

PERSONALIZED MEDICINE

USING GENETIC INFORMATION TO HELP FIGHT DISEASE

PERSONALIZED MEDICINE IS CHANGING THE WAY PATIENTS WITH HEPATITIS C ARE TREATED...AND CURED.¹

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 a patient.

Why does personalized medicine matter? By understanding the genetic makeup of a patient, tumor or virus, a doctor can diagnose a patient's condition more specifically and more quickly determine an effective treatment.



HERE'S HOW IT WORKS.

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.**²

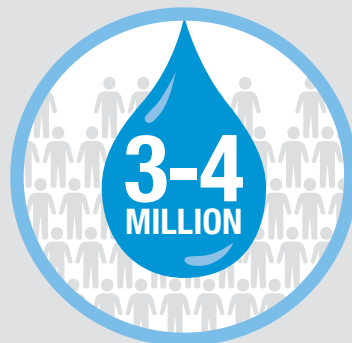


Tailoring the Best Treatment

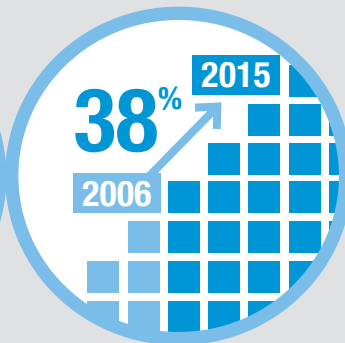
Using the testing data, **doctors are able to select a therapy most likely to be successful**, which helps patients avoid side effects from a treatment that is unlikely to work.



HEPATITIS C – DID YOU KNOW?



Approximately 3-4 million people worldwide become infected with hepatitis C each year.¹



About 3% of the world's population is infected with hepatitis C,³ a number which is projected to increase by 38% by 2015.⁴



Roughly 350,000 people worldwide die each year from hepatitis C-related liver diseases.¹



About 150 million people worldwide live with the disease.¹



3 IN 4 PEOPLE
who are infected don't know they have hepatitis C.⁵

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

¹ <http://www.who.int/mediacentre/factsheets/fs164/en/>

² <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm357982.htm>

³ <http://www.who.int/csr/disease/hepatitis/whodscsrtyo2003/en/index4.html>

⁴ <http://www.cevhap.org/index.php/en/home/fast-facts-about-hepatitis-b-and-hepatitis-c>

⁵ <http://m.cdc.gov/en/VitalSigns/hepatitis-c>