

Precision medicine on BBC Radio 4 Today Programme

Precision medicine was on the BBC Today programme, yesterday 29 October 2015.

Dr Anna Schuh, associate professor of molecular diagnostics at Oxford University and director of the Genomic Medicine Centre, and Professor Richard Barker, head of the Centre for the Advancement of Sustainable Medical innovation and chair of the government's Precision Medicine Catapult, were interviewed about recent results of a new trial for cancer medicines.

They explained precision medicine as 'the right treatment to the right patient at the right time', and that for this to happen what is required is:

1. the right diagnosis, with sophisticated diagnostics, involving whole genome sequencing
2. close monitoring of the patient, with 'sensitive means'

"What needs to change in healthcare for precision medicine?" asked the radio host Mishal Husain?

"Everything needs to change to some extent."

From definition of disease, to training medicines, to clinical practice...

And what are the implications for Pharma? Does it mean that we have enough drugs?

No.. there is need for new drugs, but we can use the existing drugs more effectively...

BBC Radio 4 Today Programme – 29 October 2015 at 8:40 (time stamp on audio file, approx. 02:46:21-02:51:31)

October 30th, 2015 | [Medicines](#), [Personalised medicine](#) | [0 Comments](#)
