



## Personalised Medicine—Bringing Innovation to the Healthcare System

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### Message from the Collection Editors

A major pillar in bringing new, targeted medicines to patients is, of course, innovation. This, in the realm of health, means the translation of knowledge and insight into what we can call 'value'. In addition, that value covers the value to patients, but also has to take into account value to healthcare systems, society and, of course, the manufacturers.

Of course, a personalised medicine approach is not always required. However, when it is, we should be working towards segmenting the use of even existing medicines (many of which do their job perfectly well) into responders and non-responders, which will in turn assist in the development of novel medicines.

On top of this, the technology now exists to apply the personalised medicine, genetic-based techniques in prevention, possibly via individual risk maps which may suggest specific guidance on living a healthy life.

All of this is built upon thorough research, of course. Which then needs to be translated via various process on the way to market, not least of which are regulatory approval and pricing.

This Project Collection deals with these areas.





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## Message from the Editor-in-Chief

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