

Personalized Medicine

Are we there yet?

Bruce McManus

Heart + Lung FEST 2011 – Best Practices in Personalized Medicine

Tools for Personalized Medicine

Tuesday, March 8, 2011



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THE EVIDENCE GAP

Patient's DNA May Be Signal to Tailor Medicine

By ANDREW POLLACK

Published: December 1, 2007

BEHAVIOR

On the Horizon, Personalized Medicine

By RICHARD A. FRIEDMAN, M.D.

Published: June 19, 2007



A.J. Mast for The New York Times

Dr. David Flockhart discusses how the body converted the drug tamoxifen.

The Evidence Gap
The Genetic Factor
Articles in this series are exploring medical advances used despite scant evidence that they work and are steps toward medical evidence.



David V.

MEDICINE TAILORED JUST FOR YOU

GENETIC TESTS WILL TELL YOU WHICH LIFESTYLE CHANGES ARE CRUCIAL FOR YOU, AND WHICH DRUGS MIGHT WORK BEST FOR YOUR DISEASE--WITH THE FEWEST SIDE EFFECTS.

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From The Times

August 11, 2009

New urine findings pave the way for personalised drug prescriptions

Mark Henderson, Science Editor



1 COMMENT



RECOMMEND? (4)

Patients who need drug treatment could be given individually tailored prescriptions based on the results of simple urine tests.

TIMES RECOMMEND

Just spit." With those simple...
> Simon Armitage... are hoping to expand the...
Madeleine McCann... get the right medication.
> Andy Murray fac...
foes: only two... ring a saliva-based genetic...



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DNA Is Part of the Story



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How Can We Do Better?

Merck's Vioxx Nightmare

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On Sept. 30, 2004, pharmaceutical giant



TIME

IN PARTNERSHIP WITH



Wednesday, Dec. 14, 2005

Celebrex's Toughest Trial

By Jeffrey Kluger

TIME

IN PARTNERSHIP WITH



Wednesday, Dec. 27, 2006

Too Little Bang for the Buck in Drug Research?

By Douglas Waller

Whenever critics complain about the high cost of prescription drugs, the pharmaceutical industry's standard defense is that companies have to plow so much money into researching innovative new medicines. But a recently released report from the Government Accountability Office casts doubt on that rationale. Yes the industry is spending heavily on R&D, the GAO found, but it turns out big pharma isn't actually generating such a good return on their investments.

or the companies that make known as cox-2 inhibitors popular Vioxx was pulled from attack and stroke. A er, leaving only Pfizer's tly done wonders for that nine months of this year, first batch of what could be



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Dizzying Potential in Oncology



UPDATE 1-FDA OKs expanded use of Glaxo breast cancer drug

Fri, Jan 29 2010

* Tykerb approved in combination with Fem

* For use in HER2-positive, hormone posi

NEW YORK, Jan 29 (Reuters) - U.S. health

saying it can now be used in combination v

The Food and Drug Administration said the

post-menopausal women for whom hormo

HER2 is a protein involved in normal cell gr

have been found to be effective only in wom

In hormone positive breast cancer, the pres

Tykerb, a pill, works by depriving tumor cells

It was initially approved for use in combinat

treatment with other chemotherapy agents :

"This drug combination of Tykerb plus Fem

Richard Pazdur, the FDA's director of the Of

The approval was based on a study in whic

compared with 13 weeks for women who re



EXECUTIVE HEALTH January 29, 2010, 06:00 EST

Herceptin Again Proves Mettle Against Breast Cancer

Improved survival seen when used with chemo for HER2 malignancies, researchers report

By Amanda Gardner

HealthDay Reporter

THURSDAY, Jan. 28 (HealthDay News)

research shows.

"It's in a European journal [The Lancet] in Baton Rouge, La. "It just confirms what

"The reason why Herceptin is so valuable is its spread to the lymph nodes in the armp

When Brooks sees a patient with local



Breast Cancer Breakthrough Test to Identify Best Treatments

Tuesday, February 02, 2010



A simple test could soon identify whether women with breast cancer would benefit from certain types of treatment, The Sun reported Tuesday.

ADVERTISEMENT

Scientists at Queen's University in Belfast discovered that those with high levels of the gene FKBPL are more likely to respond to commonly-used drug tamoxifen.

It is estimated that only around two-thirds of those who use the drug actually benefit from it.

The breakthrough could stop thousands of women needlessly experiencing side effects when tamoxifen might not work.



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The Canadian Scene



- Ethical and privacy issues
- Added costs for counseling
 - Follow-up for genetic counseling
 - Educational gaps in professions, public and media
- Direct-to-consumer advertising
- Genetic services



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“It is much more important to know what kind of patient has a disease than to know what kind of disease a patient has”

~ Caleb Parry, 18th Century physician, Bath

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