

What pharmacogenomics can make possible

Oct. 5, 2016—Clinical laboratories and pathology groups ought to master the emerging areas of pharmacodynamics and pharmacokinetics that open the door to a more personalized approach to drug prescribing, says a free (registration required) white paper published by *Dark Daily*. [Read](#).

By identifying drugs most likely to benefit a patient, assessing the likely dose response, potentially avoiding adverse reactions, and reducing unnecessary use of drugs, pharmacogenomics testing can help optimize treatment and reduce costs associated with complications or inappropriate utilization. The growing demand for this kind of testing presents a big opportunity for clinical laboratories, say the laboratory leaders and experts consulted for the white paper.