

Is personalized medicine a myth?

The intersection of technology, science, medicine and design has led to an explosion of apps for monitoring blood pressure, glucose levels and heart rate and measuring how well you sleep, whether you're stressed or relaxed and whether you're eating healthy. We have been able to harness the existing digital infrastructure to get personalized health data we did not have access to before.

Combine wireless sensors with the study of genes, or genomics, imaging and a proliferation of health-focused social networks, and you have a convergence capable of bringing about the "creative destruction" of medicine.

That's the term Topol uses in his 2012 book, "The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care," to refer to the transformation that accompanies radical innovation.

This disruption, said Topol, will be characterized by the personalization of drugs, devices, screening tests and treatments.

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