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## Unlock the value of comprehensive genomic profiling: Lessons and case studies in cancer management

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Coupled with the availability of molecular therapeutic targeting genomically defined population, Next-Generation Sequencing (NGS) based multiplexed genomic profiling has created a growing interest among cancer specialists and pharmaceutical companies. Among all, using the adequate technology platform to identify the right genomic biomarker and provide treatment options is pivotal in drug discovery and development, as well as clinical decision making. There is little doubt that the interest has been prompted by advances in our understanding of disease, improvements in NGS platforms and accumulating paradigms of benefit. However, such shift towards precision medicine requires significant changes in healthcare systems, such as regulatory issues, multidisciplinary collaboration in a traditionally conservative and siloed health system. There is much opportunity to pioneer the development of precision medicine, particularly in the growing markets of Asia, where there is a dearth of expertise and quality and which many large organizations have as secondary areas of development.

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