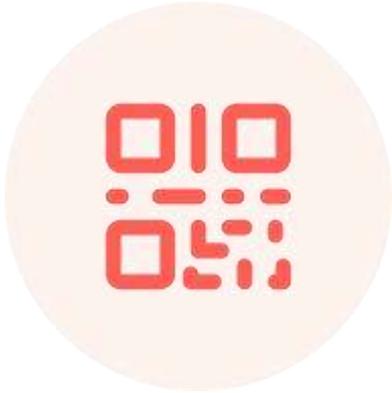


# GENOMIC MEDICINE WORTHLESS OR WORTHWHILE?



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#GNPRC**

① Start presenting to display the joining instructions on this slide.

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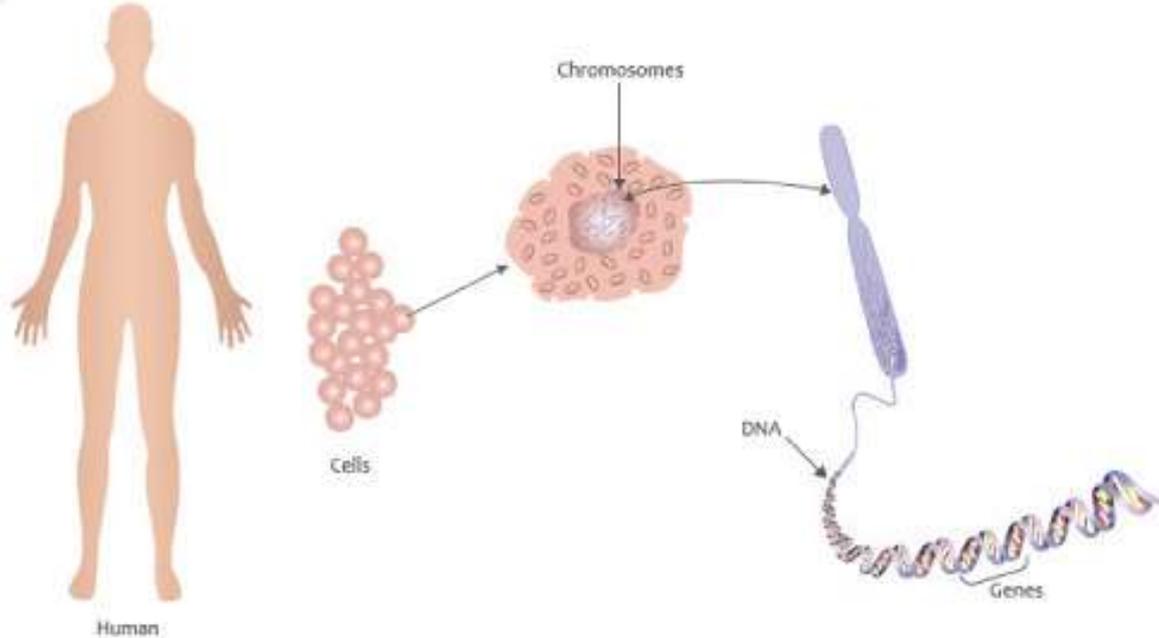
**How would you describe  
your level of knowledge in  
genomic medicine?**

① Start presenting to display the poll results on this slide.

# What is genomics? Why do I need to know about it?



# The Human Genome



## Genomics Fun Facts

## Genetic differences

Your genome is only around

**0.1%**

different from any  
other person's,

but that equates to

**3 million**

differences in your DNA



# Genomics – hot off the press

The screenshot shows the BBC News website interface. At the top, the BBC logo is on the left, and the text 'the PHARMACEUTICAL JOURNAL' is centered. A search bar with a magnifying glass icon and the word 'effects' is on the right. Below the logo, a red 'NEWS' banner is visible, with 'Home | War in' partially shown. A navigation menu contains 'News', 'Genomic medicine', 'CPD & Learning', 'Research', and 'PJ Jobs'. On the right side of the menu, there are links for 'My account', 'Log out', and a 'Subscribe' button. The main content area shows the breadcrumb 'Home / Feature' and the article title 'Pharmacogenomics' with a sub-header 'Pharmacogenomic testing: coming to a community pharmacy near you' and the date '26 May 2022'. The article text begins with 'In this episode of the PJ Pod, we investigate how community pharmacies around the world are providing pharmacogenomic testing directly to patients and explore how an NHS service might work in community pharmacies in the UK.' On the left sidebar, there is a 'Health' category, a 'Match' article snippet, and a 'Genetic S' snippet. A red share icon is at the bottom left of the article area.

the PHARMACEUTICAL JOURNAL

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Pharmacogenomics

26 May 2022

## Pharmacogenomic testing: coming to a community pharmacy near you

In this episode of the PJ Pod, we investigate how community pharmacies around the world are providing pharmacogenomic testing directly to patients and explore how an NHS service might work in community pharmacies in the UK.

