

Personalized medicine aims to tailor treatment and prevention of disease to the characteristics of individual patients and is regarded as one of medicine's greatest unfulfilled promises. It is thought that not solely genetic information, but rather a combination of genetic, clinical and/or phenotypic information will be essential in predicting risks and benefits treatments.

References:

- 1 Personalised medicine: not just in our genes. Georgios D Kitsios and David M Kent. BMJ 2012;344:e2161
- 2 Whole-Genome Sequencing for Optimized Patient Management, Matthew N. Bainbridge et al. Sci Transl Med 3, 87re3 (2011)
- 3 Medicine's future? There's an app for that. Daniel Kraft. Ted talks, TEDxMaastricht 2011