

VIEWPOINT

ONLINE FIRST

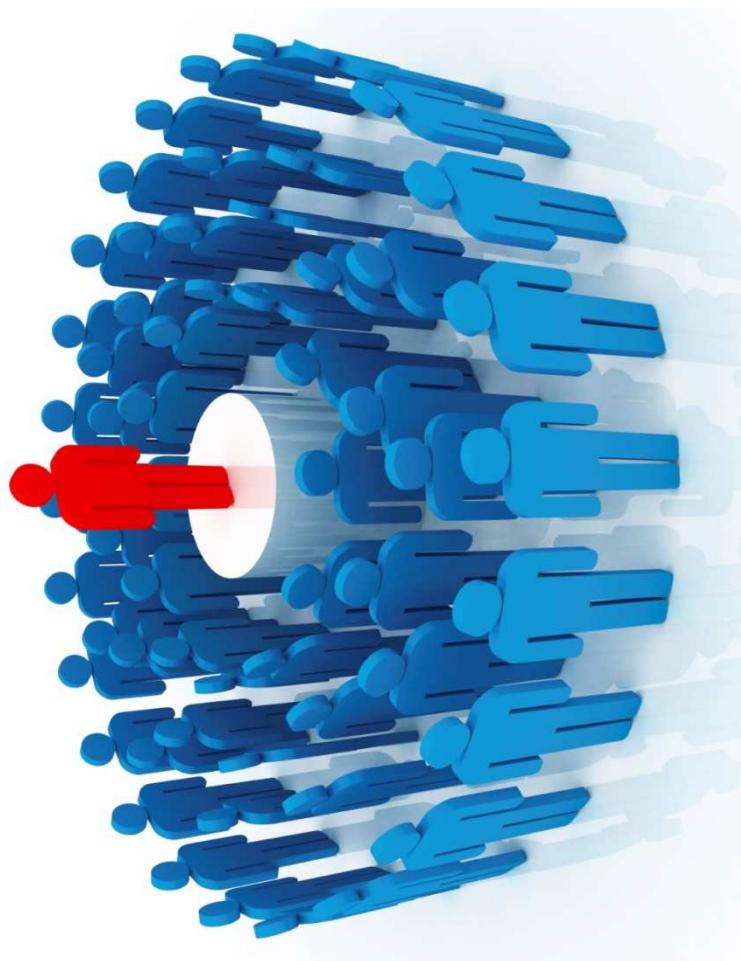
JAMA
The Journal of the
American Medical Association

Personalized Medicine vs Guideline-Based Medicine

Jeffrey J. Goldberger, MD, MBA

Alfred E. Buxton, MD

JAMA, Published online May 27, 2013



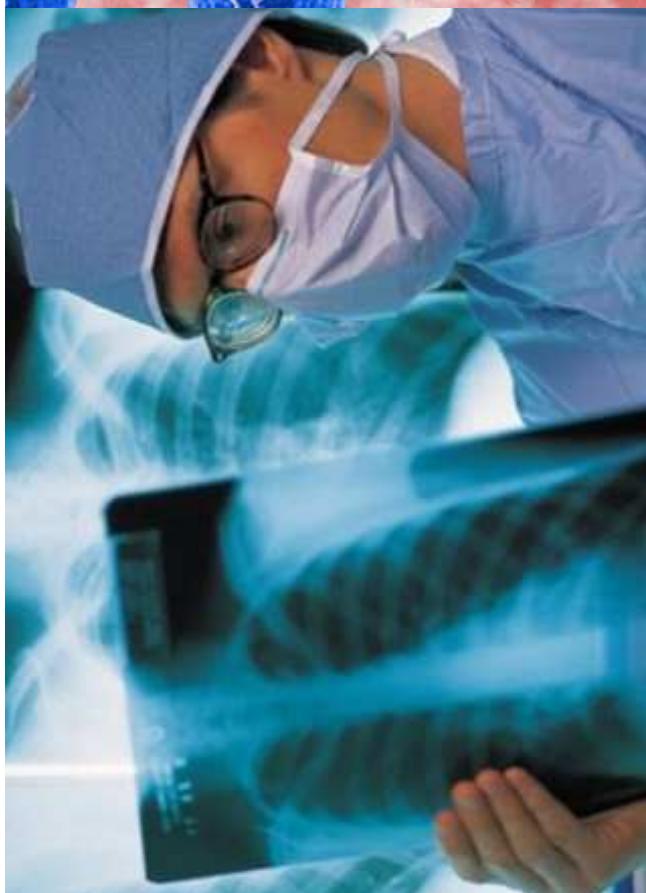
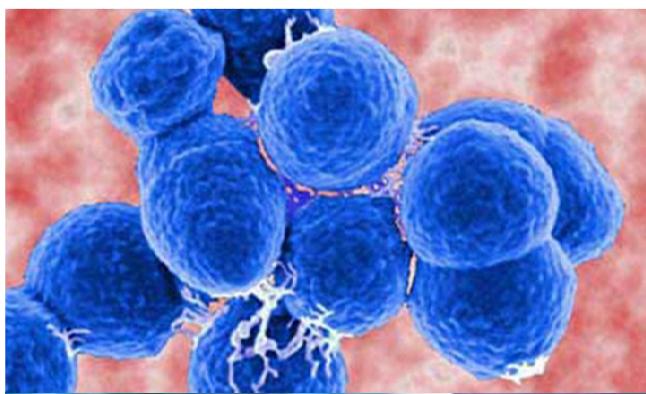
The Optimal Practice of Evidence-Based Medicine Incorporating Patient Preferences in Practice Guidelines

