

# These are fair goals.

- But personalized medicine is still more an unrealized potential than a proven value. Broad genomic testing for cancer hasn't yet demonstrated a survival benefit in populations of patients, and we don't know if it will simply add cost and no significant benefit.
- Finding a “drugable target” shouldn't be the goal of an intervention, especially if you need to get on a plane for a trial or try an unproven treatment outside of study to get it.
- Case studies of a few patients who happen to benefit from a treatment may well be the rare exception. Even a broken clock is right twice per day.
- In the meantime, research efforts in personalized medicine are very likely to move the field forward, but it's worth clarifying what it delivers now vs. hopes to deliver in the future.

