

Personalized Medicine Market Opportunities

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Abstracts

This report is a comprehensive analysis of the Personalized Medicines market. We explore the benefits and disadvantages of personal medicines, the role of pharmacogenomics, role of diagnostic tools, emergence of linked diagnostics and therapeutics, the efficacy of treatment with personalized medicines and many other factors.

We also include an analysis of whether the emergence of personalized medicines means an end of the era of blockbuster drugs. We also examine the benefits for businesses and partnership/alliance models in the market, followed by an analysis of the essentials of personalized medicine practice.

Genetics has changed the face of the pharmaceutical industry today. With advances in the field of genetics, it is now possible to customize even your medicines according to your genetic constitution. The emergence of personalized medicines has taken the pharmaceutical industry by storm.

With genetics making it possible to personalize your medicines, it has now become possible to tailor medicines to cure diseases such as cancer, sinusitis and scientists are looking at options for curing AIDS as well with personalized medicines. Often described as the right treatment for the right person at the right time, personalized medicines however face many challenges before they become widely available, the biggest challenge being regulatory hurdles and cost.

The applications of personalized medicines in predictive medicine, treatment optimization, cancer, pharmacogenetics and pharmacometabolomics as well as other met and unmet therapy areas are also examined in this report. An analysis of the regulatory framework that is critical to the success of personalized medicines is included.

The economic impact of personalized medicines and the role of venture capital in this market are also examined. Since technology obviously plays a major role in the development of personalized medicines, we analyze the various technology platforms as well as the technological requirements for the personalized medicines market.

Challenges facing the industry as well as a look at the key markets where personalized medicines are being used is included, followed by an analysis of the personalized medicine applications currently on the market and the major industry players.

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