

Executive Roundtable Session:

Expanding Pharmaceutical and Biochemical Diagnostics for Personalized Health Management

As traditionally established practices to treat disease continue to bend under the weight of bureaucracy and legal liability, substandard yet excessively conservative care at unrealistically high cost, aggressively competitive pricing, and shrinking short-term profit margins, alternative commercial strategies to self-maintain health and personalize medical treatments are beginning to emerge. Access to unfiltered information through the cloud, has educated consumers through testimonials, expert opinions, experimental data, and provide risk-benefit options to be explored and evaluated. The possibility of self-administered or walk-in non-invasive sampling coupled with exceptional technological advances in diagnostics coupled with rapid electronic modeling, interpretation, and reporting exists today.

How far will it go as the transformation to personalized medicine progresses?

Topics:

Establishing markets to commercialize, regulations and legal liability, patient rights and accountability
Patient PK, Pain Management, Medicinal Cannabis, Health Fitness Centers