

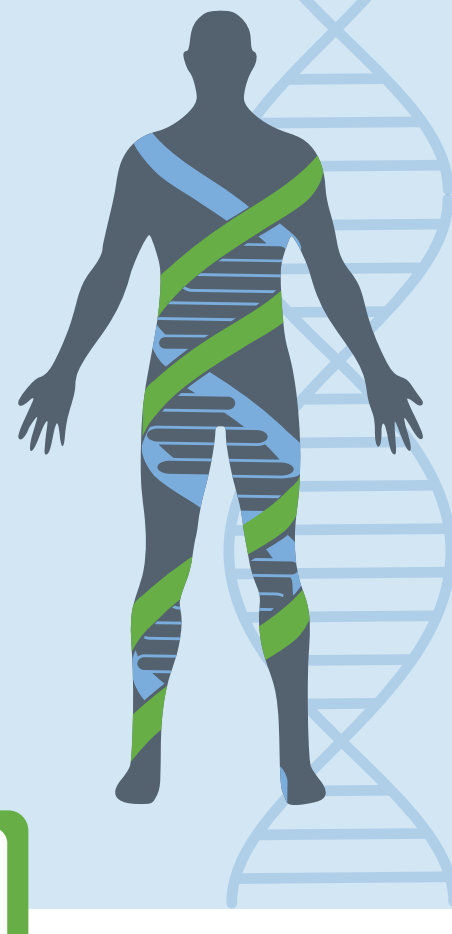
PERSONALIZED MEDICINE

The Future of Medicine

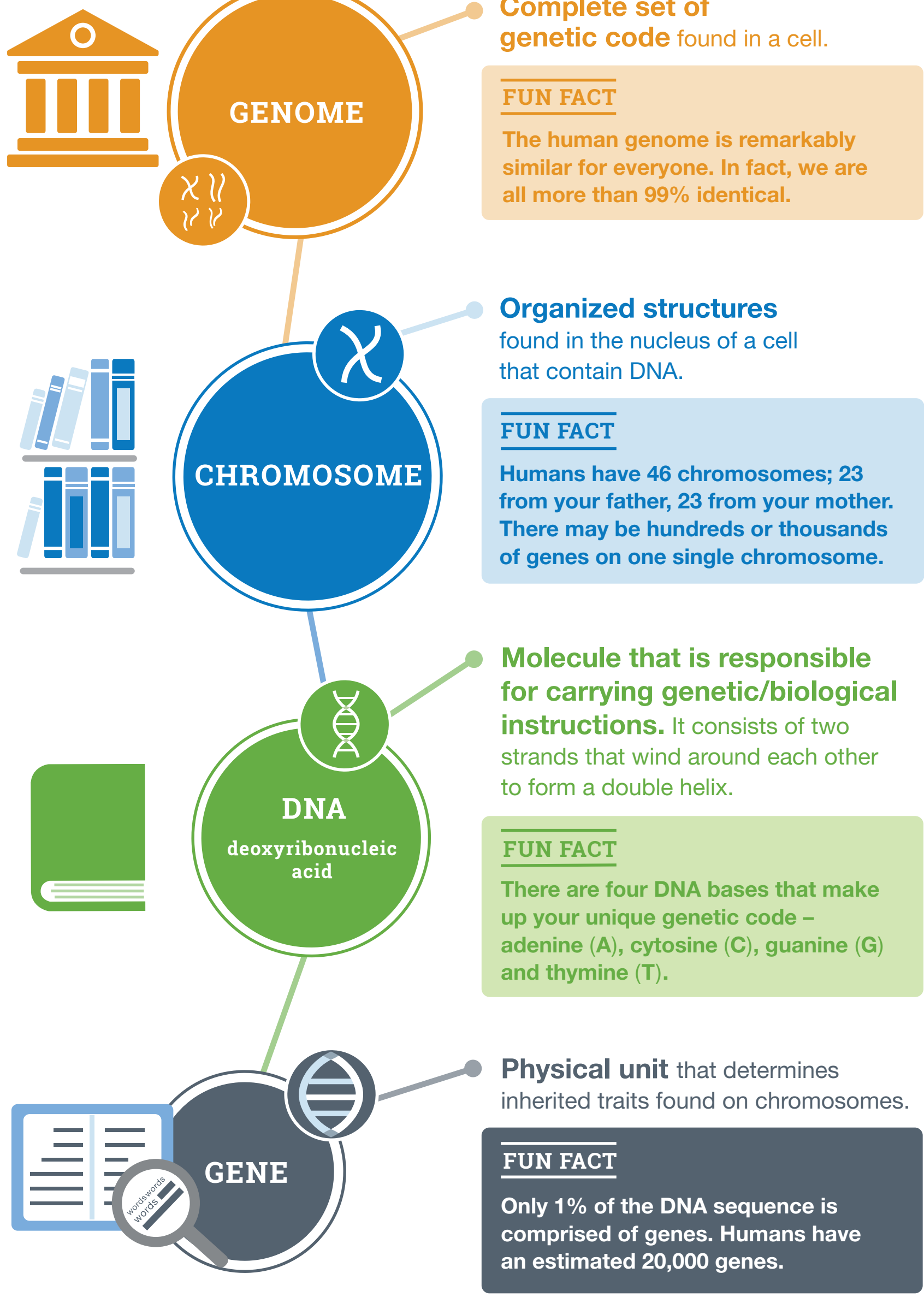
Personalized Medicine is all about customizing each patient's care and treatment based on his or her unique genetic characteristics and health history.

