

# PERSONALIZED HEALTHCARE

The future of health



## What is Personalized Healthcare?

- Personalized healthcare or Personalized medicine or Precision medicine is in contrast to the conventional norm of “one-size-fits-all” medical care
- Focus is on individual variations and tailoring treatment considering genetics, lifestyle and environmental factors



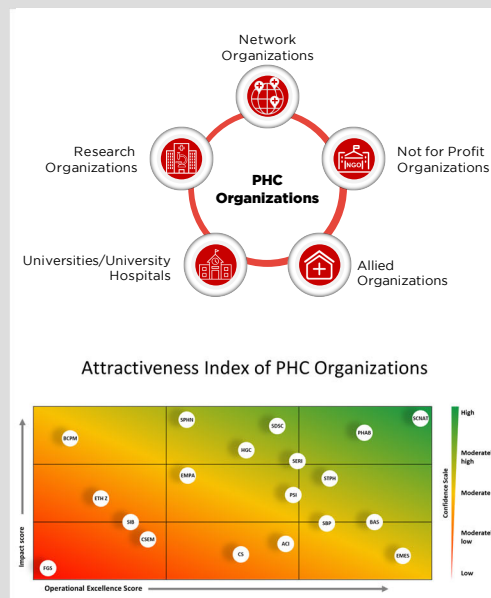
## Need to keep abreast

- The future of healthcare is personalization with many countries and organizations shifting towards it
- We can help make you the front runner in research and service provision of personalized healthcare with our comprehensive assessment report of the current PHC landscape in Switzerland
- We help you take informed decisions on effective care provision and fruitful collaborations



## What we offer?

- Insights on the PHC ecosystem and identify value partners
- Visual representation of organizations' value scores and engagement prospects
- In-depth information about each organization considering 18 parameters to enable decision-making
- Regular updates of scores and indices depicting variations and real-time scenarios



## Your advantage

- Selecting the right PHC healthcare stakeholders for active engagement
- Identify appropriate partners with matching focus areas (cancer research, data platforms, clinico-genomic databases and digital/molecular biomarkers)
- Draw unique insights from the data that will enhance discovery, development and targeting of medicines through machine learning and other advanced analytic techniques
- Develop a robust database of organizations engaging clinico-genomic and imaging techniques

## About Us

phamax is a Swiss-based research and consulting firm specialized in commercial and scientific analytics. Our services empower pharmaceutical companies to introduce or commercialize their novel technologies into clinical practice.