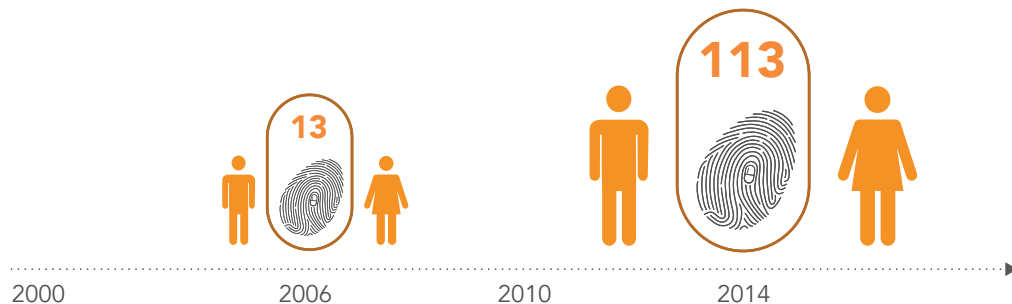


# PERSONALISED MEDICINE: THE ADVANCE OF CUSTOMISED TREATMENT

PERSONALISED MEDICINES ON THE MARKET



In this context, 'personalised' means that it can be determined in advance whether a particular medicine will be successful in a patient, using, for example, blood or tissue from the patient.