Personalized Medicine is a field with some notable early successes and great potential. Like anything with potential, there are many opportunities and many obstacles to navigate.

**Opportunities for diagnostics**

- **Technology**
  - Next-generation sequencing is at the forefront of diagnostics innovation.

- **Physician Awareness**
  - In a survey, more than 95% of clinicians said that they know genetic information affects drug response.¹

- **Clinical Decision Support and Genetic Counseling**
  - Survey found clinicians need guidance to translate genetic testing results into clinical actions.²

**Obstacles to personalized medicine**

- **Cost**
- **Coverage**
- **Determination of value**

**Close educational gaps**

Close educational gaps for consumers, providers, payer, and other thought leaders.

**Agree on the value equation**

Convene a cross-disciplinary group to agree on the value of precision medicine, balance the potential short-term impact vs. long-term savings and improved outcomes, and evaluate comparison to other healthcare initiatives.

**Get serious about relevance, reliability and reproducibility**

Through appropriate diagnostic-specific policy balancing innovation and access with patient protection, get serious about demonstrating the scientific basis of a specific test, its clinical relevance to the question we are trying to answer, and its reliability and reproducibility.

**Expand beyond oncology**

Expand the case for personalized medicine beyond oncology and create the software framework of effective treatment for responders, alternative treatment for non-responders, and exploration of new treatments.

---


© 2018 Laboratory Corporation of America® Holdings. All rights reserved.

---

"It has been said that personalized medicine offers the promise of a future in which we can predict, prevent, and treat disease at the individual patient level in exciting new ways. ... The opportunity ahead is enormous and I hope that we will find the will, the alignment of interests, and the focus needed to complete the journey and keep the promise." — David P. King