
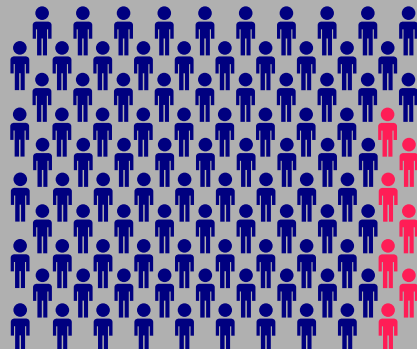


100,000
People die from
medical errors each
year in the US

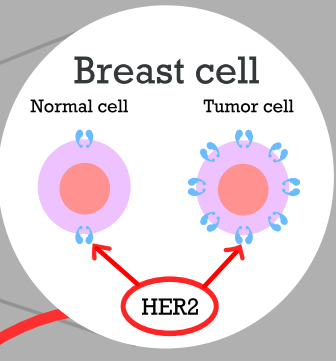
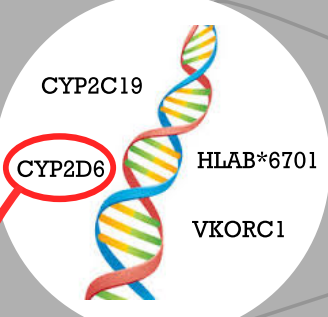
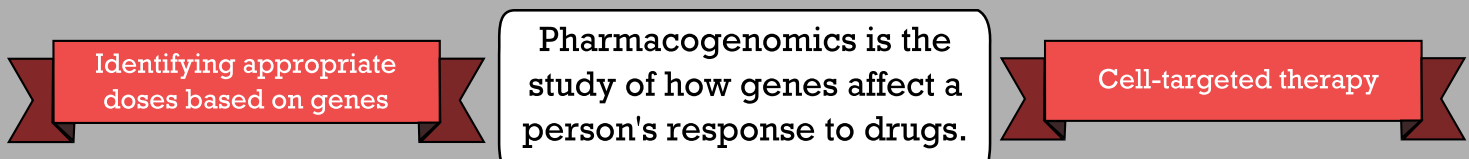
 = 1,000



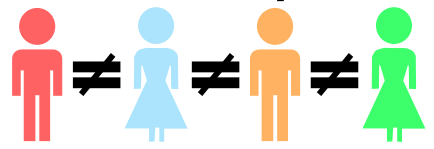
7,000
of which are from
Adverse Drug
Reactions (ADRs)

What if we told you that some ADRs are being
prevented & more could be prevented in the future with

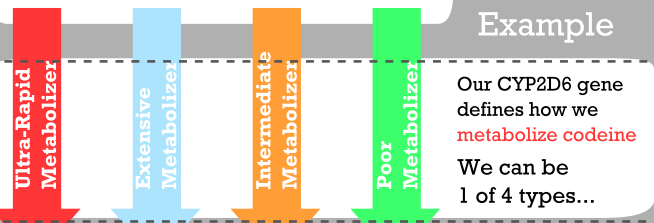
Pharmacogenomics



We're not all created equal
in how our bodies accept medication



For
Example



1 in 4
breast cancer cases are caused
by an overexpression or
amplification of the **HER2** gene

The American Society of
Clinical Oncology & National
Comprehensive Cancer
Network recommend that **ALL**
breast tumors be tested for
the HER2-positive biomarker

HER2-positive patients can be
treated with **Trastuzumab**
(Herceptin®), which targets
HER2+ biomarker

Trastuzumab can **reduce**
HER2+ breast cancer
recurrence by as
much as 40%

40% SUCCESS



By using pharmacogenomics, we can tailor the dosing of medications, like codeine to avoid under or over-dosing patients depending on their genetic makeup.

What can you do???

- Be aware of the impact of pharmacogenomics on how patients respond to medications.
- Teach others about pharmacogenomics.
- Look for pharmacogenomic markers on medicine labels.



Explore these resources:

 <http://goo.gl/1Cpbl>
 <http://pharmgkb.org>
 <http://goo.gl/3Qxqw>