

# **Personalized Medicine- QuickFacts Edition - A Strategic Analysis of Industry Trends, Technologies, Participants, and Environment**

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## **Abstracts**

The QUICKFACTs edition of “Personalized Medicine- A Strategic Analysis of Industry Trends, Technologies, Participants, and Environment” by Kelly Scientific Publications is a compact report on key facts of the personalized medicine industry and its impact on the health system.

Individualized or personalized medicine aims to increase the efficacy of therapeutics via genetic testing and companion diagnostics. Personalized therapeutics and associated companion diagnostics will be more specific and effective thereby giving pharma/biotech companies a significant advantage to recuperate R&D costs. Personalized medicine will reduce the frequency of adverse drug reactions and therefore have a dramatic impact on health economics. Developmental and diagnostic companies will benefit from lower discovery and commercialization costs and more specific market subtypes.

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