

## The keynote explains why “not taking chances is not an option” for individuals and companies.

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### Abstract

A new systems approach to diseased states and wellness result in a new branch in the healthcare services, namely, personalized and precision medicine (PPM). To achieve the implementation of PPM concept, it is necessary to create a fundamentally new strategy based upon the subclinical recognition of biomarkers of hidden abnormalities long before the disease clinically manifests itself.

Each decision-maker values the impact of their decision to use PPM 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 different databanks for applications such as prediction and personalization of further treatment to thus provide more tailored measures for the patients resulting in improved patient outcomes, reduced adverse events, and more cost effective use of the latest health care resources including diagnostic (companion ones), preventive and therapeutic (targeted molecular and cellular) etc. A lack of medical guidelines has been identified by responders as the predominant barrier for adoption, indicating a need for the development of best practices and guidelines to support the implementation of PPM! Implementation of PPM requires a lot before the current model “physician-patient” could be gradually displaced by a new model “medical advisor-healthy person-at-risk”. This is the reason for developing global scientific, clinical, social, and educational projects in the area of PPM to elicit the content of the new branch.

Medical Enzymology. In 2001, Suchkov maintained his Doctor Degree at the National Institute of Immunology, Russia.

### Speaker Publications:

1. “The keynote explains why “not taking chances is not an option” for individuals and companies.”; Journal of Ipjcm. / 2020 / 5(8) /pp.

[16th World Congress on Healthcare and Hospital Management October 28-29, 2020 Webinar](#)

### Abstract Citation:

Sergey Suchkov, The keynote explains why “not taking chances is not an option” for individuals and companies. health and management 2020, 16th world congress on healthcare and hospital management; Amsterdam, Netherlands-October 28-29, 2020

<https://healthcare.conferenceseries.com/abstract/2020/the-keynote-explains-why-not-taking-chances-is-not-an-option-for-individuals-and-companies>



### Biography:

Sergey Suchkov was born in the City of Astrakhan, Russia, in a family of dynasty medical doctors. In 1980, graduated from Astrakhan State Medical University and was awarded with MD. In 1985, Suchkov maintained his PhD as a PhD student of the I.M. Sechenov Moscow Medical Academy and Institute of