

## Personalized medicine may cost more than cures

Every week, it seems, biopharmaceutical companies announce new breakthroughs in “personalized medicine” — customized health care where the goal is to tailor drug therapies to individuals. Competition between gene sequencing businesses to catapult us into the age of the \$1,000 genome drives much of the hoopla. Gene-based companion tests, for cancer drugs especially, promise to help doctors discern which patients are likeliest to benefit from which treatments, curtailing the need for mix-and-match, trial-and-error, one-size-fits-all chemotherapies.

But what if every new drug — however much more effective than current treatments — works only for smaller and smaller numbers of patients? And what happens to those minimally beneficial but mega-profitable blockbusters that now dominate cancer treatment when it becomes clearer that only small percentages of the people taking them will truly benefit, people who now can be identified beforehand?

**Read the full, original story: [Cure for some could cost us all](#)**

### **Additional Resources:**

- [How Big Data Is Transforming Drug Development](#), Forbes
- [Five things big pharma can learn from the rare-disease community](#), Medical Marketing & Media
- [The New York Genome Center and IBM Watson Group In Genomic Medicine Collaboration](#), Healthcare Informatics