

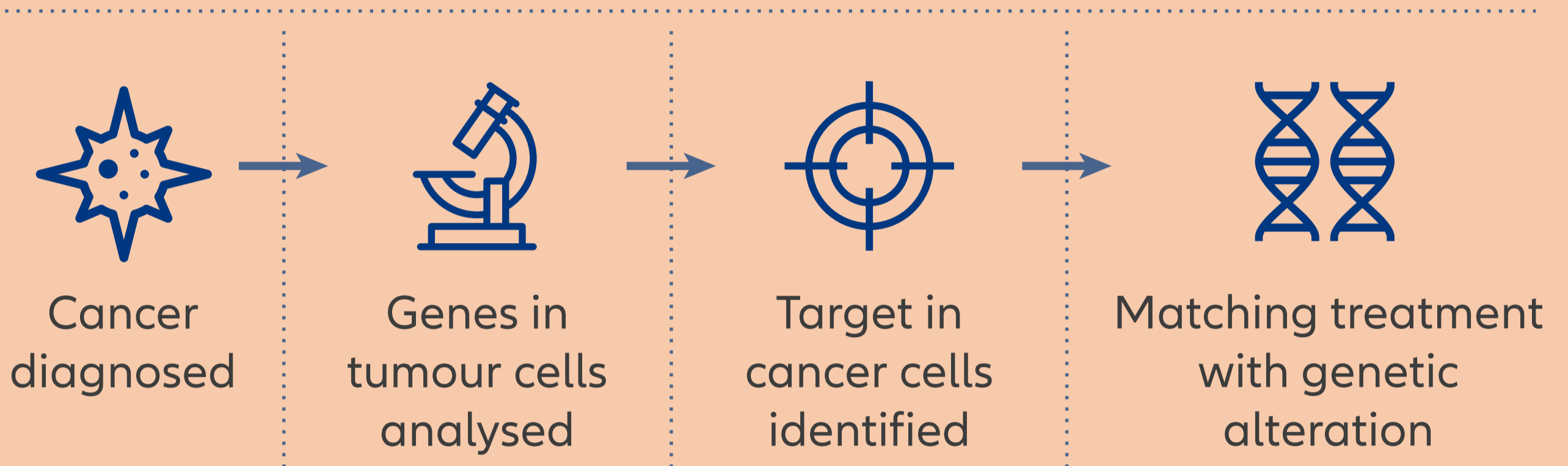
# Personalising CANCER TREATMENT



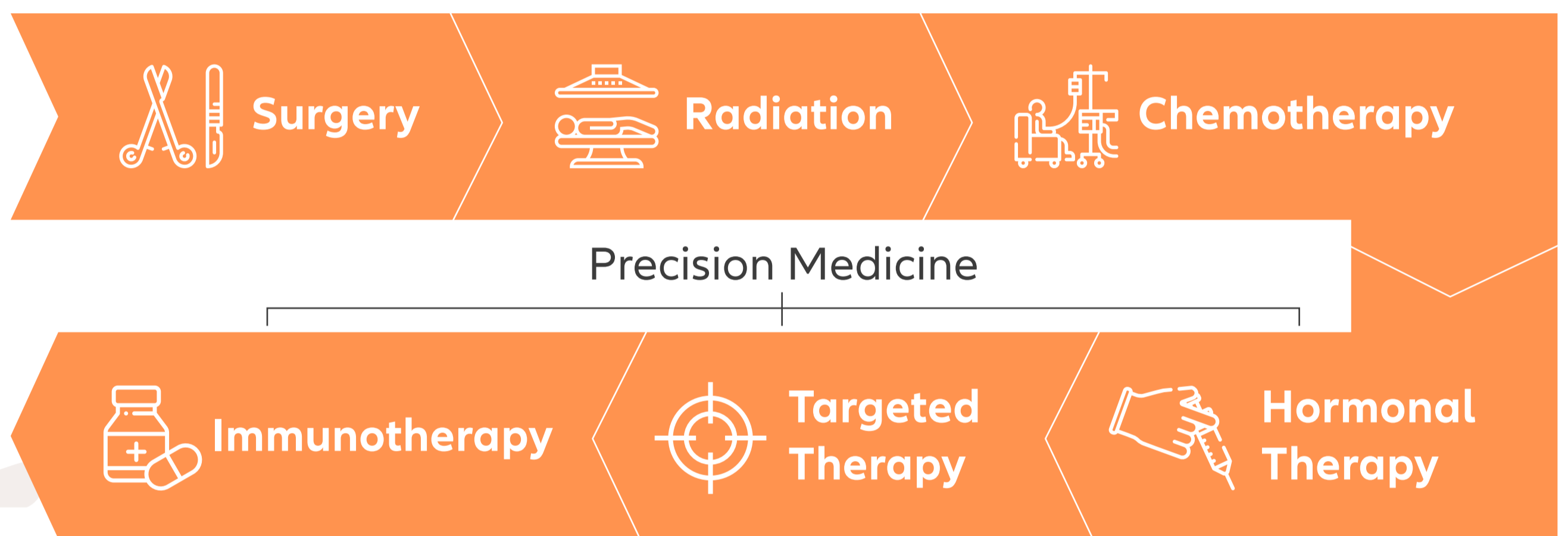
## What is Precision Medicine?

Precision Medicine allows doctors to select treatments that are most likely to help patients based on a genetic understanding of their cancer.

### HOW IT WORKS?



Cancer treatment has come a long way.



## Precision Medicine takes into account:



- Medical History
- Individual Preferences
- Individual Genes
- Lifestyle
- Environment

No two cancer patients are treated the same.

## PROS & CONS OF PRECISION MEDICINE

### Pros

- Find the most effective treatment
- Avoid unnecessary treatments that are ineffective
- Avoid unnecessary side effects
- Further develop therapies that target specific tumour cells

### Cons

- Does not apply to everyone
- May require multiple re-testing to detect additional genetic changes
- High cost

Source: 1. WHO

2. George Institute Credits to Dr. Azura Rozila Ahmad, Consultant Medical Oncologist, Beacon Hospital

Cancer can happen to anyone.

Get in touch with an authorised Allianz representative now to get covered.

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