It is through Personalized Medicine, also known as Precision Medicine, that physicians are now able to better predict, prevent and treat various diseases and conditions.

At the NorthShore Center for Personalized Medicine, we are transforming the way we practice medicine and care for our patients.

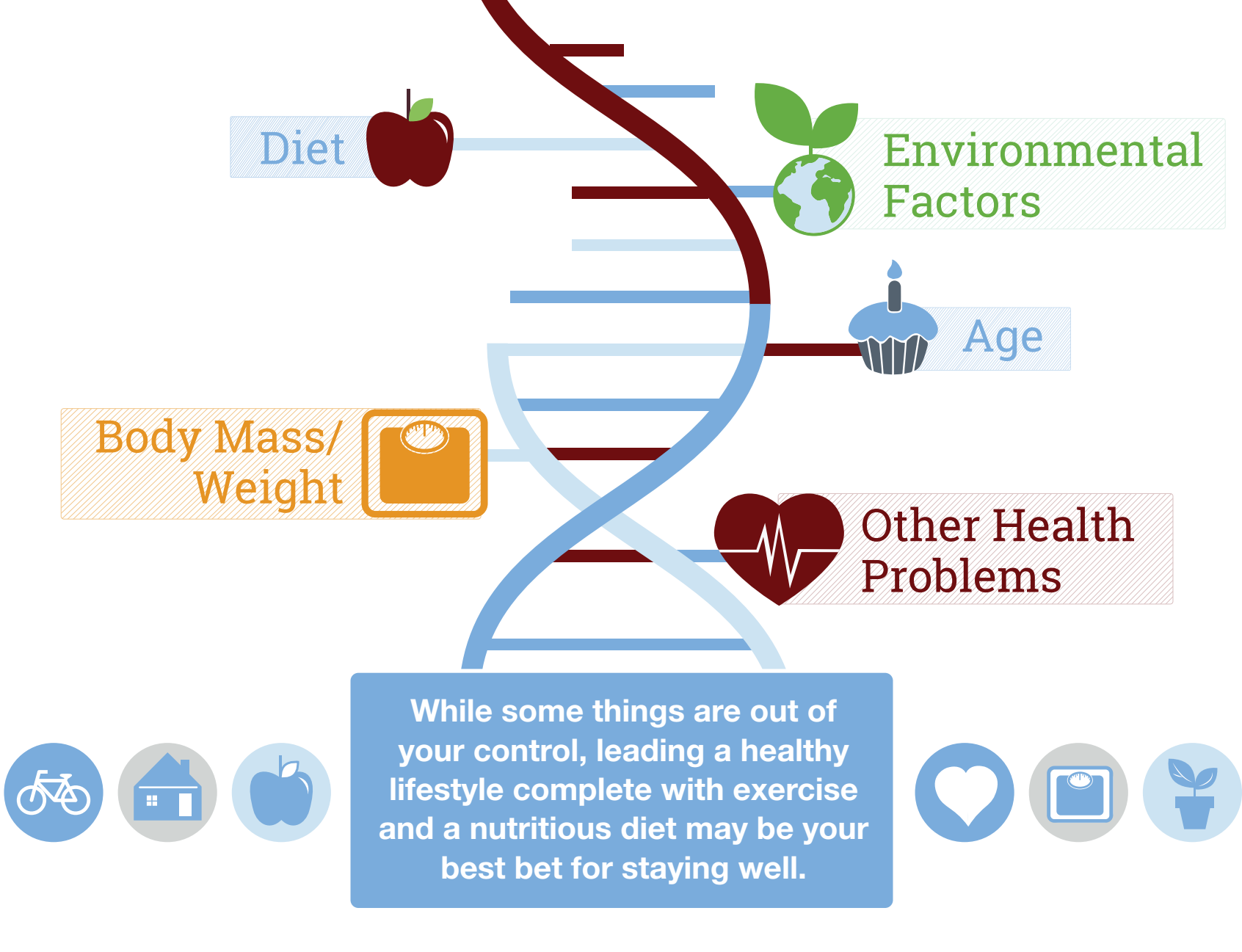


WHAT DOES IT MEAN?

