For immediate release

Parthenon-EY releases book on the growing impact of precision medicine

New book delves into advances, accessibility, and investment in targeted therapies


Precision medicine, which has gained prominence in recent years, is a type of targeted therapy designed to diagnose and treat patients worldwide more effectively and efficiently. The approach is based on the genetic makeup of patients and takes into account environmental and lifestyle factors. The book, as its title suggests, personalizes the concept of precision medicine by combining easily understandable scientific fundamentals with real stories of its applications in our everyday lives.

“My goal in writing *Personalizing Precision Medicine* was to demystify the topic and highlight the advancements and opportunities for the industry and patients alike,” said Pothier, Managing Director and Global Head of Life Sciences at Parthenon-EY, Ernst & Young LLP. “Precision medicine is not just for doctors – it has the potential for global societal impact and it’s essential for everyone to understand how precision medicine can improve their health and their family’s health.”

Written for consumers, patients, educators, investors, researchers and other key stakeholders, *Personalizing Precision Medicine* provides context on the key aspects of precision medicine, including:

► The progress of precision medicine around the world
► Precision medicines in an array of disease areas, including oncology, cardiovascular health, neurodegeneration, infectious disease, pain, immunology, and rare diseases
► The future of precision medicine and consumer diagnostics
► The opportunity and urgency surrounding investment in precision medicine

In writing *Personalizing Precision Medicine*, Pothier spoke with more than 100 key industry experts in biotech, pharmaceuticals, informatics, and diagnostics, as well as health providers and advocacy groups. With more than 20 years of experience in global diagnostics and life sciences, Pothier was able to capture the global challenge of advancing precision medicine in a way that is easily digestible and personal.

For more information on *Personalizing Precision Medicine* and author Kristin Pothier, visit [parthenon.ey.com/precisionmedicine](http://parthenon.ey.com/precisionmedicine). The book can be purchased on [Wiley.com](http://Wiley.com).
About Parthenon-EY

Parthenon joined Ernst & Young LLP in August of 2014. Parthenon-EY is a strategy consultancy, committed to bringing unconventional yet pragmatic thinking together with our clients’ smarts to deliver actionable strategies for real impact in today’s complex business landscape. Innovation has become a necessary ingredient for sustained success. Critical to unlocking opportunities is Parthenon-EY’s ideal balance of strengths — specialized experience with broad executional capabilities — to help you optimize your portfolio of businesses, uncover industry insights to make investment decisions, find effective paths for strategic growth opportunities and make acquisitions more rewarding. Our proven methodologies along with a progressive spirit can deliver intelligent services for our clients, amplify the impact of our strategies and make us the global advisor of choice for business leaders.

About the Author

Kristin Pothier is a Managing Director at Parthenon-EY, Ernst & Young LLP, and Global Head of the Parthenon-EY Life Sciences practice. Based in the Boston office, she has more than 20 years of experience in the life sciences sector. Pothier is serving clients in the pharmaceutical, biotech, diagnostics and life science tools industries, with a focus on company and investor commercial strategy and M&A support for diagnostics, life science research, pharmaceutical companies, and medical institutions worldwide.

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Contact:

Prosek Partners
Josette Robinson
jrobinson@prosek.com
212-279-3115 x212

Kaitlin Newingham
knewingham@prosek.com
212-279-3115 x269