Only 35% of physicians agree medications today are designed for the biology of their patients.

63% of physicians agree precision medicine for their patients is a top priority.

67% agree precision medicine will greatly improve outcomes in the next 5 years.

78% agree their patients will pay more for medications tailored to their biology or needs.

89% of physicians agree science will enable more personalized medications over the next years.

89% of physicians agree pursuing precision medicine for their patients is a top priority.

58% discussing apps or sensors to monitor health.

47% discussing home-based biological tests.

50% of physicians have reviewed home-based tests or information from patients (vs. apps or sensors).

36% have recommended a home-based test to patients.

69% of physicians agree home-based testing provides patients with information they need to make decisions.

48% of physicians want continuing education (CME) from Pharma regarding personalized medicine.

44% want complimentary testing.

40% want info from reps.

33% want info from MSLs.

42% want info on HCP sites.

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