

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 for.

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.

Diagram showing that traditional healthcare includes diagnosis and treatment of an individual, whereas personalised healthcare approaches involve:

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

All informed by data and insights and engagement with the patient community.

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

- Receiving earlier, more accurate diagnosis meaning earlier, more targeted treatment and care
- Identifying potential conditions you might be at risk of and lifestyle changes that could prevent them
- Using technology and your health data to better manage, understand and monitor your condition
- You're able to more quickly access resources and healthcare solutions that work better for you
- Your doctors connecting you with treatments or clinical trials that are more tailored and effective for you

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