

# Marketing in a Precision World

## PERSONALIZED MEDICINE



89%

of physicians agree science will produce **more personalized medications** over the next 5 years

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



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

63%

of physicians agree pursuing precision medicine for their patients is a **top priority**



**67%** agree precision medicine will **greatly improve outcomes** in the next 2 years

**Only 41%** agree they **have enough info** to discuss precision medicine with their patients



69%

of physicians have patients discussing **using tests to improve diagnosis**

**58%** discussing **apps or sensors** to monitor health



**51%** discussing tests to improve decisions about **what medications** to take

**47%** discussing **home-based biological tests**



50%

of physicians have **reviewed** home-based tests or information from patients (as input to Dx)



**34%** have **recommended** a home-based test to patients

**Only 11%** have **discouraged** patients from using home-based tests to help them make health decisions



69%

of physicians agree home-based testing provides patients with **information about their risks** of getting a disease

**65%** agree it helps them better **understand their current health**



**57%** agree it helps them **decide what medications** to take

## WHAT PHYSICIANS WANT FROM PHARMA

48%

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



**44%** want **complimentary testing**



**42%** want **info on HCP sites**



**40%** want **info from reps**



**33%** want **info from MSLS**



We are at a pivotal moment in healthcare history. An unprecedented convergence of medical knowledge, technology and data science is revolutionizing patient care.



...bringing together a unique understanding of human biology with new ways to analyze health data.

...the screening, diagnosis, treatment and even prevention of diseases will more quickly and effectively transform the lives of people everywhere - ensuring the right treatment for the right patient at the right time.

## ABOUT THE RESEARCH

**sermo**

The age of precision medicine is upon us and already impacting health delivery and treatment choices. While most of the activity, and discussion, centers around the use of precision medicine and therapies for oncology, the future of precision medicine is bright with the rapid proliferation of home testing and diagnostics to help consumers not only assess their risk for a wide range of conditions - but to also help them better understand what treatment options may work for them. Seeking to answer some of the questions related to the future of precision medicine, the DHC surveyed 105 US physicians (a mix of primary care and specialists) on the *SERMO* network to ask them about their opinions about their current use, future interest, and the impact of precision medicine on their patients. The above highlights are from that research.

Contact us for additional information or getting involved at [DHCPHARMA.ORG](http://DHCPHARMA.ORG)



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