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Nanomedicine today: Achievements and challenges**Lajos (Lou) Balogh**
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Nanomedicine and nanobiotechnology are two rapidly emerging areas that are closely related to and depending on modern materials science creating novel medically useful materials, substances, and procedures. Nanobiotechnology concentrates on new materials and medical technologies, while Nanomedicine focuses on the diagnosis, treatment, monitoring of patients as well as the prediction and prevention of disease. Nanobiotechnology is developing better and better approaches and solutions to existing problems that have the potential to forever change how patients are diagnosed and treated in the next decade. However, all this nanobio-revolution is happening simultaneously with radical transformations in both medical science and in the pharmaceutical industry. Apart from the great promises of nanomedicine, there are many challenges for these paradigm-changing fields, especially in the area of communication and commercialization. In order to produce affordable and competitive clinical applications and not only revolutionary discoveries, nanomedicine must be fueled by successful business. In this talk, the latest developments in nanomedicine and nano-pharmaceuticals will be summarized from the point of view of commercialization, including popular topics, such as “personalized” medicine and “theranostics”. Emerging research and market trends along with the introduction of a few real breakthroughs will also be illustrated.

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