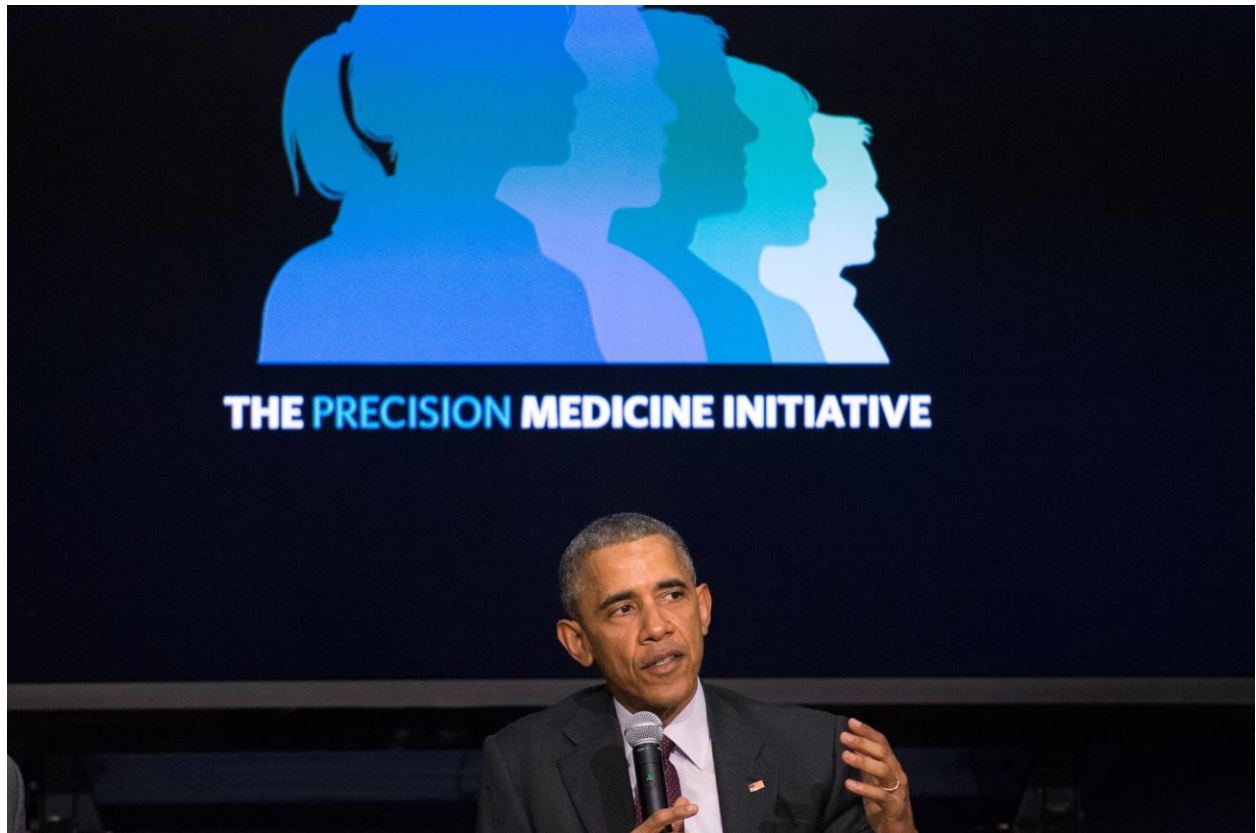




Are you prepared for the disruptive change to healthcare delivery on the horizon?

DISRUPTION

What is Precision Medicine?



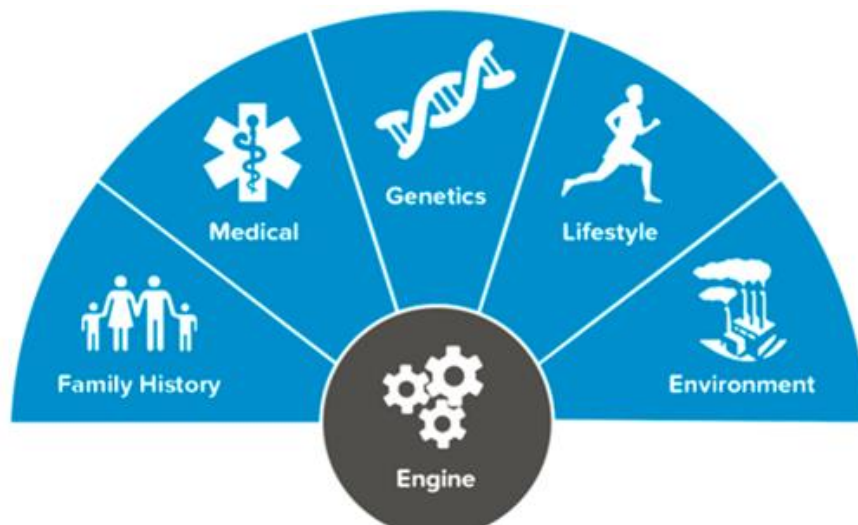
"The Ghost In The Fog" - The incoming entrant on the periphery



