

20 Oct 12

Draft Proclamation:

Personalized Medicine Awareness Day

2 sp.?

Whereas: The vision of personalized medicine is to better use characteristics of people's genetic information and disease conditions to help identify which of the many treatment alternatives will best address their medical problems;

Whereas: Converging advances in information and communications technology and systems biology have for the first time made it possible to transform health care from a reactive system focused on treating disease to a proactive system that is predictive, preventive, and personalized for families in the State of South Carolina and throughout the United States;

Whereas: Personalized medicine represents a new scientific understanding of factors such as genetic differences among patients and environmental influences that affect the safety and effectiveness of new and existing medicines;

Whereas: Personalized medicine enables health care professionals to better understand diseases and other ailments, allowing for earlier and more effective management of disease and increasing hope of a better quality of life, increased participation in society, reduced disability, pain, and medical expense;

Whereas: Personalized medicine will foster a transformation of one of the biggest influences on the U.S. economy, the health care industry, by reducing overall costs of care, predicting and preventing diseases and promoting healthy lifestyles; and

Whereas: Personalized medicine also creates economic development opportunities for Georgia through ~~emergence and attraction~~ of many new companies because our state's renowned universities are global leaders in this health care innovation;

South Carolina

pioneering

Therefore: I, Nikki Haley, Governor of the State of South Carolina, do hereby proclaim November 13th, 2012, as Personalized Medicine Awareness Day in South Carolina and encourage our citizens to learn more about how this major advance in health care will improve their health and quality of life.

emergence, attraction, and retention