



Kathy Campbell
CHAIR

Personalising Precision Medicine

Bringing the consumer perspective
to precision medicine

The Precision Medicine CoP intends to
inform, engage and influence
in relation to advancing precision medicine in an
increasingly digitally-enabled healthcare sector

Precision Medicine

Definition of Precision Medicine

Precision Medicine **seeks and analyses a wide range of patient information**, such as clinical observations, biomarkers (including genomics) and patient generated data. It triangulates this information within the **context of lifestyle, behaviour, environment and medical history to inform and personalise prevention, diagnosis and treatment at an individual, patient cohort and population level**. As an emerging clinical practice, precision medicine will adapt and transform over time by incorporating innovation and discovery, resulting in **bespoke care**.

Today's workshop

Purpose – understand the consumer perspective on PM and think further about how informatics can enable these improvements

- Hear from two speakers
 - Alexandra Ehrlich
 - Kayla Heffernan
- Table discussion – generate questions for the panel
- Panel
 - Alex and Kayla
 - David Bunker
 - Monica Ferrie