

JOINT EVENT ON

6<sup>th</sup> European Conference on**Predictive, Preventive and Personalized Medicine & Molecular Diagnostics**

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**2<sup>nd</sup> World Congress on Human Genetics**

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**Precision medicine: A strategic tool for resource optimization of diabetes care in Nigeria****Okoro Emmanuel**

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Precision medicine can improve care and lower cost by matching each group/individual with what work best for each. Even without widespread genetic testing, mortality related to type 2 diabetes/hypertension is plunging in Europe/North America from effective interventions. In contrast, mortality remains alarmingly high locally, just as the same anti-atherosclerotic therapies dominate Nigerian market. Co-incidentally, unlike in Europe/North America where over 70% of deaths in type 2 diabetes/hypertension usually result from atherosclerosis, no more than 0.6-2% of affected Nigerians generally experience such outcomes despite frequent (70-90%) dyslipidaemia including elevated cholesterol in such groups. Intriguingly, an unusual cooperation between elements in academia, industry and regulators means this biologic advantage for delivering superior cardiovascular care in type 2 diabetes at a lower cost compared to jurisdictions where occlusive atherosclerosis is frequently being overlooked. The result is an epidemic of overtreatment which expose the affected population to the risk of paying the highest possible cost for the worst possible care when cheaper alternatives that can save more lives through better BP reduction are widely available. Specifically, the astronomical rise in outpatient treatment cost from under N2000 in 2000 to N56, 2450 monthly as of 2013 results predominantly (>90%) from interventions/tests of largely unproven health benefits to local population but couched as national best practice. And Nigeria remains the largest health market of blacks globally, currently estimated at 190 million and projected to become the third most populous nation by 2050 after India and China. With 30-40% of this population having hypertension/type 2 diabetes this is a huge marketing opportunity for effective/affordable treatments that can keep poor people alive and turn them into paying customers.

**Biography**

Okoro Emmanuel is a Physician with Research Degree in Pharmacology. He is a Professor of Medicine and honorary Consultant Physician in University of Ilorin Teaching Hospital (UIH) and has over 30 publications in type 2 diabetes and hypertension. He was involved in setting up a hospital based regional Pharmacovigilance Centre that serves over 20 million people at UIH as a member of Nigeria National Drug Safety Advisory Committee.

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