

State of South Carolina

Governor's Proclamation

- 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; and
- 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; and
- 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; and
- WHEREAS, personalized medicine enables health care professionals to better understand diseases and other ailments, allowing for the hope of a better quality of life and increased participation in society through earlier and more effective management of disease and reduced disability, pain, and medical expenses; and
- WHEREAS, by reducing overall costs of care, predicting and preventing diseases, and promoting healthy lifestyles, personalized medicine will foster a transformation of the health care industry, one of the biggest influences on the United States economy; and
- WHEREAS, personalized medicine also creates economic development opportunities for South Carolina through emergence, attraction, and retention of many pioneering companies because our state's renowned universities are global leaders in this health care innovation.

NOW, THEREFORE, I, Nikki R. Haley, Governor of the Great State of South Carolina, do hereby proclaim November 13, 2012, as

PERSONALIZED MEDICINE AWARENESS DAY

throughout the state and encourage all South Carolinians to learn more about how this major advance in health care will improve their health and quality of life.



A handwritten signature in black ink, reading "Nikki R. Haley".

NIKKI R. HALEY
GOVERNOR
STATE OF SOUTH CAROLINA