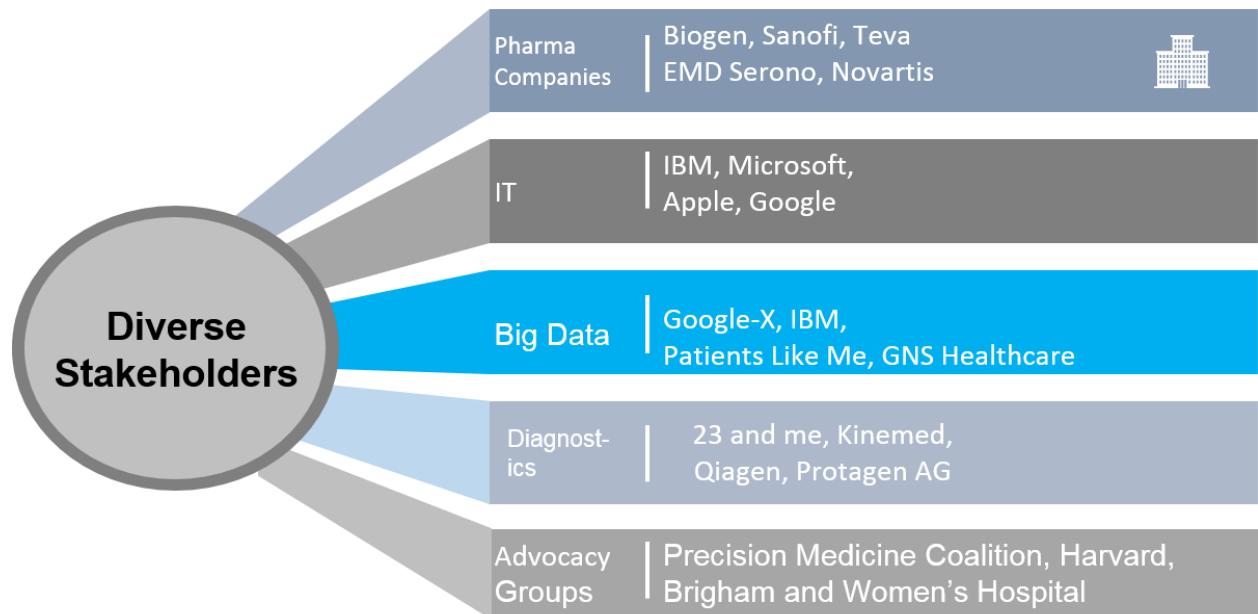
In essence disease treatment and prevention will be linked to the individual in contrast to the "one size fits all" approach currently utilized



A patients individual genetics will play a pivotal role in the selection of therapy



New entrants with a stake in precision medicine WILL shape and disrupt the current healthcare delivery model



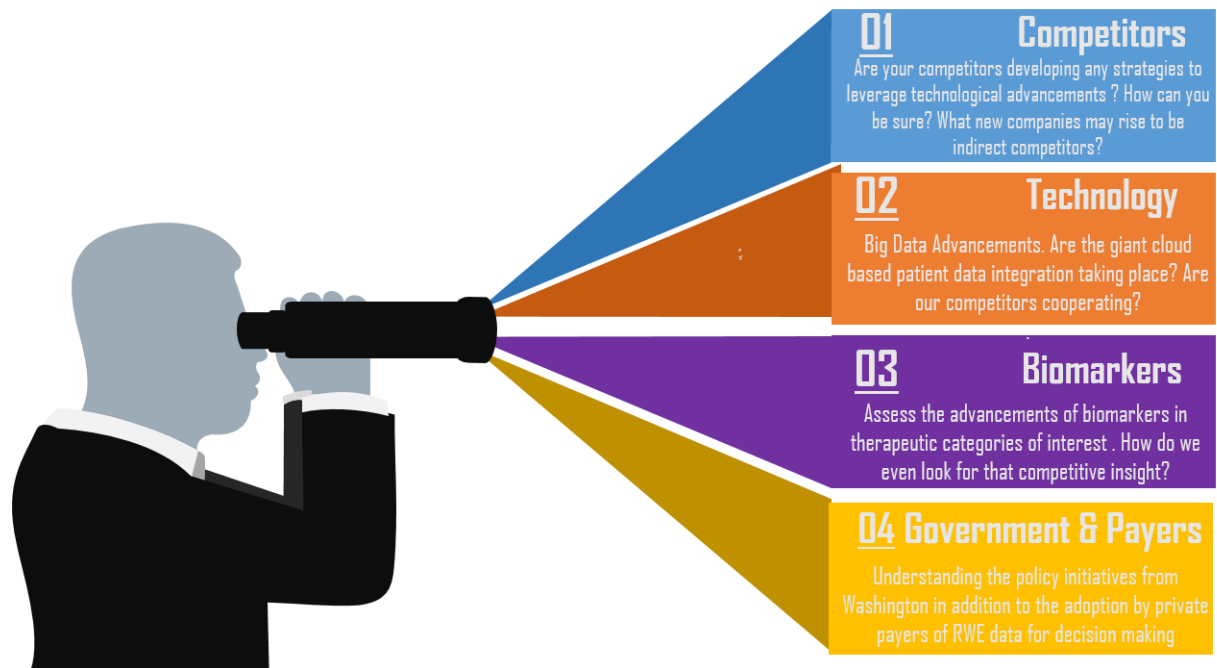
Patients will be empowered and their ability to make informed decisions about their healthcare choices will be taken to new heights



How do I get ready?



Start assessing the landscape and be inquisitive



Define Precision Medicine and the emerging ecosystem of diverse players

- Explores the evolving implications of growing patient empowerment

- Provides a methodology to assess threats and opportunities with evaluative 'scorecard' criteria
- Derive strategic implications