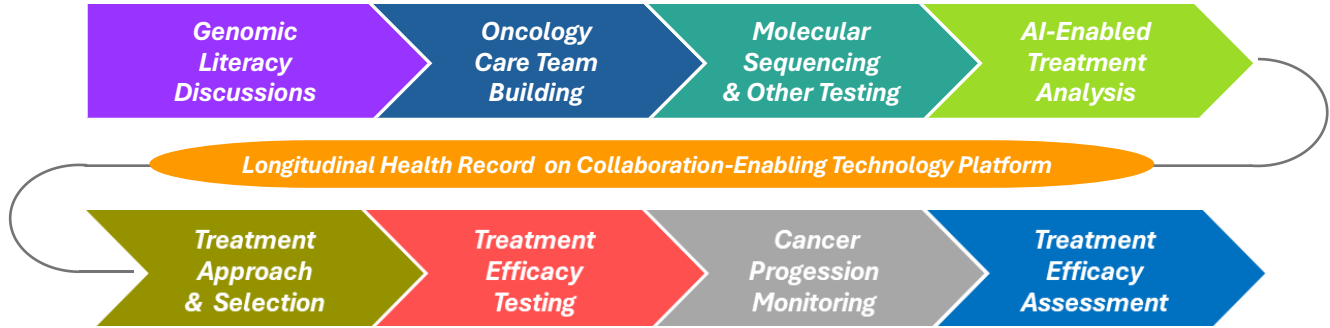


Cancer is typically approached with outdated, one-size-fits-all, one-drug-at-a-time standard-of-care therapy. By contrast, precision medicine uses a cancer’s unique genomic profile to make a diagnosis, create a patient-specific therapy, monitor disease progression and measure treatment efficacy. Sadly, precision medicine is more of an aspiration than a reality for all but 10% of cancer patients.



Our precision medicine protocol consists of a series of steps that, when followed, are effective at deftly shepherding patients through their cancer journey and our challenging healthcare system ... a trek that is often made more difficult when *precision medicine* is pursued as an upgrade to SoC. It is patented on Dr. Harold Benjamin’s pioneering “patient active” concept that catalyzes patients from passive bystanders into genomically-informed and empowered shared decision-makers.

Protocol Steps	Standard-of Care Treatment	Precision Medicine	State-of-the-Art Treatment
Genomic Literacy Discussions	Low	Moderate	Substantial
Oncology Care Team Building	Constrained Practice Clinical Trial Friendly	Less Constrained Practice Clinical Trial Matching	Unconstrained Practice N = 1 Study Capable
Longitudinal Health Record	Unavailable	Unlikely	Likely
Pharmacogenomic PGx Testing	None	Unlikely	Likely
Comprehensive Genomic Profiling	NGS for Stage IV Only	NGS Panel (≈ 650 Genes) DNA Analysis	NGS+WES+WST (20K Genes) DNA / RNA / Protein Analysis
AI-Enabled Tx Analysis	Rare	Possible but Unlikely Algorithm Based	Routinely Performed Algorithm + Biosimulation
Treatment Approach	Tissue-Based Treatment Consensus Guideline-Based One-Size-Fits-All Focused on Sameness Ltd. Nutritional Info No PGx-Guided Dosing	Genomic-Guided Treatment Unrestricted Science-Based Customized Treatments Focused on Uniqueness SoC Nutritional Guidance Possible PGx-Guided Dosing	Network-Targeted Therapy Unrestricted Science-Based Customized Treatments Focused on Uniqueness Nutritional Genomics PGx-Informed Dosing
Treatment Selection	Only FDA-Approved Drugs One-Drug → One-Target Only NCCN Combos Often Toxic Dosing	Only FDA-Approved Drugs Multi-Variant Targeting FDA-Approved Combinations More Informed Dosing	Only FDA-Approved Drugs Variant + Node Targeting Novel Bespoke Combos Low Toxicity Tx's Prioritized
Treatment Efficacy Testing	None	None	Performed
Cancer Progression Monitoring	None	None	Periodically Performed
Treatment Efficacy Assessment	None	None	Periodically Performed