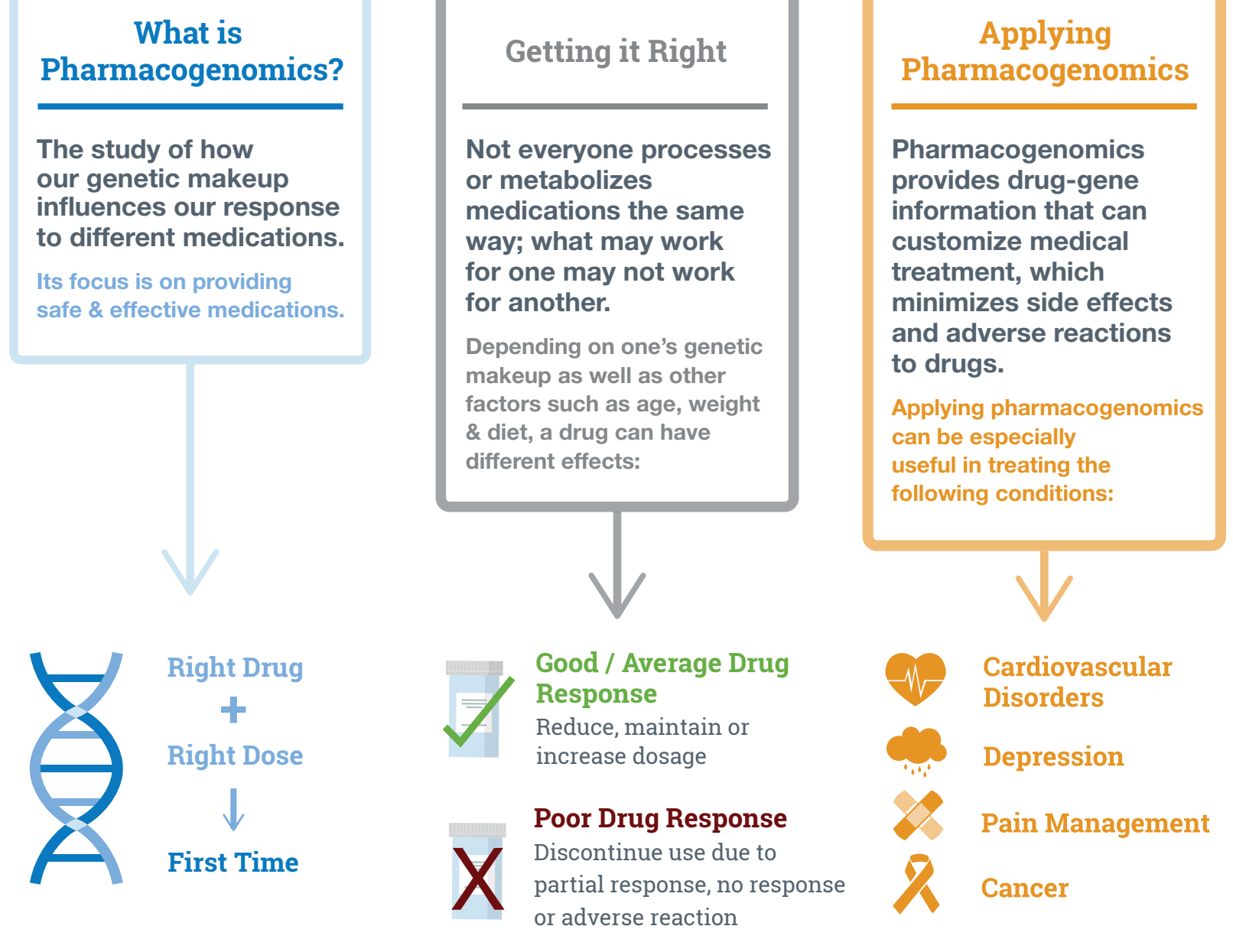


NOT JUST GENES

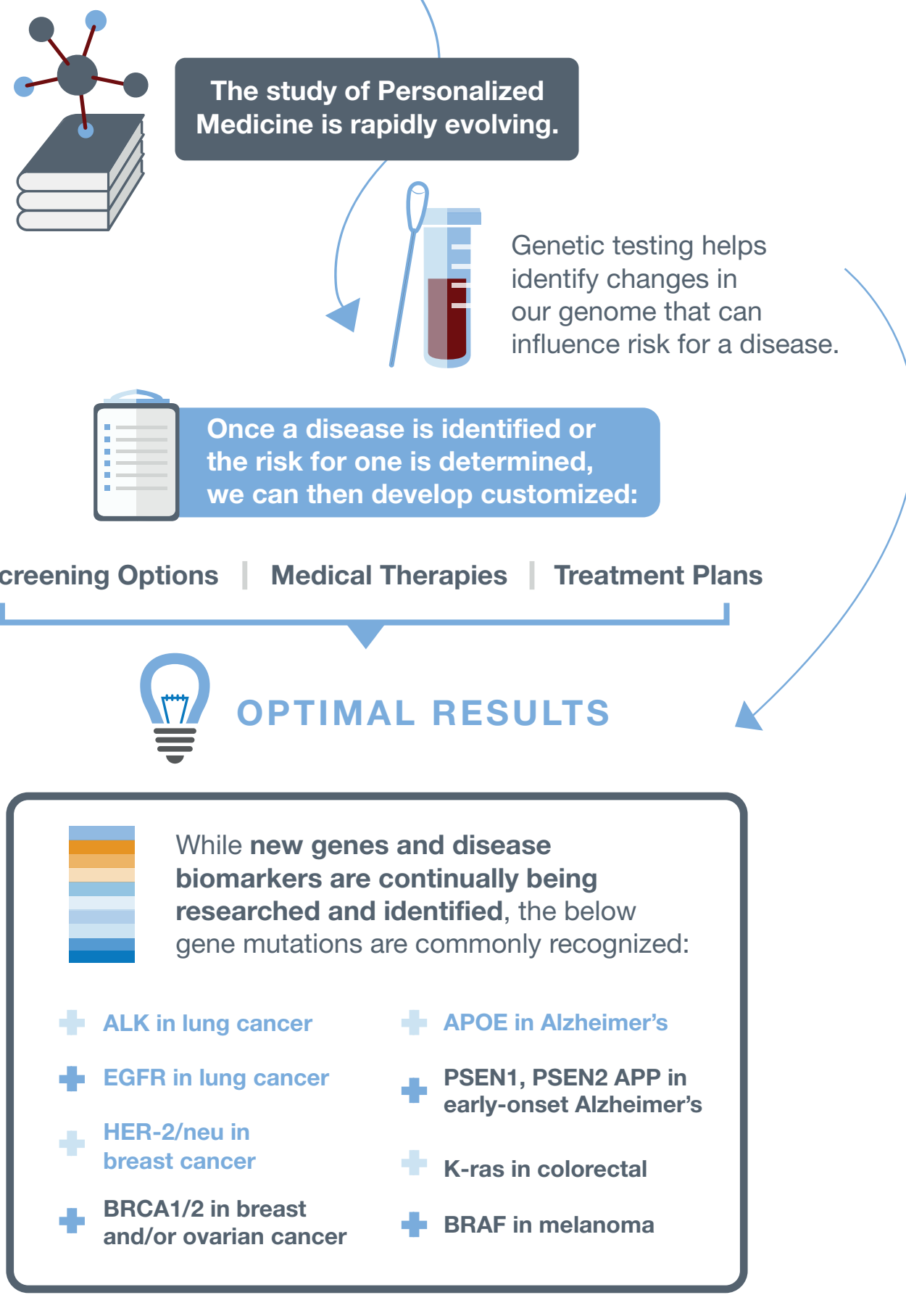
Your family health history may include specific diseases and conditions, but there are many other factors that can influence and impact your risk of future medical concerns. These include:



THE RIGHT MEDICINE: PHARMACOGENOMICS



SPECIFIC BIOMARKERS, TARGETED THERAPIES



Learn more about NorthShore's Center for Personalized Medicine by visiting northshore.org/personalized-medicine or by calling 847.570.GENE.

SOURCES

- northshore.org
- phgfoundation.org
- cdc.gov
- sciencedaily.com
- genome.gov
- kidshealth.org
- mayoresearch.mayo.edu