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## PPPM (predictive, preventive and personalized medicine) as a new model of national and international healthcare services to secure a biosafety of the society

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A new systems approach to disease, to pay its crucial attention on the trend would result in a new branch in the healthcare services, namely, Personalized Medicine (PM). To achieve the implementation of PM concept, it is necessary to create a fundamentally new strategy based upon the subclinical and/or predictive recognition of biomarkers of hidden abnormalities long before the disease clinically manifests itself. This strategy would give a real opportunity to secure preventive measures whose personalization could have a significant influence on demographics. The key benefits of PM would include: to detect disease at a subclinical stage; to stratify patients into groups that enable the selection of optimal preventive treatment; to reduce adverse drug effects by more effective early assessment of individual drug responses; to improve the selection of new targets for drug discovery and; to shift the emphasis from illness to wellness. The decision to utilize PM-related tools and targeted therapeutics is made at a level of targeting whilst depending on the type of intervention it could be ordered by administration of hospitals and infirmaries, laboratories or clinics, by doctors, and sometimes directly by individuals/patients to suit the patient-centric mode. Coordinated measures to optimize the progress should be well-focused on solving the accumulating problems in healthcare and the concomitant economic burden that societies across the globe are facing more and more. PM offers great and real promise for the future, and next generations will speak about the XXI century as a time, when healthcare services became predictive and preventive, and its outcomes – secured and guaranteed.

### Biography

Sergey Suchkov has completed his graduation from Astrakhan State Medical University and awarded with MD, then in 1985 completed his PhD at the I M Sechenov Moscow Medical Academy and in 2001 maintained his Doctorship Degree at the Nat Inst. of Immunology, Russia. From 1987 to 1989, he was a Senior Researcher, Koltzov Inst. of Developmental Biology, from 1989 to 1995 he was the Head of the Lab of Clinical Immunology, Helmholtz Eye Research Institute in Moscow. From 1995 to 2004, he served as a Chair of the Dept. for Clinical Immunology, Moscow Clinical Research Institute (MONIKI). He has been trained at: NIH; Wills Eye Hospital, PA, USA; Univ. of Florida in Gainesville; UCSF, S-F, CA, USA; Johns Hopkins University, Baltimore, MD, USA. He was an Ex 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. At present, he is the Chair of Dept. for Personalized and Translational Medicine, I M Sechenov First Moscow State Medical University. He is a member of the: New York Academy of Sciences, USA; ACS, USA; AHA, USA; EPMA, Brussels, EU; ARVO; ISER; PMC, Washington, USA.

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