

2) Show Benefit in *Populations*, Not Just Anecdotal Cases

- It's time for personalized medicine researchers to start showing not just an example of one patient who was found to have a mutation for which there was a treatment that seemed to help for a while.
- That's great for one patient, but stop ignoring the denominator: how many people were tested who weren't found to have a treatment that helped them.
- *The lottery also highlights rare winners, but most people lose.* Our medical care has to be better than Powerball.
- For personalized medicine to prove real value, we need to see a randomized phase III trial of an entire patients who undergo genomic testing and tailored therapy vs. those who receive our best standard treatment without it.
- Show a survival benefit in the *population* of genomically tested patients in that trial and that's really something. But we aren't close to that yet.

