

What's behind expansion of personalization of healthcare?

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.**

According to the Cleveland Clinic, personalized healthcare is a broad platform that includes genomics and genetic profile testing to use specific markers to inform a person's cancer treatment, for example. But, personalized healthcare isn't solely based on genetics, it also means providing individuals with tools like digital health and fitness apps, telemedicine providers, and at-home testing kits. These on-demand health solutions enable people to understand their health on their own terms, while receiving doctor input.

Personalized medicine really started with telemedicine a decade ago, and the platforms continue to allow people to talk to U.S. board certified physicians 24/7 by phone, video, or chat. [Doctor On Demand](#) provides live video doctor visits to assess, diagnose, and write prescriptions to patients.

The next generation of telemedicine is emerging as more health-based apps come onto the market...

There's also been major steps for consumers in being able to collect their own at-home samples...

When people know they have to pay more than expected they look around for alternatives, which points them in the direction of personalized healthcare practices, often cheaper and more accessible options.

**Read full, original post:** [What's Driving the Personalization of Healthcare?](#)