## PHYSICS AND ASTRONOMY COLLOQUIUM Dr. David A. Jaffray University of Toronto

## "The Future of Cancer Medicine: Personal or Industrial?"

Abstract

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Our characterization of cancer genome, advances in imaging that disease in-situ, and the potential to of new signals that characterize the of the human form. Characterizing tient and their biological state – is comes of a given therapy and is personalized' cancer medicines. king process is challenging the stem in general to deliver the new ne potential of these personalized medicine needs to be transformed treatment into something far more t industrialize to personalize care'. ghly customized products at scale, ss all of cancer medicine and align care, clinical outcomes, and patient allow this transformation to occur out will also accelerate the pace of t this disease.

and technologies. These