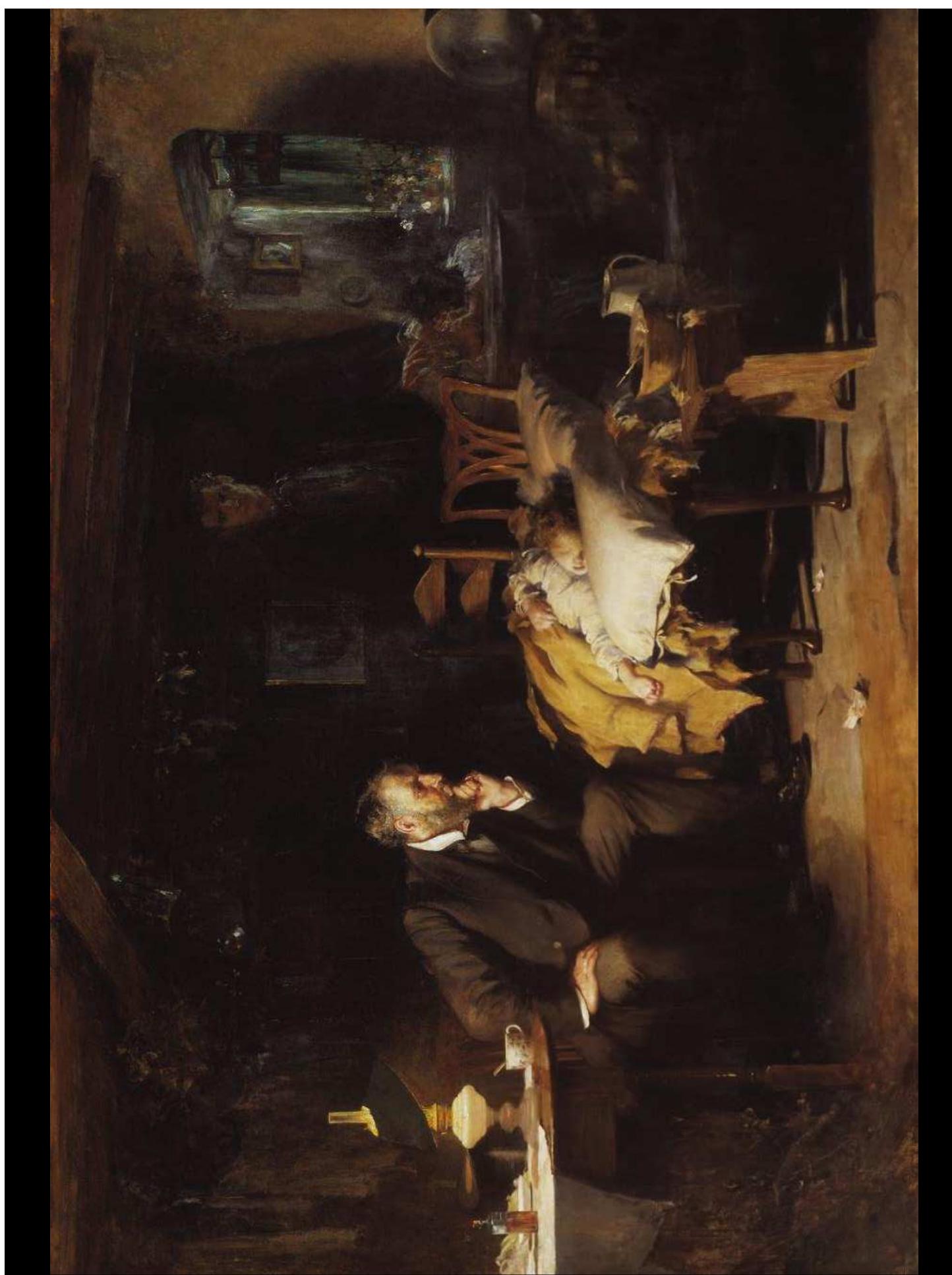
JAMA Published online October 28, 2013

**«The Guide lines lead to simplify the approach to the sick Patient...
... but the Doctors should remember that taking care of patients should be a
Complex thing.»**



