Why PM1.0 Will Not Create Radical Health Care Change Prompting the Need for PM2.0

By: Peter Keeling

Peter Keeling of Diaceutics explores the promise PM2.0 offers to the pharmaceutical sector.

1. Introduction

The question of whether personalized medicine (PM) will achieve its full potential has been one of great debate for years. While some have argued that PM is the next big thing, others have suggested that it is a limited and short-term phenomenon. This paper aims to provide a more comprehensive understanding of PM by examining its potential, limitations, and the challenges that lie ahead.

2. Investment in personalized medicine experimentation

One of the major gaps, in my view, mitigating against a PM2.0 drive to date has been lack of 'C suite' leadership from pharma and payers. I acknowledge that many CEOs and R&D heads now list personalized medicine or PM1.0. Let's face it, PM1.0's definition has really had an inauspicious start. Simultaneously slighted by investors and academic critics, the notion of PM1.0 was looking like it would be played out before the end of the decade.

3. Systems integration in personalized medicine

When well organized, the competitive pressure on large industry incumbents but will not competitively impact in the short term without the bold purchase of, or the rapid development of, new technologies and business models. The arrival on the disease management scene of a health IT leader like John Halamka, for example, has done much to create a sense of urgency and has been a significant catalyst for the establishment of a new health IT sector.

4. Discussion and summary

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5. Conclusion

While the potential of personalized medicine is vast, achieving radical health care change will require a shift towards a more integrated and collaborative approach. This will involve not only investment in research and development but also a focus on systems integration and the development of new business models. By addressing these challenges, we can move closer to realizing the full potential of personalized medicine and creating a more sustainable and efficient health care system for the future.