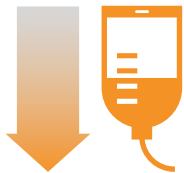


# PERSONALISED MEDICINE: VALUE OF CUSTOMISED TREATMENT



**-34%**

34% less chemotherapy needed in women with breast cancer if the tumor had been tested genetically before treatment.



**17,000**

Even in the United States, 17,000 strokes could be prevented annually if a genetic test determines the optimal dosage of blood thinners.



**\$604  
MILLION**

\$604,000,000 would be saved annually in the United States if patients with metastatic colon cancer were to be tested genetically for the KRAS gene.