Announcing a new partnership to promote personalized medicine

Elisa Manzotti
Editorial Director,
Future Medicine Ltd,
1 Albert Place,
London, N3 1QB, UK
Tel.: +44 208 371 6090;
Fax: +44 208 343 2313;
E-mail: e.manzotti@
futuremedicine.com

Most regular readers of our journal will be fully aware of the role and activities of the Personalized Medicine Coalition (PMC). Those unfamiliar with the PMC can find a plethora of information about both the PMC and personalized medicine on the Coalition's website – www.personalized-medicinecoalition.org. The PMC, an independent, non-profit group, seeks to advance the understanding and adoption of personalized medicine for the benefit of patients. Its diverse members, cutting across all of the stakeholders with an interest in personalized medicine, work together to educate opinion leaders and the public about the issues that will shape how personalized medicine develops, and how quickly everyone can benefit from it.

In this context, I'm pleased to report a new milestone in the development of *Personalized Medicine*. The journal has always enjoyed close links with the PMC, and we have appreciated PMC members' consistent support for the journal. The last issue, for example, included "Proposal for a new health record to support personalized, predictive, preventative and participatory medicine" by Z Yoediono and R Snyderman of Duke University (NC, USA), and "From blockbuster medicine to personalized medicine" by JT Jorgensen of Dako Denmark A/S, both PMC members.

In this issue, I'm delighted to announce formalization of the relationship between *Personalized Medicine* and the PMC – future issues of the journal will feature a section of news and views directly from the PMC itself and selected articles published in the journal will also feature on the Coalition's website. One designee within each member organization will also receive a one-year subscription to our journal.

Closer links can only benefit the dissemination of information regarding developments in pharmacogenomics and translational medicine, what those advances mean for the reality of personalized approaches to therapy, and also the associated sociopolitical and ethical implications that will condition progress in the field. We therefore believe that this is a very timely arrangement and represents a great opportunity to promote the Coalition, the journal, and the concept of personalized medicine itself, to the widest possible audience within the healthcare and health policy communities.

As we see more evidence of effective targeting of medicines to the most appropriate populations, the concepts underpinning personalized medicine are increasingly being embraced throughout the healthcare system. Against this backdrop, we look forward to working closely with the PMC in the future to provide objective and practical information about the scientific, medical, commercial, and policy issues associated with this new approach to medicine and healthcare delivery.

Elisa Manzotti
Editorial Director, Future Medicine