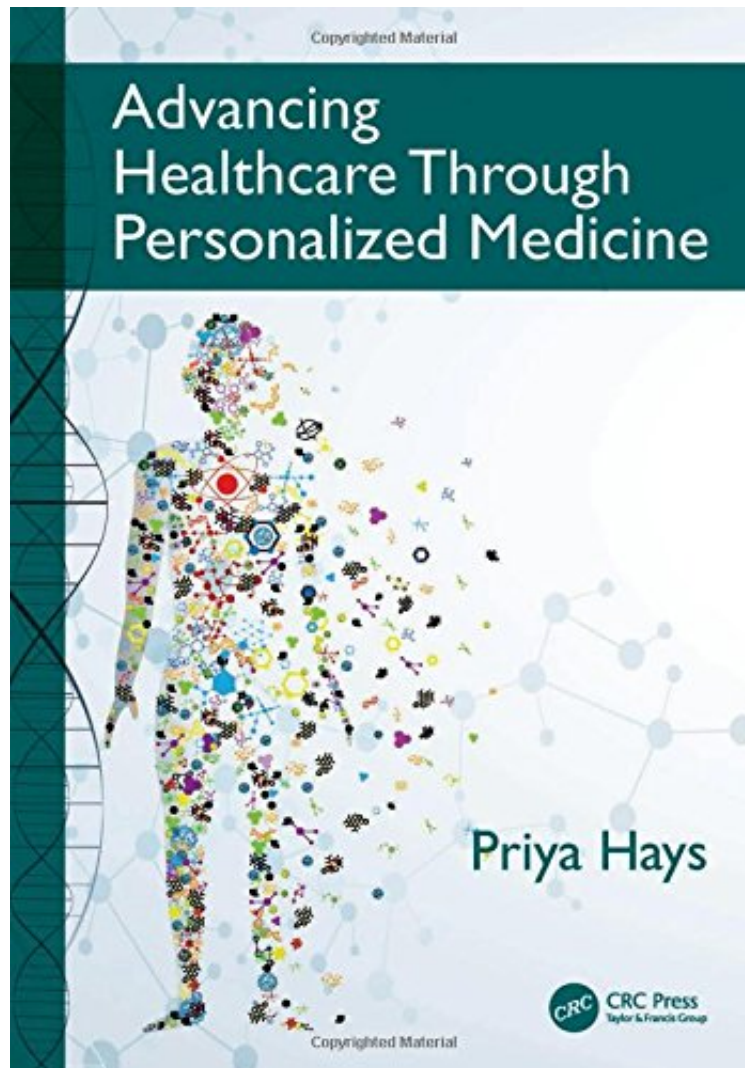


(Library ebook) Advancing Healthcare Through Personalized Medicine

Advancing Healthcare Through Personalized Medicine

Priya Hays

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This innovative book provides a unique perspective on the biomedical and societal implications of personalized medicine and how it will help mitigate the healthcare crisis and rein in ever-growing expenditure. It introduces the reader to underlying concepts at the heart of personalized medicine - pharmacogenomics, targeted therapies and individualized diagnosis and treatment - and shows how, with the advent of genomic technologies, clinicians will have the capability to predict and diagnose disease more efficiently. Advocating a patient-centred approach at the heart of care, this introduction to personalized medicine, the science behind it, its economic effects, its effects upon patients and its overall implications for society will be invaluable to clinicians, to healthcare providers and to patients.

"Dr. Hays believes, as I do, that personalized medicine will have a major impact on medicine and health care. *Advancing Healthcare Through Personalized Medicine* is rich with present thinking on this complex landscape. It gives valuable perspective on personalized medicine, key terms, thoughts and findings of more than 60 leaders and recent conference presenters, patient stories, snapshots of real and potential advances, and a brief look at economic and ethical issues that need to be faced. It is a great starting point for executives, professionals, and students, alike, who are new to personalized medicine and want to inform their learning, presentations, decisions, committee discussions, and reports. An extensively-referenced resource."