

LETTERS

**BY DENISE HYSHIKO**

**The Age of PERSONALIZED MEDICINE**

The understanding of molecular biology has come a long way. One mark of this progress is **PHARMACOGENOMICS, WHICH USES MARKERS IN AN INDIVIDUAL'S GENETIC CODE TO PINPOINT THE UNDERLYING CAUSES OF DISEASE.** Experts say the technology has a great deal of promise for allowing researchers to better identify drug targets and guiding companies in designing clinical trials.

**FOR HEALTHCARE, PHARMACOGENOMICS WILL HELP PHYSICIANS BETTER DIAGNOSE PATIENTS AND MORE ACCURATELY PREDICT THEIR RESPONSES TO SPECIFIC DRUGS.**

**Thought Leaders**

**EDWARD ABRAMSON, PH.D.,** Executive Director, Personalized Medicine Coalition, Washington, D.C. The Personalized Medicine Coalition (PMC) is an independent, nonprofit group that works to advance the understanding and adoption of personalized medicine for the ultimate benefit of patients. For more information, visit [personalizedmedicinecoalition.org](http://personalizedmedicinecoalition.org)

**STAN BERNARD, M.D., MBA,** President and Founder, Bernard Associates LLC, Fair Hill, N.J. Bernard Associates is a healthcare and pharmaceutical management consulting firm that provides strategic planning, business development, and marketing services. For more information, visit [bernardassociates.com](http://bernardassociates.com)

**CLAUDIO CARMIL, M.D., PH.D.,** VP, Translational Medicine, Development & Regulatory Services, MDCI Pharma Services, King of Prussia, PA. MDCI Pharma Services offers a full spectrum of resources to meet the drug discovery and development needs of the pharmaceutical and biotechnology industries. For more information, visit [mdcis.com](http://mdcis.com)

**EDWIN CLARK, M.D.,** Director, Clinical Discovery, Bristol Myers Squibb Co., New Brunswick, N.J. Bristol Myers Squibb is a global pharmaceutical company dedicated to the discovery, development and extensive exploration of innovative cancer fighting therapies that extend and enhance the lives of patients living with cancer. For more information, visit [bms.com](http://bms.com)

**ROBERT EPSTEIN, M.D.,** Chief Medical Officer, Medco Health Solutions, Inc., Franklin Lakes, N.J. Medco Health Solutions is a leading pharmacy benefit manager. For more information, visit [medco.com](http://medco.com)

**IRMA GONZALEZ,** Executive VP, Director of Strategic Planning, Sulfur & Hennessy, New York, S&H Group is a global healthcare marketing and communications organization with offices around the world. For more information, visit [sulfur.com](http://sulfur.com)

**IRVING HERSH, D.D.S.,** Managing Principal, Biotechnology, Life Sciences & Health Care Practice, Dolittle Consulting LLP, which is part of Dolittle & Touche USA LLP, New York, Dakota & Touche is an organization of member firms around the world devoted to excellence in providing professional services and advice, focused on client service through

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# Making Personalized Medicine Understandable

Whether we're two years or two decades away from readily available genetic therapies, communications professionals need to help educate people and organizations today about personalized medicine and the issues it is already inspiring.

— Nancy Turett  
Global President, Health, Edelman

## Education is Key

As William D. Young, CEO of Monogram Bioscience, states in The Age of Personalized

Medicine, (PharmaVOICE February 2007), honestly and clearly addressing the concerns of the stakeholders (drug makers, insurance companies, doctors, and patients) will be paramount if the promise of personalized medicine is to be realized. To accomplish this, healthcare communicators must help to increase society's understanding of personal-

ized medicine, and the promise and limitations it presents.

Additionally, all organizations involved in medicine — from healthcare products and services companies to insurance companies and providers — must evolve their models of operating and relating to their stakeholders to thrive in a new reality where individual, prospective information will eliminate some of the guesswork and one-size-fits-all approaches to healthcare, and where transparency is not only appreciated but expected. A fundamental part of this evolution must be led by health communicators, who need to pave the way for a greater openness to, and understanding of, a host of critical and competing issues that personalized medicine will present to these various stakeholders.

These include issues that either build or deteriorate trust, privacy of medical information and confidentiality, intellectual property, clinical trials, regulatory oversight, patient and physician education, and healthcare payer and physician incentives. We also need to help others in the health sector communicate more transparently and form strategies more collaboratively.

Whether we're two years or two decades away from readily available genetic therapies, communications professionals need to help educate people and organizations today about personalized medicine and the issues it is already inspiring.

Nancy Turett  
GLOBAL PRESIDENT, HEALTH  
EDELMAN

Lynn Hanessian  
U.S. MANAGING DIRECTOR, HEALTH  
EDELMAN

## What's Your Opinion?

### WHO ARE THE MOST INSPIRING PEOPLE IN THE LIFE-SCIENCES INDUSTRY TODAY? THE PHARMAVOICE 100

The July/August issue of PharmaVOICE will feature 100 of the most inspiring people in the life-sciences industry as determined by the collective participation of you, our readers. This is your opportunity to recognize the people who inspire and motivate you and others; who are having the greatest influence on corporate leadership, research and development, technology, creativity, marketing, strategy, and more; and who are impacting the life-sciences industry through their actions.

These individuals, who can come from any sector, should view industry trends as challenges not burdens, as opportunities not obstacles. They should embody panache and conviction. They should be leaders who plan for the future rather than simply respond to change. They should be innovative creators of out-of-the box and breakthrough strategies, products, and services. They should be pioneering new paths and lifting their companies to new heights.

To learn more, review the criteria, or submit your nominations for the PharmaVOICE 100, please visit our Website at [pharmavoices.com/100](http://pharmavoices.com/100) or contact Taren Grom, Editor, at [tgrom@pharmavoices.com](mailto:tgrom@pharmavoices.com). The deadline for submissions is May 1, 2007.

Nominations need to include a 50- to 200-word summary describing why the individual is an inspiration.

You may submit up to three selections; no more than one nominee can be from your own organization. (Please note: this is not intended to be a popularity contest, nor is it a ranking.)

#### WHAT'S YOUR OPINION?

Alternatively, please e-mail your comments to [feedback@pharmavoices.com](mailto:feedback@pharmavoices.com).

