

Health Policy Forums

Personalized Medicine: Transforming the Future of Healthcare

Wayne Rosenkrans, Jr., PhD

Chairman of the Board

Personalized Medicine Coalition

June 9, 2011

The spring forum season ended with an enlightening presentation by Wayne Rosenkrans of the Personalized Medicine Coalition (PMC). Dr. Rosenkrans is a Distinguished Fellow at the Center for Biomedical Innovation at MIT, where he works on health care strategy and policy issues related to science and medicine. He is also a member of the Ethics and Systems Medicine Program at Georgetown University.

PMC is an organization designed to educate the public and policy makers, while promoting new ways of thinking about health care. PMC represents a broad spectrum of more than 200 academic, industry, patient, provider and payer communities, in an effort to advance the understanding and adoption of personalized medicine concepts and products for the benefit of patients.

Dr. Rosenkrans addressed the impending intersection of declining healthcare quality vs. increasing healthcare costs and the tools needed

to find the solutions. He bluntly stated that the current situation in healthcare is not sustainable and that no single part of the healthcare system or any single sector of industry can do it alone.

Dr. Rosenkrans provided an overview of the federal agencies that play a significant role overseeing funding and research related to improving value in health care. Rosenkrans also described the role the Patient-Centered Outcomes Research Institute (PCORI), which was set up to as independent entity to complement health care reform and conduct research to offer information to patients and providers based on the best available evidence.

Rosenkrans emphasized that value in health care is often expressed as the increment in clinical benefit achieved (health and/or quality of life improvement), for those receiving a particular service or set of services in conjunction with the investment required.

He went on to define personalized healthcare as a model for generating meaningful segmentations of patient populations through appropriate technology, in order to increase the benefit of therapy. It is a proactive rather than reactive approach. He describes the “P” for the future or the characteristics of personalized health care as: prescriptive; precision; preventive; participatory; and performance.

Rosenkrans envisions a new paradigm in healthcare centered on Health Information Technology with linkages between comparative effectiveness, personalized health care, and real world effectiveness. ■

For more information on PMC visit:
www.personalizedmedicinecoalition.org