

10<sup>th</sup> World Congress On

# PRECISION & PERSONALIZED MEDICINE

October 05-06, 2018 Osaka, Japan



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### The ultimate quantified self: A digital physical examination for precision medicine

The time has come where imaging biomarkers are gaining acceptance beyond tumor quantification for oncology. This session cover the creation of a Digital Physical Examination to directly measure major vital organs and tissues from a whole body perspective, based on non-invasive imaging for a wide range of conditions and diseases beyond oncology. With increasing focus on genomic, metabolomic and molecular quantification of the human body for use in precision medicine, the development of diagnostics, therapeutics and monitoring of disease progression/treatment takes on a greater role for more effective outcomes. The majority of advances have not included the phenotype or observable characteristics of an individual resulting from the interaction of its genotype with the environment. Biomarkers provide researchers and clinicians with useful measurements that allow for earlier diagnosis before a patient begins to show signs of symptoms and also quantitatively show that a treatment is performing effectively. Technology is now available to measure multiple vital organs and tissues for an integrated exam using non-invasive imaging to acquire data, automation algorithms to quantify images and AI to develop predictive analytics. A Software-as-a-Service platform enables scalable access to the latest imaging technology and support for legacy scanners, while improving accuracy, precision and standardization across imaging facilities.

### Biography

Mark Punyanitya is a Biomedical Engineer with advanced degrees in Applied Physiology and Applied Clinical Trials. He facilitates translation of science, technology and medicine for development and commercialization of medical technologies. He is the Co-Founder, President and CEO of PhenoMx, Inc., focused on commercializing a personalized digital physical examination for precision medicine, personalized wellness and human longevity. He is also the Founder, President and CEO of Image Reading Center, Inc., Imaging Core Laboratory & CRO developing imaging biomarkers for global multi-center clinical trials. With more than 20 years implementing and standardizing medical imaging, he has more than 40 publications to his credit and his advances in imaging have been applied to a wide range of therapeutic areas.

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