



Personalised Healthcare:

The power of informed choice

Currently, two people with the same disease will often receive the same treatment. However, while one person can respond well to the treatment, for another, it can have no effect or even trigger severe side effects.


It is becoming clear that the "same" disease in two individuals is not identical and therefore should not be treated identically.¹


Personalised Healthcare takes many more factors into account to tailor care to you and your needs. It allows us to move away from the 'one-size-fits-all' approach, to manage your disease in a more informed and collaborative way.


What can Personalised Healthcare do for me?


Advancements in science, data and digital technology are driving earlier diagnosis and more effective treatment and monitoring.



 **1. Prediction and prevention**
The more we know about what causes and drives diseases, the better equipped we are to develop strategies that predict them and can help to prevent or delay their progression.²

 **2. Diagnostics**
Advances in screening technologies and the collection of real-world data can provide deeper understanding of your diagnosis, and support doctors with their treatment decisions.²

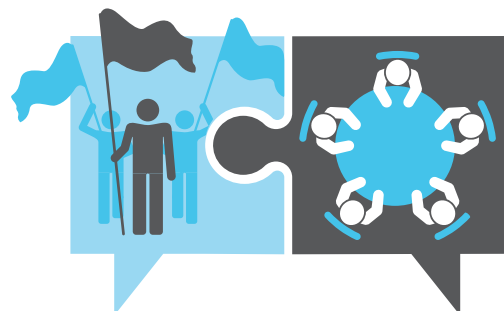
 **3. Personalised treatment**
The aim is to ensure your treatment not only matches your disease and targets the underlying cause, but also suits your personal situation and wishes.

 **4. Monitoring and tracking**
Tracking your symptoms can help you to monitor your condition. This can ensure earlier diagnosis and timely treatment in case of a relapse or progression.

How can you help?

Despite the advancements that have been made, a lot of work is still needed to ensure we can all benefit from Personalised Healthcare. Patient communities are vital in helping to achieve this by:

- Encouraging awareness of Personalised Healthcare and its benefits.
- Representing the voice of those living with certain diseases, communicating their needs and reported outcomes to help develop solutions and policies that really matter.
- Engaging with all healthcare stakeholders to encourage the entire healthcare system to provide Personalised Healthcare solutions.



References

1. Graham E. Improving outcomes through personalised medicine. NHS England; 2017. [Internet; cited 2020 February]. Available from: <https://www.england.nhs.uk/wp-content/uploads/2016/09/improving-outcomes-personalised-medicine.pdf>
2. Cancer.Net. Genetic testing for cancer risk. [Internet; cited 2020 February]. Available from: <https://www.cancer.net/navigating-cancer-care/cancer-basics/genetics/genetic-testing-cancer-risk>