

What is **personalised healthcare** and what does it mean **for me**?



Personalised healthcare involves **tailoring care** to your **unique health needs** or the needs of the person you care for¹

Personalised healthcare builds an overall picture of your health or the health of the person you care for, using cutting-edge technology to collect and study data (with the consent of the people sharing their data). This means that treatment and care can be tailored to you based on genetics, lifestyle and preferences. Not only this, it is working to improve healthcare systems so that they provide care and outcomes that matter to you and other people affected by the same condition.^{2,3}

Traditional healthcare approaches

Diagnosis



Treatment



Personalised healthcare approaches

Detection &
diagnosis

Prediction &
prevention



Personalised
therapies
& care

Digital health
& tools

Rapid
access to
personalised
healthcare

Shaping your care plan around your biology, health data and lifestyle means. . .



Receiving an earlier, more accurate diagnosis meaning earlier, more targeted treatment and care^{3,4}



Identifying potential conditions you might be at risk of and lifestyle changes that could prevent them³



Using technology and your health data to better manage, understand and monitor your condition^{3,5}



You're able to more quickly access resources and healthcare solutions that work better for you⁶



Your doctors connecting you with treatments or clinical trials that are more tailored and effective for you^{4,5}



Personalised healthcare aims to help get better outcomes for you and society overall.

References

- 1 Definition co-created by the Personalised Healthcare Patient Council for use in developing the PHC Patient Benefits Framework and the development of these materials.
- 2 Duke Center for Personalized Healthcare. Personalized Healthcare. [Internet; cited 2021 March].
- 3 National Health Insurance England. Improving outcomes through personalised medicine. [Internet; cited 2021 March].
- 4 R D Neal et al. Is increased time to diagnosis and treatment in symptomatic cancer associated with poorer outcomes? Systematic review. British Journal of Cancer, 2015, Volume 112, Pages S92-S107.
- 5 HealthIT.gov USA. Improved diagnostics and patient outcomes. [Internet; cited 2021 March].
- 6 Charles River Associates Report (2018) The benefits of personalised medicine to patients, society and healthcare systems. [Internet; cited 2021 March]

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