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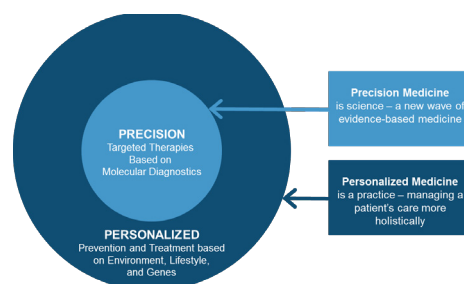
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Personalized and precision medicine (PPM) as a model of healthcare of the newest generation: the motivation for biopharma and translational resources to be united and to move ahead

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 into the daily practice including clinical cardiology, it is necessary to create a fundamentally new strategy based upon the subclinical recognition of bio indicators (bio predictors and biomarkers) 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 and persons-at-risk resulting in improved outcomes whilst securing the healthy state and wellness, reduced adverse events, and more cost-effective use of health care resources. One of the most advanced areas in cardiology is atherosclerosis, cardiovascular and coronary disorders as well as in myocarditis. 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 into the daily practice of cardiologists! 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.

**Recent Publications:**

1. T A Bodrova, D S Kostyushev, E N Antonova, Sh Slavin, D A Gnatenko, M O Bocharova, M Legg, P Pozzilli and S V Suchkov (2012) Introduction into PPPM as a new paradigm of public health service: an integrative view EPMA Journal 3 (16): 3-16.
2. I A Sadkovsky, O Golubnitschaja, M A Mandrik, M A Studne-va1, H Abe, H Schroeder, E N Antonova, F Betsou, T A Bodrova, K Payne and S V Suchkov (2014) PPPM (Predictive, Preventive and Personalized Medicine) as a New Model of the National and International Healthcare Services and Thus a Promising Strategy to Prevent a Disease: From Basics to Practice. International Journal of Clinical Medicine 5 (14): 855-870.
3. Zemskov A, Zemskov V, Zemskova V, Buch T, Chernova L, Bleykhman D, Marshall T, Abe H, Zhegalova I, Barach P and Suchkov S (2017) a stepwise screening protocol to secure the module-based treatment for man-aging immunopathology. International Journal of Information Research and Review, 4 (1): 3507-3510.

Biography

Sergey Suchkov has graduated from Astrakhan State Medical University and awarded with MD, then in 1985, completed his PhD at the I.M. Sechenov Moscow Medical Academy and in 2001, completed his Doctorship Degree at the Nat. Inst. of Immunology, Russia. From 1987 through 1989, he was a senior Researcher, Koltsov Inst. of Developmental Biology. From 1989 through 1995, he was a Head of the Lab of Clinical Immunology, Helmholtz Eye Research Institute in Moscow. From 1995 through 2004, a Chair of the Dept for Clinical Immunology, Moscow Clinical Research Institute. He has been trained at: NIH; Wills Eye Hospital, PA, USA; Univ. of Florida in Gainesville; UCSF, S-F, CA, USA; Johns Hopkins University, Baltimore, MD, USA. He was an Exe 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 the Chair, Dept. for Personalized and Translational Medicine, I.M. Sechenov First Moscow State Medical University. He is a Member of the: New York Academy of Sciences, USA; American Chemical Society (ACS), USA; American Heart Association (AHA), USA; EPMA (European Association for Predictive, Preventive and Personalized Medicine), Brussels, EU; ARVO (American Association for Research in Vision and Ophthalmology); ISER (International Society for Eye Research) and PMC (Personalized Medicine Coalition), Washington, USA.

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