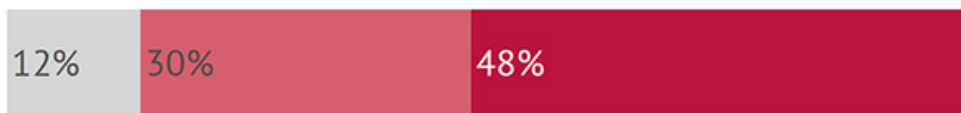


An Increase of Precision Medicine Practices in 2023 Demands Automation and Diversified Patient Pools in U.S.-Based Clinical Trials

The U.S. healthcare system will see the trend of personalized medicine rise significantly in 2023. Precision medicine offers healthcare professionals the ability to personalize treatment to improve individual and overall population health and, in turn, reduce U.S. healthcare costs.

Eight out of ten healthcare leaders rate personalized medicine, or "precision medicine," as a priority for their clinic or organization. 1

8 out of **10** | rate precision medicine as a priority for their organization



● Low priority ● Moderate priority ● Critical priority

According to Forbes, which listed personalized medicine as one of the top five healthcare trends of 2023, "The most advanced and precise forms of personalized healthcare take into account a person's genetic information or genome and can help healthcare practitioners predict how effective specific drugs will be or whether they are likely to suffer from side effects. A.I. and ML algorithms are sometimes used to assist with these predictions." 2 Therefore, personalized medicine requires extra hands, which the system currently lacks.

Challenges for U.S. Healthcare Professionals

Due to labor shortages in the U.S. healthcare system, "The key challenge in personalized medicine is a more patient demand but low supply of workforce, which necessitates more automation and effective solutions for better outcomes. In order to get good outcomes for patients, they need to diagnose, triage, and treat the patients quickly and efficiently," says Dr. Morice. "Therefore, practitioners need to shorten the time of the end-to-end process as much as possible, which is where remote diagnostics and care come in handy." If tedious tasks can be automated, developers and professionals will receive more support, ultimately improving patient results.

Challenges for Precision Medicine Developers

Dr. Morice says that one challenge for developers of precision medicine "is accruing a diverse patient pool for clinical trials, which is important for looking at differences in how diseases play out geographically and ethnically." Thus, diagnostics is the key to "help ensure efficiency in identifying and treating patients with personalized therapies." International developers entering the U.S. healthcare diagnostics market should ensure patient pool diversity in their U.S.-based clinical trials. If patient pools of U.S. clinical trials are more diversified, personalized medicine will become easier to identify.

Another common challenge in diagnostics for personalized medicine is that some diseases, such as Alzheimer's or other more complicated conditions, take a long time to measure and determine the benefit of therapy. "And so, having more diagnostics, and better diagnostics upfront, to really measure outcomes and measure which patients are going to be most impacted early in their disease course will be very important moving forward," he says. "So we will need accuracy, diversity in identification and stratification of patients, as well as access – those are all challenges, and diagnostics threads all of them."



*Dr. William Morice II
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Key Takeaways to Precision Medicine Integration and Success in 2023

The critical takeaway from Dr. Morice's discussion of the precision medicine trend is that for successful personalized medicine to be practiced in the U.S., healthcare professionals must increase their usage of automation to make up for labor shortages. Precision medicine developers must diversify their patient pools in U.S.-based clinical trials to create more specialized treatment options for all patients.



If you are an international precision medicine developer in need of consultation, contact: sim@bdmtglobal.com

-Content by Emily Curtis, Junior Marketing Associate at BDMT Global

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