



# m<sup>4</sup> Personalized Medicine

**Motivated to Maximize  
Modern Medicine**



## What is Personalized Medicine?

A form of medicine that uses information about a person's genes, proteins, and environment to prevent, diagnose, and treat disease.

*National Cancer Institute (NIH)*

Humans, their individual genetics, life style, and environment are central to Personalized Medicine. Personalized concepts are developed based on this information to ensure wellness, precise diagnosis, and successful treatment of diseases while minimizing side effects.



### ■ Personalized Medicine affects all of us

## What can Personalized Medicine do?

Personalized Medicine seeks solutions that fit each of us individually.

It can

- shift the emphasis in medicine from reaction to prevention
- support selection of effective therapies
- offer innovative treatment concepts
- reduce amount and severity of side effects
- increase patient adherence to treatment
- help control the overall costs of health care

**Personalized medicine contributes to  
increasing the quality of life**

## How does Personalized Medicine develop?

Personalized Medicine is no ready-to-use product.

Additional efforts are required in order to serve patients best.

More than 100 drugs are currently available that take into account personal features of patients. However, Personalized Medicine is still in its infancy. It develops based on new knowledge and technological advances. The requirements and ethical aspects of our society need to be constantly considered in order to win the necessary general acceptance for Personalized Medicine.

Many areas are involved:

- Science
- Industry
- Medical doctors and clinics
- Health care providers
- Patients and patient representatives
- Politics, legislation, and regulations
- Ethics and religions

Currently, insufficient contact and „language-barriers“ between the groups impair progress. A moderated exchange of information and knowledge furthers development of the full potential of Personalized Medicine.



Development and implementation of Personalized Medicine requires input from many sides

## Where is the focus of the m4 Personalized Medicine Association?

The association aims at joining people and merging information in order to develop the potential of Personalized Medicine in an efficient and responsible manner. It is impartial and open to everybody interested in and wishing to contribute to the topic.

Our main activities include:

- Collection of information about current developments in Personalized Medicine
- Dissemination of knowledge by talks, discussions and task forces
- Establishment of an interdisciplinary network of experts
- Understandable communication of complex scientific, ethic and legal issues



**Together we can promote awareness for public and individual health**

## Why become a member?

The association for Personalized Medicine e.V. provides to its members:

- Access to our interdisciplinary network of experts
- Current information about Personalized Medicine
- Talks, discussions and task forces
- The opportunity to take an active role

Inform yourself, discuss, engage, shape the future of wellness!

**Personalized Medicine needs your contribution!**

## If you want to contribute, then apply now to join our association!

Please download the application form and the member profile form at [www.m4.de](http://www.m4.de), complete the forms and send them back via email to: [info@m4.de](mailto:info@m4.de)

### Membership Fees (per year):

Natural persons: 100 Euros

Students: 50 Euros

Legal entities (Companies and Institutions):

200 Euros to 5,000 Euros (size-dependent)



As a registered nonprofit association m<sup>4</sup> Personalisierte Medizin e.V. is tax-privileged and may issue a certificate for your membership fee and your donations.

Executive committee of m<sup>4</sup> Personalisierte Medizin e.V.:

Dr. Corinna Barz

Dr. Hanns-Georg Klein (deputy chairman)

Prof. Dr. Thomas Werner (chairman)

## Contact

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