

JOINT EVENT ON

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Public Health Model is about to be changed: Personalized Medicine (PM) as National and International Healthcare Services of the newest generation**Sergey Suchkov**I.M.Sechenov First Moscow State Medical University
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A new systems approach to diseased states and wellness result in a new branch in the healthcare services, namely, personalized medicine (PM). To achieve the implementation of PM concept, it is necessary to create a fundamentally new strategy based upon the subclinical recognition of biopredictors of hidden abnormalities long before the disease clinically manifests itself. Each decision-maker values the impact of their decision to use PM on their own budget and well-being, which may not necessarily be optimal for society as a whole. It would be extremely useful to integrate data harvesting from different databanks for applications such as prediction and personalization of further treatment to thus provide more tailored measures for the patients resulting in improved patient outcomes, reduced adverse events, and more cost effective use of health care resources. A lack of medical guidelines has been identified by the majority of responders as the predominant barrier for adoption, indicating a need for the development of best practices and guidelines to support the implementation of PM! Implementation of PM requires a lot before the current model “physician-patient” could be gradually displaced by a new model “medical advisor-healthy person-at-risk”. This is the reason for developing global scientific, clinical, social, and educational projects in the area of PM to elicit the content of the new branch.

Biography

S Suchkov graduated from Astrakhan State Medical University in 1980 and was awarded with MD. In 1985, he completed PhD from I M Sechenov Moscow Medical Academy and Institute of Medical Enzymology. In 2001, he completed his Doctor Degree at the National Institute of Immunology, Russia. From 1989 to 1995, he was Head of the Lab of Clinical Immunology, Helmholtz Eye Research Institute in Moscow. From 1995 through 2004, he is a Chair of the Dept. for Clinical Immunology, Moscow Clinical Research Institute (MONIKI). In 1993-1996, he was a Secretary-in-Chief of the Editorial Board, *Biomedical Science*, an international journal published jointly by the USSR Academy of Sciences and the Royal Society of Chemistry, UK. At present, he is Professor and Chair, Department for Personalized and Translational Medicine, I M Sechenov First Moscow State Medical University and Department of Clinical Immunology, A I Evdokimov Moscow State Medical and Dental University. He is a member of the Editorial Boards of *Open Journal of Immunology*, *EPMAJ*, *American J of Cardiovascular Research* and *Personalized Medicine Universe*.

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