Sir Luke Fildes
The Doctor; 1891



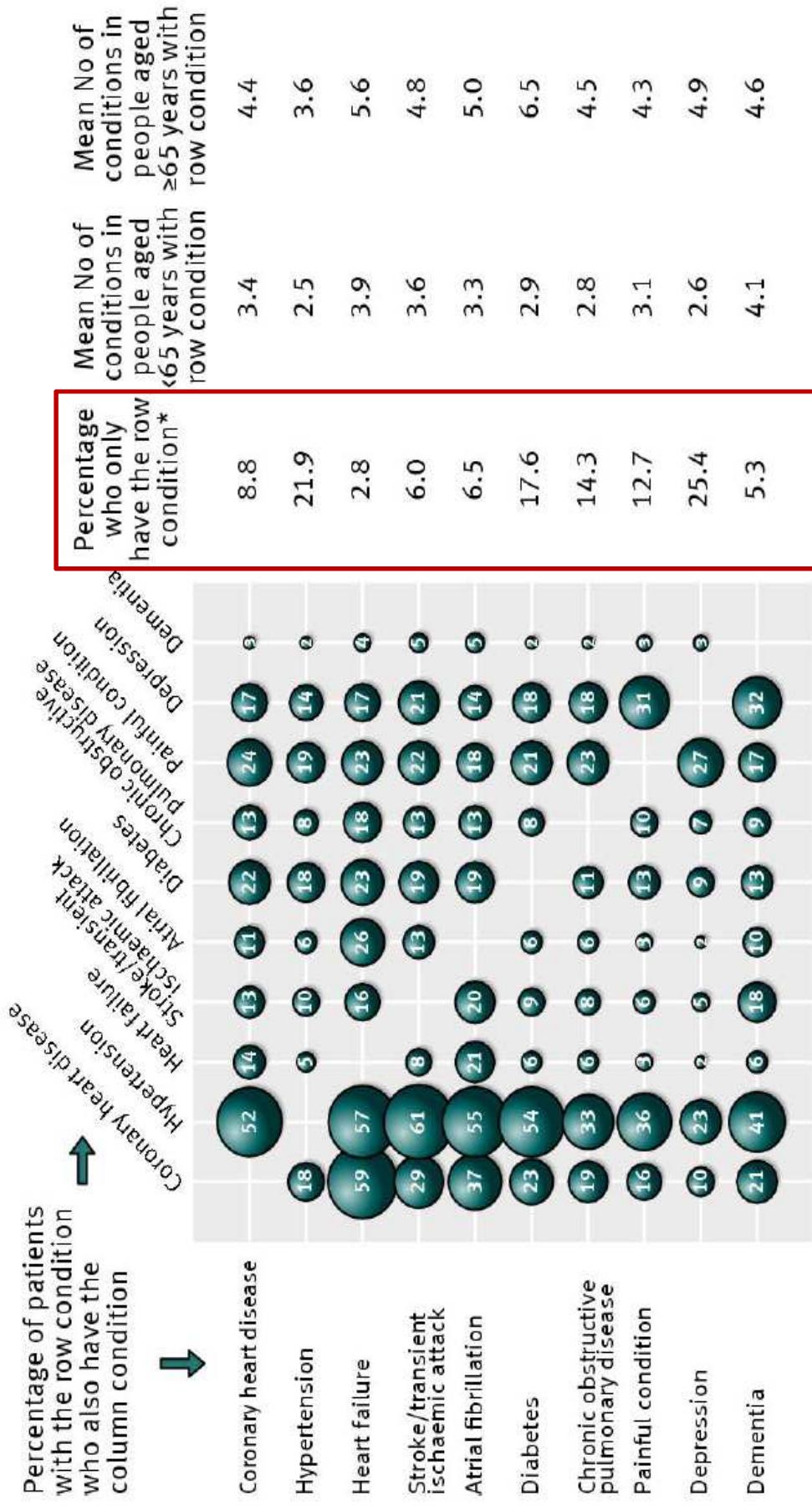


Adapting clinical guidelines to take account of multimorbidity

Care of patients with multimorbidity could be improved if new technology is used to bring together guidelines on individual conditions and tailor advice to each patient's circumstances, say **Bruce Guthrie and colleagues**

BMJ 2012;345:e6341

Bruce Guthrie professor of primary care medicine¹, Katherine Payne professor of health economics², Phil Alderson associate director³, Marion E T McMurdo professor of ageing and health¹, Stewart W Mercer professor of primary care research⁴



* Percentage who do not have one of 39 other conditions in the full count
Comorbidity of 10 common conditions among UK primary care patients²



Clinical Practice Guidelines and Quality of Care for Older Patients With Multiple Comorbid Diseases

Implications for Pay for Performance

JAMA. 2005;294:716-724

Donna di 78 anni con le 5 Patologie Croniche più frequenti



- ✓ **12 Farmaci in 21 somministrazioni giornaliere**
- ✓ **4 attenzioni giornaliere nell'assumere i farmaci**
- ✓ **5 consigli dietetici da considerare ai 3 pasti**
- ✓ **5 diverse modalità di svolgere l'attività fisica**
