

Predictive, Preventive and personalized Medicine & Molecular Diagnostics

October 05-06, 2017 Chicago, USA

Unrecognized market potentials in personalized medicine

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Personalized medicine has failed to prove sufficiently disruptive to existing medico-pharma paradigms to yield its true translational potential. The result has been market capture via. addiction of health providers to mandated health insurance. Forthcoming regulatory controls limiting innovation have stymied the full translation of 30 years of research in molecular biology. I provide examples of translational successes that have occurred in spite the limitations of current market paradigms, point to imminent successes. I will then review key reasons for chronic short-falls and identify three emerging areas that will manifest and explode within the next decade-if we accept key data that has been, until today, seen as a threat instead of the largest of opportunities for scientific, technological, medical and ethical advances in medicine in 150 years. The three areas are: personalized aging, personalized neurodevelopment, and the largest of the three opportunities, personalized immunotherapeutics.

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