Foreword

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Personalized Medicine

Introducing volume 14 of *Personalized Medicine*

“We are pleased to introduce the first issue of 2017, which as usual contains a broad spread of content representing the diverse field of personalized medicine.”

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Background

To all of our readers, we would like to welcome you to volume 14 of *Personalized Medicine*. We are pleased to introduce the first issue of 2017, which as usual contains a broad spread of content representing the diverse field of personalized medicine.

From the successful completion of the Human Genome Project in 2001 to President Obama announcing the launch of the Precision Medicine Initiative in 2015, the field of personalized medicine has truly come a long way. Moving from a one-size-fits-all approach to one tailored to each patient's unique differences has already begun revolutionizing the way we treat and prevent disease. While technological advancements and our increasing understanding of the human genome continue to drive the world of healthcare towards this innovative approach, there is, however, still much work to be done and many challenges to overcome. We are therefore excited to continue to provide a platform for expert commentary and analysis from all players involved, as well as bringing you the latest developments in genomics, with a view to implement personalized medicine in all areas of healthcare.

Content highlights in 2016

At the time of writing, our most read article of 2016 was a commentary entitled “The evolution of high complexity companion testing for targeted and immuno-oncology” [1]. Authored by Ian Miller, founder of

Healthcare Strategies Group (London, UK), this work reflects on the advances made by the precision medicine community in recent decades with regard to companion testing in oncology and how this paradigm is playing out in immuno-oncology. He also speculates on how this area could progress in the next decade and considers the obstacles that the field will need to overcome in the future.

Another highly popular article from this volume and our top-scoring paper on the Altmetric platform this year was an editorial from leaders at the Michael J Fox Foundation for Parkinson's Research (NY, USA) including CEO Todd Sherer, as well as J William Langston, CSO and Founder of the Parkinson's Institute and Clinical Center (CA, USA) [2]. In this article they outline a strategy to advance personalized medicine for Parkinson's disease. The attention this article received across news outlets and social media further highlights the importance of Parkinson's disease in the field and the urgent call for the development of personalized strategies for its treatment.

Our most read research article in 2016 involved characterizing the perceived utility of whole genome sequencing among participants enrolled in the MedSeq Project, a randomized controlled trial exploring the integration of genomic medicine in two specific clinical contexts: primary care and a cardiomyopathy clinic [3]. This was also one of our highest scoring 2016 papers on the Altmetric platform.

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Figure 1. Proportion of readership demographics for *Personalized Medicine* in 2016.

Special mention goes to the following articles published in 2016, which have also achieved high Altmetric scores in the journal to date, as we continue our successful partnership with the platform:

- Clinical RNA sequencing in oncology: where are we? [4];
- Emerging ethical perspectives in the clustered regularly interspaced short palindromic repeats genome-editing debate [5];
- Psychological and behavioral effects of genetic risk testing for obesity: a systematic review [6].

Readership demographics

As the precision medicine research community continues to grow, the readership of *Personalized Medicine* changes. In 2016, our content was most read by experts in the USA (39%) and the UK (13%) (Figure 1). While our content continues to have impact across Europe and the West, we expect to see a continued growth in emerging scientific communities and look forward to continuing the circulation of our content to an increasingly global audience.

Social media

Personalized Medicine's social media presence has continued to grow throughout 2016 and you can join over 1300 people (at the time of writing) in following the

journal on Twitter, at @fsgpme [7]. We regularly post journal highlights including newly published content, issues released, offers and the latest news in the field.

Conclusion

We appreciate all feedback from the personalized/precision medicine community regarding the direction of our content, especially suggestions of any priority topics in the field that you feel the journal should cover. We welcome unsolicited research, review and opinion article proposals, amongst others, and would be delighted to hear from you if you are interested in submitting to the journal.

We would also like to take this opportunity to thank all of our valued Editorial Board members, readers, authors and peer reviewers for their continued support. We greatly look forward to collaborating with you all over the next year and hope to see *Personalized Medicine* continue to grow and serve the research community in 2017.

Financial & competing interests disclosure

A Price-Evans is an employee of Future Medicine Ltd, publisher of *Personalized Medicine*. The author has no other relevant affiliations or financial involvement with any organization or entity with a financial interest in or financial conflict with the subject matter or materials discussed in the manuscript apart from those disclosed.

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