



Prof. Dr. Olga Golubnitschaja  
Secretary-General  
EUROPEAN ASSOCIATION  
FOR PREDICTIVE, PREVENTIVE &  
PERSONALISED MEDICINE (EPMA)  
Editor-in-Chief  
EPMA Journal, Springer-Nature

### ***The mission of the EPMA***

*The EPMA was formed in 2009 to cover particular deficits in medical sciences and healthcare. The main objective of the EPMA is to promote the paradigm change from delayed reactive medical services to evidence-based Predictive, Preventive & Personalised Medicine (PPPM) as an integrated science and healthcare practice.*

The EPMA promotes the need for innovative PPPM investigations integrated into the actually performed European Commission program “[Horizon 2020](#)”, which aims to effectively advocate excellence in biomedical and medical sciences, while creating international integration and collaboration between innovative medical fields.

Several approaches have been suggested in ancient and modern medicine to conduct medical services in an optimal way. Currently there are too many different names of medicine, frequently confusing patients and even professionals. What is the difference between “Person-centred”, “Individualised”, “Stratified”, and “Precision” medicine, amongst others? How big is the potential beyond corresponding approach to satisfy the needs of the individual, the patient, professional groups involved and society at large?

This year, the dedicated EPMA working group has performed a deep analysis of the issue followed by the expert recommendations considering the multifaceted aspects of both “disease care” and “health care” practices. Conclusion and recommendations are summarised in the **EPMA Position Paper 2016 released by the EPMA J. now - please see here:**

<http://epmajournal.biomedcentral.com/articles/10.1186/s13167-016-0072-4>

Why is this an important topic for the future of medical care?

The ethical imperative of medicine is to identify **the right patient** treating them with **the right medication** and **the right dose** at **the right time**. However, good but empty slogans are not helpful – they should be achievable and this requires a feasible approach.

A citizen with an actual or potential disease wants a medicine in which they are at the centre, a medicine which is tailored to their individual patient profile, a medicine which is able to predict and prevent possible diseases. They are not interested in the actual classification term of this kind of medicine; however they are interested in the reasoning

behind the classification of the medicine, in order to appreciate its potential ability to restore health. And this is the real advantage of speaking in terms of Predictive, Preventive and Personalised Medicine: the patient understands what is going on!

PPPM lends itself to an overarching umbrella under which the main ethical issues of contemporary biomedicine could be positively tackled. Certainly a predictive and preventive approach could imply several ethical problems. For example: overdiagnosis and overtreatment; detection of incidental findings; psychological burden and severe existential choices connected with the potential for a disease to be passed onto our offspring.

Contextually, PPPM plays a crucial role as the optimal medical partner of serious ethical counselling offered to actual or potential patients, in order to empower them to make an informed choice about the diagnostic, surveillance or therapeutic path to take; especially when these paths intersect ethical or existential problematic situations that they have to solve.

### **The EPMA Journal is the main instrument for the PPPM promotion**

*EPMA Journal* is a journal of predictive, preventive and personalised medicine (PPPM). As the official journal of the EPMA, it has created an international forum for the discussion and exchange of research and methods to facilitate the creation of new approaches and models in PPPM, with a focus on the benefits to patients while advancing healthcare as a whole.

*EPMA Journal* occupies a unique niche in the scientific literature: the absolute majority of the articles (above 90%) currently indexed in PubMed and covering PPPM was published in *EPMA Journal*. To support the multidisciplinary concepts within PPPM, the *EPMA Journal* Editorial Board consists of researchers across a variety of fields, who are committed to the promotion of PPPM globally. Though many are based in the European Union, the geographical spread of the Editorial Board is global, with representatives in Switzerland, the United States of America, Canada, Australia, Japan, Israel, China, South Korea, Turkey, Russia, Ukraine and many other countries. There are several EBMs who are particularly prominent/highly cited. Even with predominantly European governance, the impact of the *EPMA Journal* has a global reach.

*EPMA Journal* was highlighted at the EPMA Summit at the European Parliament in 2013 as the publishing platform for innovative, evidence-based concepts for advancing healthcare in Europe and worldwide. Many relevant consortia and societies refer to the recommendations and guidelines published in the *EPMA Journal*.

Scopus, Scimago and Google Scholar demonstrate ever increasing citation rates for the articles published in *EPMA Journal*, including the research article '[Pitfalls and limitations in translation from biomarker discovery to clinical utility in predictive and personalised medicine](#)' with 97 citations, the review article '[Drug delivery systems: Advanced technologies potentially applicable in personalized treatments](#)' with 106 citations, the EPMA position paper '[General Report & Recommendations in Predictive, Preventive and Personalised Medicine 2012: White Paper of the European Association of Predictive, Preventive and Personalised Medicine](#)' with 90 citations (Google Scholar, December 2016),

**The journal provides the contributors with the “hybrid publishing model”** which means that the authors may freely decide between publishing without the fee by “subscription” or, alternatively, paying the publishing fee for utilising the “open access” option - **both indexed in “PubMed”**. This is currently the best model offered by the publishing houses worldwide.

**For the electronic submission please use the following websites:**

<https://epmajournal.biomedcentral.com/>

<http://www.editorialmanager.com/epmj/default.aspx>

Last but not least, I would like to announce **the EPMA World Congress 2017 which will take place in Malta, September 14-17<sup>th</sup>**. More information will be provided at the EPMA website soon: [www.epmanet.eu](http://www.epmanet.eu)

**Please convey our message to your organisations / professional networks and kindly provide us with your feedback!**