Personalised healthcare involves tailoring care to a person's unique health needs.[1]

Everyone is different and has unique health needs. Personalised healthcare focuses on this and puts the person at the centre of care, helping to improve care and where possible, prevent conditions from developing.[2] Personalised healthcare moves healthcare away from an approach that looks at all people affected by a condition as one group, and focuses more directly on the individual person, their diagnosis and how best to care for them based on their lifestyle and circumstances.[2,3]

Traditional healthcare approaches

Diagnosis — Treatment

Personalised healthcare approaches

Detection & diagnosis
Prediction & prevention
Personalised therapies & care
Data and Insights
Digital health & tools
Rapid access to personalised healthcare

Potential benefits for you or the person you care for

Personalised healthcare could improve overall quality of life through earlier diagnosis, access to more precise and targeted treatments, and better management of conditions by using health data and new technologies. It also encourages more involvement of people living with conditions, or those caring for them in care plans.

This could lead to improvements in five areas:

- **Health results:** Improved access to better healthcare leading to better outcomes[3,4,5]

- **Quality of life:** Condition will have less impact on daily routines[3]

- **Empowerment:** Better understanding of a condition, and more involvement in decision making and care

- **Financial:** Only paying for what really works (you, your insurer or your healthcare system)[4]

- **Societal:** More time for people to contribute to society, and better health overall[4]

What is causing these changes?

Improvements in screening for a condition, detecting early signs, and following up with people at risk thanks to shared data (with consent of the people whose data it is) and new understanding of how conditions develop.[3,5]

Developments in technology that allow us to better understand what is going on inside the body (e.g. analysing genomic make-up and DNA and advanced imaging), and achieve a more accurate diagnosis more quickly.[3,5]

Clinical trials that better take into consideration patient needs, supported by new technologies.[5,6]

Healthcare system changes (e.g. payment models) that focus on delivering care that really works for people affected by a condition.[3,5]

More use of artificial intelligence, telemedicine (e.g. telephone consultations), digital health apps, and electronic health registries (with consent of those who share their data) that improve understandings of a condition day to day.[7]

What is the impact of these changes?

Personalised healthcare has the potential to benefit people affected by conditions, and also wider society. But how does focusing on people individually help society as a whole and why does this matter?

The goal is to continuously improve standards and make care more accessible, and our community is vital to achieve this. Personalised healthcare may sound ambitious, but the hope is that it offers long-term benefits, such as:

Predicting & preventing conditions

By knowing signs and symptoms to improve **prediction and prevention of conditions**, people can more actively manage their own health and take steps to reduce their risks. This allows people to live their life with less disruption and potentially limited long-term consequences.[3]

Detecting & diagnosing conditions

The earlier a person sees a healthcare professional and receives an **accurate diagnosis**, the earlier a care plan can be created and individuals and their caregivers can learn more about their condition and be more involved in managing it.[3]

Improving treatment & care

More awareness and knowledge means people affected by a condition can more actively join discussions about which **treatment and care options match their condition**, unique genetics and lifestyle.[3]

Accessing personalised healthcare

Better access to personalised healthcare is possible by focusing on paying for the treatments that work best, meaning people can more quickly access the healthcare most appropriate to them individually, and with less interruption to their daily life.[4,5]

Using digital tools and new technologies

New digital health technologies and data sharing can help to tailor treatment and care decisions to the person affected by a condition. They can be used to support discussions with healthcare professionals, give confidence that a condition is being well and regularly monitored and provide reminders to take actions agreed in care plans.[3,5]

At the centre of achieving personalised healthcare is the **involvement of our community** in the healthcare process; more communication tools are becoming available to help conversations with healthcare professionals and develop personalised care plans. Good diagnostics, treatment, support and digital tools will listen to, and incorporate people's individual needs, and work together to ultimately give people more time to live their life.

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