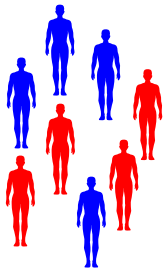
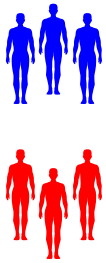


Traditional approach to patient treatment

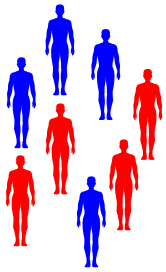


Diagnosis → Disease X → *Treatment decision* → Treatment A

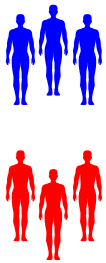


Treatment fails → Treatment B

Stratified medicine approach



Genetic and bespoke diagnostic tests → Disease X → *Stratification*



Treatment decision → Treatment B

Treatment decision → Treatment C

Stratified medicine: Drug efficacy and safety vary between groups of patients
Biomarkers: can be used to facilitate more targeted prescribing
Aim: Improving the benefit/ risk ratio of treatment