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## Paradigm Change from Curative to Predictive Medicine: Novel Strategic Trends in Europe

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Predictive diagnostics is considered as the basis for targeted preventive measures and consequent development of individualized treatment approaches. Of paramount importance is the communication among professionals – medical doctors, biotechnologists, computer scientists, healthcare providers, policy-makers, educators – who are involved in the paradigm change from curative to predictive medicine. This is a new philosophy in healthcare and the platform for personalized patient's treatment, which is considered as medicine of future. The paradigm change can be achieved only by well-coordinated implementation of the following objectives:

- adequate investment in novel technologies,
- development of non- or minimally-invasive diagnostic tools,
- exchange and transfer of knowledge among biomedical research entities and biotechnological industries for the development of advanced diagnostic tools,
- quality assurance through the introduction of international standards for technological tools and devices, patents and licenses,
- professional education in terms of the application of biotechnological high-tech in medicine,
- regulation in the health-care sector: introduction of guidelines and clear regulations for the health insurance industry to ensure patients needs are met,
- measures to ensure confidentiality of patient information and personal databanks,
- distribution of relevant information among health-care professionals and users.

The overall concept of the paradigm change to predictive and personalized medicine is presented in the book authored by 60 leading experts from 16 countries: "Predictive Diagnostics and Personalized Treat-

ment: Dream or Reality?" (O. Golubnitschaja, editor. New York, NY: Nova Science Publishers Inc; 2009). The above given measures should be well-focused on solving the accumulating problems in health-care and the concomitant economical burden that societies across the globe are increasingly facing. The mission of the European Coordinator in this field is performed by the "European Association for Predictive, Preventive and Personalised Medicine" (EPMA in Brussels).

The Association's structure includes National Representatives in all 27 country-members of the European Union, the Associated-Countries (eg, Israel, Turkey, Serbia, and Montenegro) and world-wide (currently Japan, India, and Taiwan). National Representatives consolidate and coordinate EPMA-related activities at the national level, closely working with issue-related national institutions, units, and groups such as patients' associations, universities, research institution, state and private hospitals, industrial groups, political representatives, insurance, and other stakeholders.

National Representatives from the South East Europe are the following:

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The concepts of innovative European and international projects which EPMA represents for further consideration at the EU-Commission, the European Parliament, World Health Organization, and the United Nations are worked

out by the consortium of the world-leading professionals and serve to put predictive diagnostics, targeted preventive measures, and personalized patient treatment in the center of the attention. European healthcare is the central idea of the Association. More information on the Association's activities is available at <http://www.epmanet.eu>. The application of innovative approaches to be discussed by the professional forum the Association welcomes in a form of review articles in the international EPMA-Journal, available on line from <http://www.springer.com/biomed/journal/13167>.