HEALTHCARE GETS PERSONAL

A new approach to research, pharmaceutical development, and clinical practice is remaking healthcare. Known as personalized medicine, it uses genetics and genomics, Big Data, and increased collaboration to move beyond the familiar one-size-fits-all model toward individualized treatments that promise cost savings, efficiencies, and better outcomes for patients. To make it happen, culture and technology have to catch up.

Personalized medicine is already delivering on its promise to improve healthcare, with more growth to come in the next two years.

Survey respondents say personalized medicine programs have a slightly or significantly positive impact on the following areas
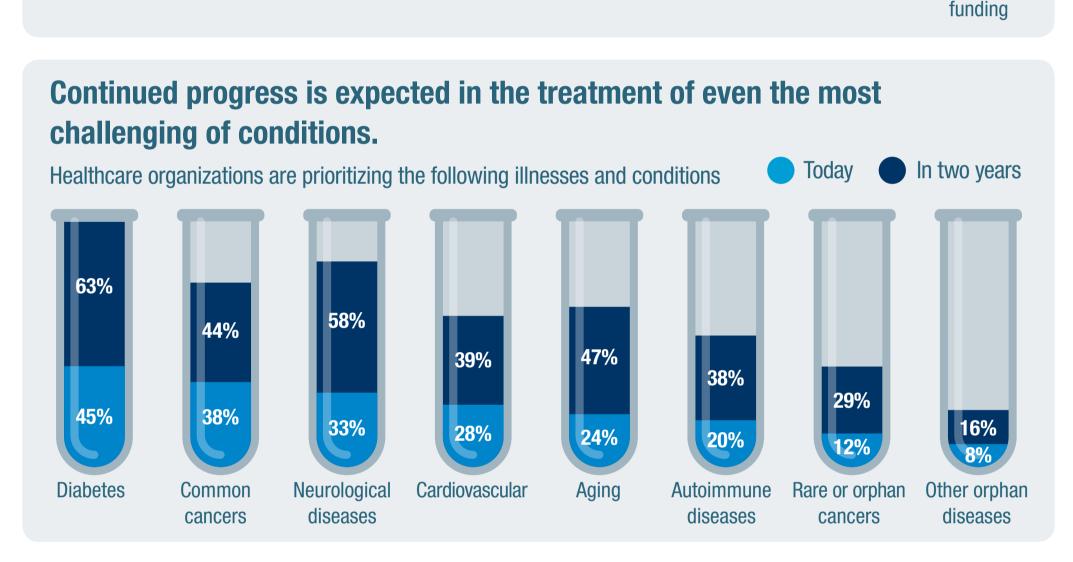
- Today
- In two years
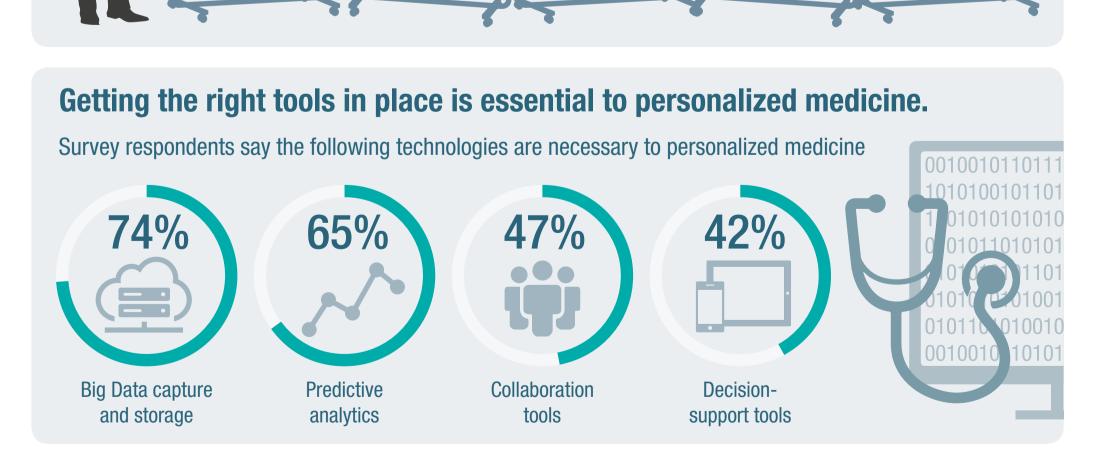
Area	Today	In two years
Patient outcomes	68%	74%
Patient/Project volume	49%	53%
Drug/Treatment discovery	38%	46%
Financial performance	37%	43%
Scientific achievement	28%	33%
Government, grant, or donor funding	26%	34%

Continued progress is expected in the treatment of even the most challenging of conditions.

Healthcare organizations are prioritizing the following illnesses and conditions

- Today
- In two years

Condition	Today	In two years
Diabetes	45%	63%
Common cancers	38%	44%
Neurological diseases	33%	58%
Cardiovascular	28%	39%
Aging	24%	47%
Autoimmune diseases	20%	38%
Rare or orphan cancers	12%	29%
Other orphan diseases	8%	16%

High-level changes to privacy and security strategies to fit this new model are common, but personal protections are a work in progress.

Respondents say they have done the following

- **64%** Have changed privacy policies
- **60%** Have increased security of patient data
- **47%** Are changing institutional culture to reflect new privacy and security challenges
- **32%** Are transparent with patients about emerging privacy issues
- **30%** Are able to protect the identity of individual patients involved in personalized trials or treatments

Getting the right tools in place is essential to personalized medicine.

Survey respondents say the following technologies are necessary to personalized medicine

- **74%** Big Data capture and storage
- **65%** Predictive analytics
- **47%** Collaboration tools
- **42%** Decision-support tools

To get personalized medicine right, organizations must:

- **Increase collaboration** among physicians, researchers, and pharmaceuticals companies.
- **Emphasize patient involvement** throughout each step of the treatment process, as their data and feedback will be essential to individualized care.
- **Develop strategies to deal with cultural shifts** around data sharing, whether among healthcare organizations or between patients and their doctors.
- **Prepare for regulatory changes** and shifts in workforce skills.
- **Ensure the proper tools are in place** to support data analytics, collaboration, and security.

For more information, visit **www.oxfordeconomics.com/personalized-healthcare**