Healthline

Genetic S

We need mc on this disea

4 days ago

By James Gallagher

Health and scienc

29 March

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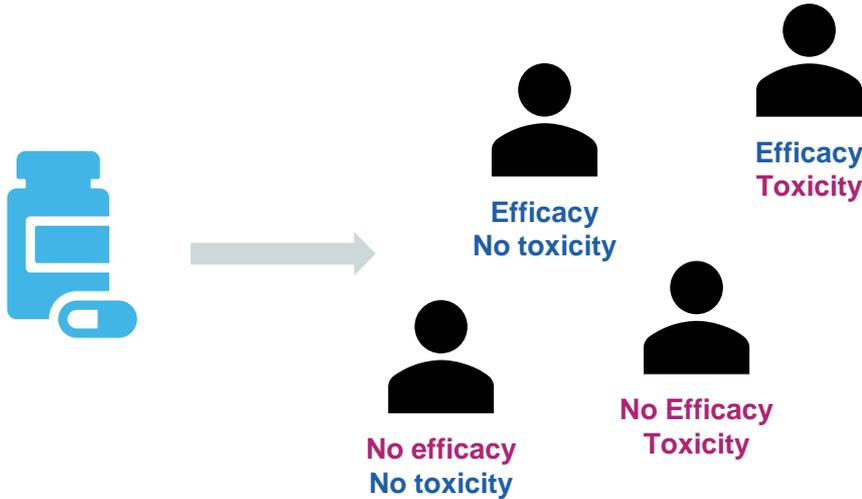
s to tailor



# How could genomics change day to day pharmacy practice?



# Variation in drug response



## Why is this important?

It's thought that drug interventions are effective in just 30%-60% of patients because of the difference in how individuals respond to medication.

One in 15 UK hospital admissions is linked to adverse drug reactions, costing the NHS more than £600m each year.



# Codeine and CYP2D6

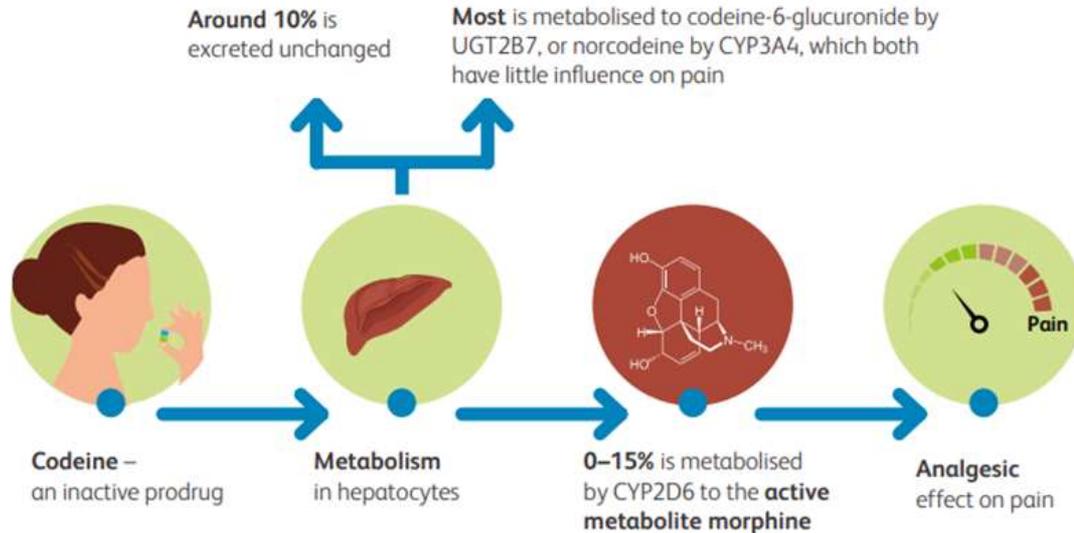


Fig 7. Codeine metabolism

Image credit: Royal College of Physicians and British Pharmacological Society



# Antony's Story

- *'Information is power! Genetic information gives me confidence that my medicines are working and that I am using the right medicine to help control my pain'*
- *'I think its important that genetic information is safeguarded and my worry is insurance providers may charge higher premiums based on your genetic profile'*



# Further learning



MSc in Genomic Medicine



MOOCs



Fellowships



Training videos



Alumni network



Online courses



Medical specialties films



Competency frameworks



Expert films



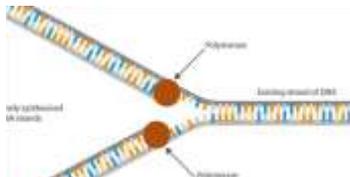
Factsheets



Bitesize Genomics



Podcasts



Animations



#GenomicsConversation



Blog and articles



# How can we embed genomics into everyday Pharmacy practice?



# Over to you! Questions??



**Keep in touch! – [emma.groves3@nhs.net](mailto:emma.groves3@nhs.net)**

