What is Personalized Medicine?

Personalized medicine is an approach that customizes medical decisions specifically tailored for an individual patient. A key component of personalized medicine includes advanced testing that uses genetic information – for example, from a patient or a virus – to determine the best course of treatment for that patient.

Why does personalized medicine matter?

By understanding the genetic makeup of a patient, tumor or virus, a doctor can determine which treatment option is more likely to be effective.

Diagnosing HCV with Genotype Testing

Doctors can use HCV genotype testing – which identifies the physical, genetic makeup of the virus – to pinpoint the precise strain of HCV present in a patient’s blood.  

Tailoring the Best Treatment

Using the testing data, doctors are able to select a therapy most likely to be successful, which helps patients avoid side effects from a treatment that is less likely to work.

HEPATITIS C – DID YOU KNOW?

- Approximately 3-4 million people worldwide become infected with hepatitis C each year.
- About 3% of the world’s population is infected with hepatitis C, a number which is projected to increase by 38% by 2015.
- Roughly 350,000 people worldwide die each year from hepatitis C-related liver diseases.
- Up to 150 million people worldwide live with the disease.
- 3 IN 4 PEOPLE who are infected don’t know they have hepatitis C.

TODAY, HEPATITIS C IS CURABLE WITH NEW TREATMENTS. KNOW YOUR STATUS AND YOUR TYPE.