

## A developing world strategy for personalized medicine

*The following is an excerpt.*

Because of its technology intensive platform, personalized medicine is seen as solely benefiting the populations of developed economies. Developing economies and health systems won't have or won't allocate the resources for adopting personalized medicines protocols. But for developing economies, the economics will play a crucial role in how it develops. Treatment protocols for smaller more specific populations might increase initial costs, but the targeted strategy should be more effective, more quickly and with fewer side effects. The benefit in a cost-benefit calculation would substantially increase — as would the efficacy of the treatment.

**View the original article here: [A Developing World Strategy for Personalized Medicines](#)**