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**EMERGING OF PRECISION MEDICINE THAT IMPACT ON PHARMACY PRACTICE****Lakshmi. V<sup>1</sup>, Dr M K Sundar Sri\*****School of Pharmaceutical Sciences****Vels Institute of Science Technology and Advanced Studies, Pallavaram -Chennai****Email:lakshmivenkat520@gmail.com****ABSTRACT:**

Most medical treatments are designed for the average patient as a one-size-fits-all-approach, which may be successful for some patients but not for all. Precision medicine, sometimes known as "personalized medicine" is an innovative approach to tailoring disease prevention and treatment that takes into account differences in people's genes, environments, and lifestyles. The goal of precision medicine is to target the right treatments to the right patients at the right time. Advances in precision medicine have already led to powerful new discoveries and FDA-approved treatments that are tailored to specific characteristics of individuals, such as a person's genetic makeup, or the genetic profile of an individual's tumor. Patients with a variety of cancers routinely undergo molecular testing as part of patient care, enabling physicians to select treatments that improve chances of survival and reduce exposure to adverse effects. Personalized medicine generally involves the use of two medical products typically, a diagnostic device and a therapeutic product to improve patient outcomes. A diagnostic device is a type of medical device. Diagnostic devices include both in vitro tests such as assays used in measurement of genetic factors and in vivo tests, such as electroencephalography (EEG), electrocardiography (ECG), or diagnostic imaging equipment. Many medical device therapies are now capable of being tailored to specific patient characteristics. Additionally, physiological sensors can be used to predict treatment responses for individual patients. For example, three dimensional (3D) printing has been used to create personalized medical devices based on imaging of a patient's anatomy. The various tools by which precision medicine seeks to achieve its goals are omics, pharmaco-omics, big data, artificial intelligence, machine learning (ML), environmental, social and behavioural factors and integration with preventive and public health.

**Keywords:** Personalized medicine, Clinical practice, Genetic profile, Targeted medication, Machine learning.