

# 1) Clinically Meaningful Endpoints, Because Low Hurdles are Just for Kids



- Thus far, so called triumphs of personalized medicine in cancer care have been based on *very low hurdles*. Companies and researchers tout detection of “actionable” or “targetable” mutations as the endpoint. That’s garbage.
- A *targetable* result typically means that either there is a clinical trial being done somewhere on the planet for which the patient might be eligible, or the company scrounged up a study in mice or a test tube model that tenuously suggests an unproven treatment in the world could possibly be beneficial. That’s many steps away from being truly beneficial.
- It’s time to aim higher. Show that personalized medicine improves patient survival.