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Personalized and Precision Medicine (PPM) as a model of healthcare services of the newest generation to be promoted via translational applications and biodesign resources

A new systems approach to diseased states and wellness result 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 bioindicators (biopredictors 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 society as a whole. It would be extremely useful to integrate data harvesting from di erent 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 e ective 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 identi ed 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". is is the reason for developing global sci-enti c, clinical, social, and educational projects in the area of PM to elicit the content of the new branch.

Recent Publications

1. T A Bodrova, D S Kostyushev, E N Antonova, Sh. Slavin, D A Gnatenko, M O Bocharova, M Legg, P Pozzilli and S V Suchkov (2012) Introduction into PPPM as a new paradigm of public health service: an integrative view. EPMA Journal 3(16):3-16.
2. I A Sadkovsky, O Golubnitschaja, M A Mandrik, M A Studne-va, H Abe, H Schroeder, E N Antono-va, F Betsou, T A Bodrova, K Payne and S V Suchkov (2014) PPPM (predictive, preventive and personal-ized medicine) as a new model of the na-tional 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.
3. Zemskov V M, Alekseev A A, Gnatenko D A, Kozlova M N, Shishkina N S, Zemskov A M, Zhegalova I V, Bleykh-man D A, Bahov N I and Suchkov S V (2016) Overexpression of nitric oxide syn-thase re-stores circulating angiogenic cell function in patients with coronary artery dis-ease: implications for autologous cell therapy for myocardial infarction. e Journal of the American Heart Association 5:1-18.
4. Zemskov A, Zemskov V, Zemskova V, Buch T, Cherno-va L Bleykhman D, Marshall T, Abe H, Zhegalova I, Barach P and Suchkov S (2017) A stepwise screening protocol to secure the module-based treat-ment for managing immunopathology. In-ternational Journal of Information Research and Review 4(1):3507-3510.

Biography

Sergey Suchkov graduated from Astrakhan State Medical University and was awarded with MD and maintained his PhD and Doctor's degree. He was working for Helmholtz Eye Research Institute and Moscow Regional Clinical Research Institute. He was a Secretary-in-Chief of the Editorial Board, *Biomedical Science*, an international journal published jointly by the USSR Academy of Sciences and the Royal Society of Chemistry, UK. Currently, he is a Director of Center for Personalized Medicine, Sechenov University; Chair of the Department for Translational Medicine, Moscow Engineering Physics University and Secretary General of United Cultural Convention, Cambridge, UK. He is a Member of the New York Academy of Sciences; American Chemical Society; American Heart Association; AMEE, Dundee, UK; EPMA, Brussels, EU; PMC, Washington, DC, USA and ISPM, Tokyo, Japan.

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