

# 15<sup>th</sup> Annual European Pharma Congress

May 07-09, 2018 | Frankfurt, Germany



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### **Personalized Medicine (PM) as national and international models of healthcare services of the newest generation: A green light towards the innovations to secure biopharma and translational resources**

A new systems approach to diseased states and wellness results in a new branch in the healthcare services, namely, personalized medicine (PM). To achieve the implementation of PM concept into the daily practice including clinical cardiology, it is necessary to create a fundamentally new strategy based upon the subclinical recognition of bio-indicators (bio-predictors and biomarkers) of hidden abnormalities long before the disease clinically manifests itself. Each decision-maker values the impact of their decision to use PM on their own budget and well-being, which may not necessarily be optimal for the society as a whole. It would be extremely useful to integrate data harvesting from different databanks for applications such as prediction and personalization of further treatment to thus provide more tailored measures for the patients and persons-at-risk resulting in improved outcomes whilst securing the healthy state and wellness, reduced adverse events, and more cost effective use of health care resources. One of the most advanced areas in cardiology is atherosclerosis, cardiovascular and coronary disorders as well as in myocarditis. A lack of medical guidelines has been identified by the majority of responders as the predominant barrier for adoption, indicating a need for the development of best practices and guidelines to support the implementation of PM into the daily practice of cardiologists. Implementation of PM requires a lot before the current model, “physician-patient” could be gradually displaced by a new model, “medical advisor-healthy person-at-risk”. This is the reason for developing global scientific, clinical, social, and educational projects in the area of PM to elicit the content of the new branch.

#### **Recent Publications**

1. Zemskov A, Zemskov V, Zemskova V, Buch T, Chernova L, et al. (2017) A stepwise screening protocol to secure the module-based treatment for managing immunopathology. *International Journal of Information Research and Review* 4(1):3507–3510.
2. Zemskov V M, Alekseev A A, Gnatenko D A, Kozlova M N, Shishkina N S, et al. (2016) Overexpression of nitric oxide synthase re-stores circulating angiogenic cell function in patients with coronary artery disease: implications for autologous cell therapy for myocardial infarction. *The Journal of the American Heart Association* 5:1–18.
3. I A Sadkovsky, O Golubnitschaja, M A Mandrik, M A Studneva1, H Abe, et al. (2014) PPPM (predictive, preventive and personalized medicine) as a new model of the national and international healthcare services and thus a promising strategy to prevent a disease: from basics to practice. *International Journal of Clinical Medicine* 5:855–870.
4. T A Bodrova, D S Kostyushev, E N Antonova, Sh Slavin, D A Gnatenko, et al. (2012) Introduction into PPPM as a new paradigm of public health service: an integrative view *EPMA Journal* 3(16):3–16

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## Biography

Sergey Suchkov received his MD from Astrakhan State Medical University. In 1985, he received his PhD from the I M Sechenov Moscow Medical Academy and in 2001, his Doctorship Degree at the Nat Institute of Immunology, Russia. From 1987 through 1989, he was a Senior Research-er, Koltzov Institute of Developmental Biology. From 1989 through 1995, he was a Head of the Lab of Clinical Immunology, Helmholtz Eye Research Institute in Moscow. From 1995 through 2004, he was the Chair of the Department of Clinical Immunology, Moscow Clinical Research Institute. He was a Secretary-in-Chief of the Editorial Board, *Biomedical Science*, an internation-al journal published jointly by the USSR Academy of Sciences and the Royal Society of Chemis-try, UK. At present, he is a Chair at the Department for Personalized and Translational Medicine, I M Sechenov First Moscow State Medical University. He is a Member of the New York Acad-emy of Sciences, USA; American Chemical Society (ACS), USA; American Heart Association (AHA), USA; EPMA (European Association for Predictive, Preventive and Personalized Medi-cine), Brussels, EU; ARVO (American Association for Research in Vision and Ophthalmology); ISER (International Society for Eye Research) and PMC (Personalized Medicine Coalition), Washington, USA.

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