- ✓ **8 compiti per il Paziente**
- ✓ **10 compiti per il Medico**



- ✓ **7 interazioni fra farmaci da considerare**
- ✓ **7 interazioni dei farmaci con altre patologie presenti**
- ✓ **9 interazioni con il cibo da considerare**
- ✓ **2 incompatibilità di dieta da considerare**
- ✓ **3 incompatibilità di attività fisica da considerare**

Guidelines in general practice: the new Tower of Babel?

Arthur Hibble, David Kanka, David Pencheon, Fiona Pooles

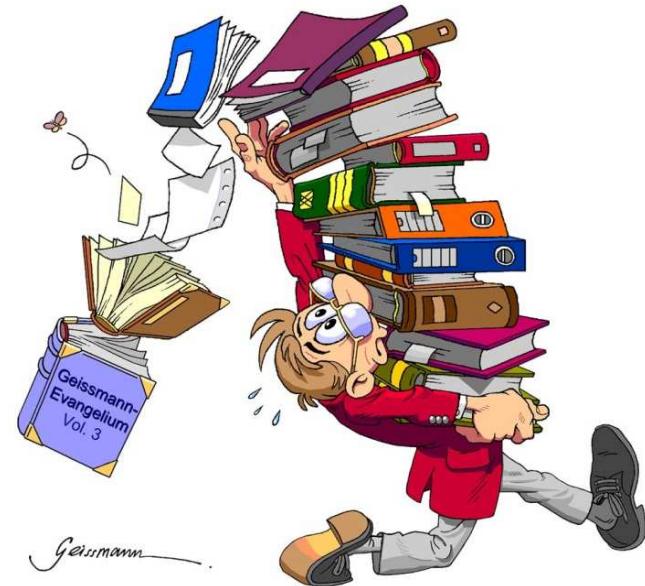
BMJ 1998;317:862-3

They pile up the 855 Guide lines used by General Practitioners of Cambridge, achieving:

68cm height

28kg of weight

They conclude that the GPs manage 90% of presenting problems without referral elsewhere, and they require information to help manage difficult or complex decisions.



The “mass of paper” they collected represents a large amount of information, but it is in an unmanageable form that does little to aid decision making.

Information must not be hidden in a load of paper but should be readily accessible and easy to use.

**OVERLOAD OF THE INFORMATION, EVEN IF GOOD QUALITY,
CAN CORRESPOND TO NO INFORMATION**

NEED TO PUT BESIDE

