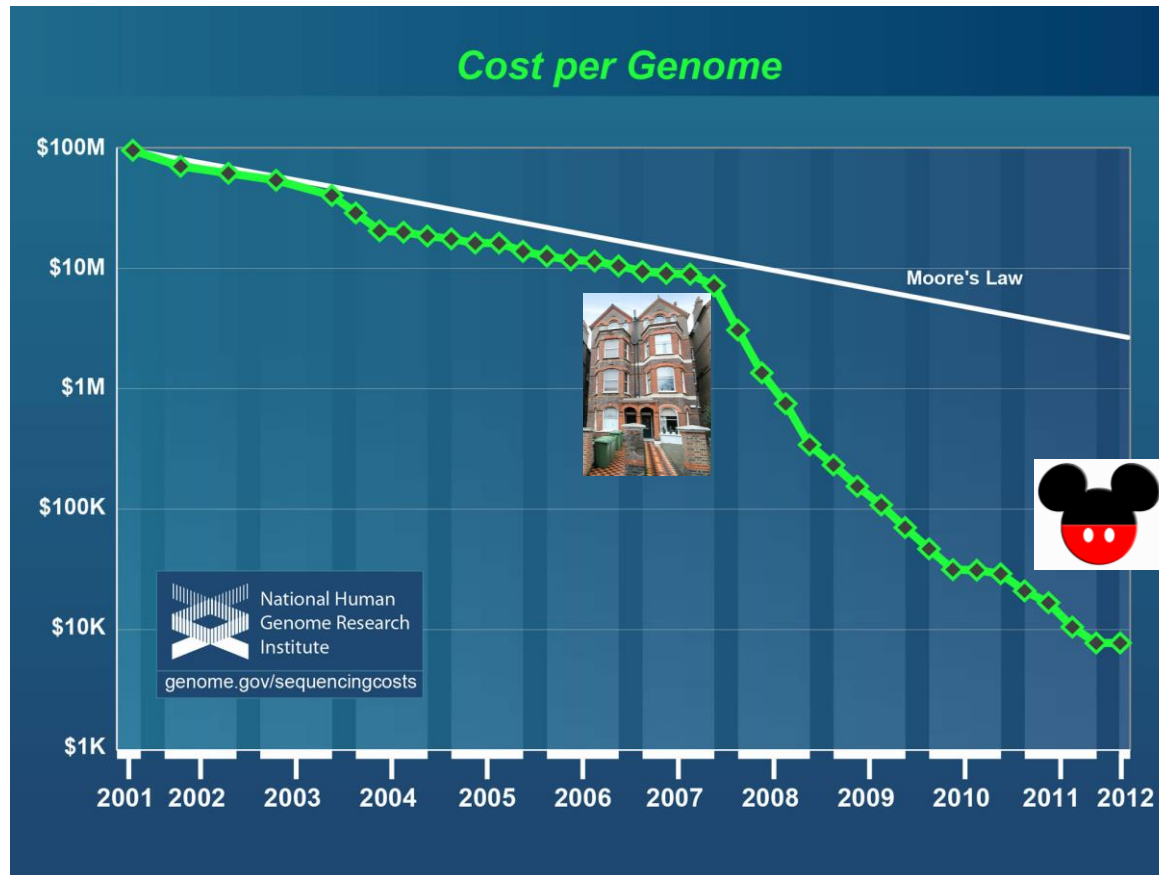


# Personalised medicine is coming to a clinic near you

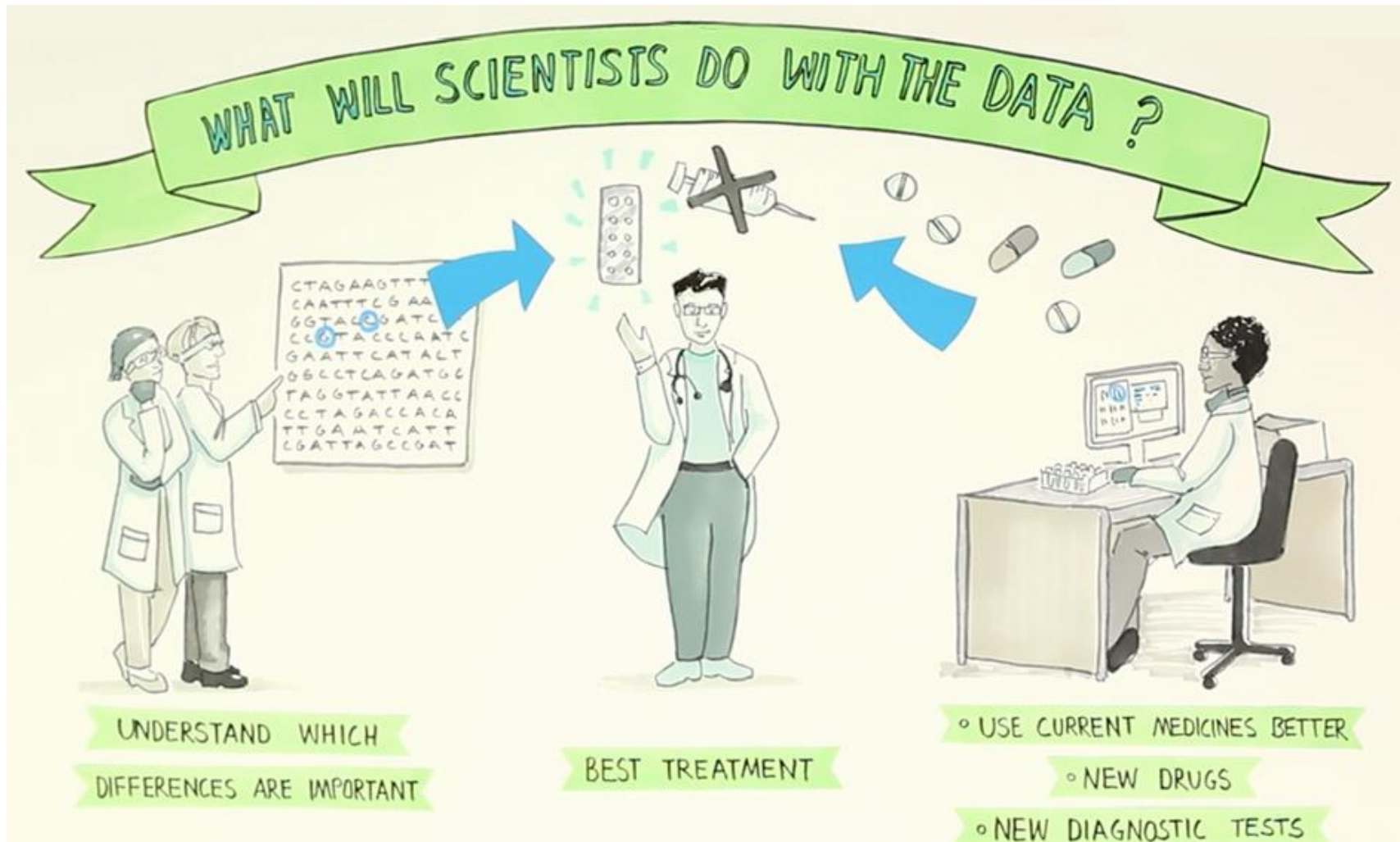
Mona Shah, Head of Collectives Research

18 April 2018

# The game changer: falling costs of gene sequencing

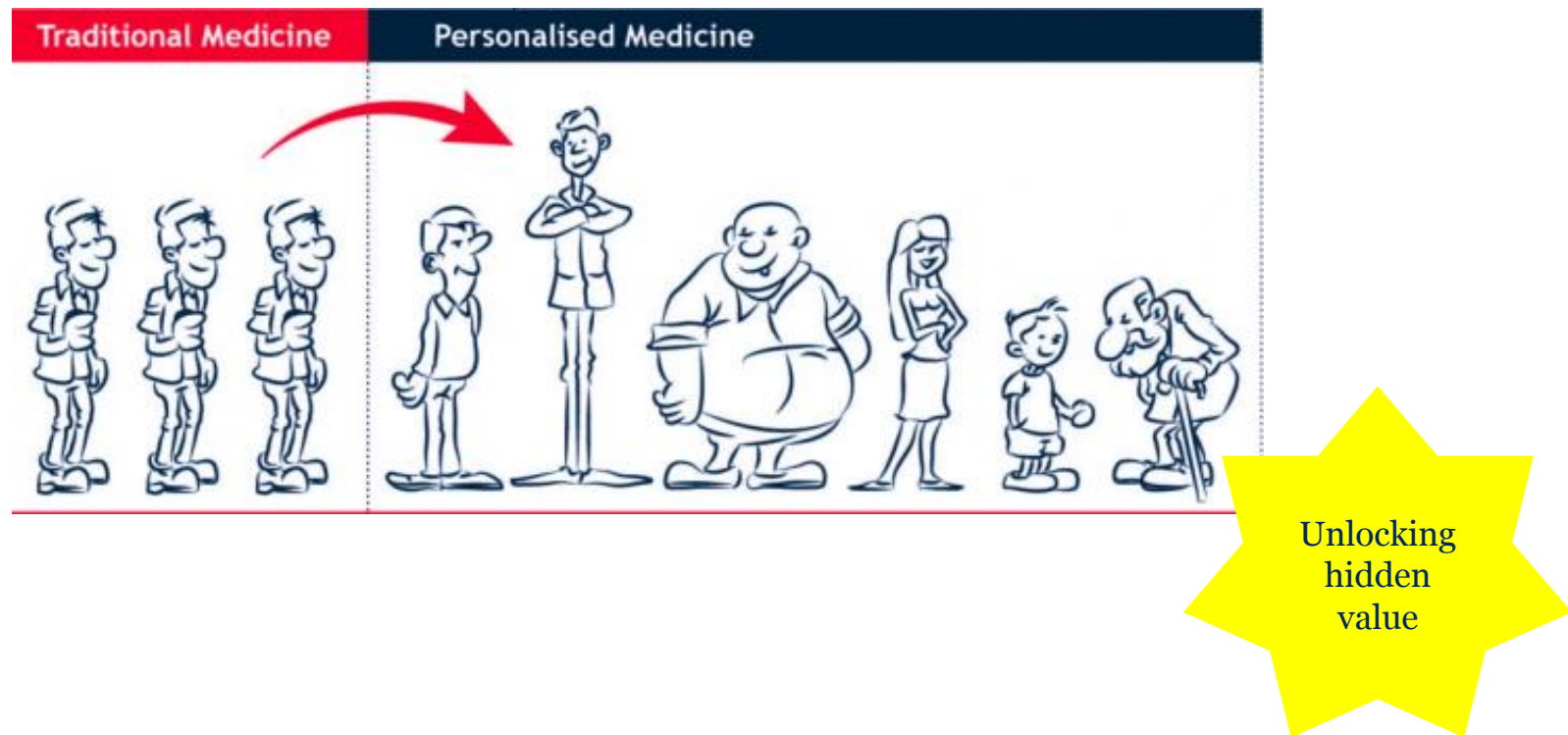


# What can gene mapping give us?



# Redefining medicine as we know it

The EU definition of personalised medicine is “the right treatment to the right patient, at the right dose, at the right time”.



# Redefining the pharmacy as we know it





# Impact on the pharma companies



# Who will be the catalyst?



# Is personalised medicine coming to a clinic near you?





# Important information

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