

## PERSONALIZOVANA FARMAKOTERAPIJA - POMACI U PREVAZILAŽENJU TERAPIJE NA OSNOVU POKUŠAJA I GREŠAKA

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Personalizovana farmakoterapija predstavlja savremeni koncept u kojem se odluke o izboru i doziranju lekova donose na osnovu relevantnih karakteristika pacijenata sa ciljem da se postigne maksimalna efikasnost, bezbednost i komfor terapije. Ključni izazov ovog pristupa jeste konverzija velikog broja prikupljenih parametara (od anamnestičkih, antropometrijskih i biohemijskih, preko genotipa i polifarmacije, do životnih navika pacijenta) u kredibilne i klinički primenljive odluke. Predavanje će, kroz primer devetogodišnjeg istraživanja i više kliničkih studija sa fokusom na personalizovanu terapiju escitalopramom, prikazati čitav životni ciklus jedne inovacije iz oblasti personalizovane farmakoterapije: od bazične nauke, preko razvoja i validacije mehanizama za donošenje odluka, pa sve do implementacije u kliničku praksu. Poseban akcenat biće na ulozi farmaceuta u ovom procesu, kao stručnjaka koji svojim znanjem i pozicijom u zdravstvenom sistemu mogu značajno doprineti uspešnoj primeni personalizovane medicine u praksi.

**PHARMACOTHERAPY - ADVANCES IN OVERCOMING THERAPY BASED ON TRIAL-AND-ERROR**

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Personalized pharmacotherapy is a modern concept in which decisions on drug selection and dosing are based on relevant patient characteristics, with the goal of achieving maximum efficacy, safety, and treatment convenience. The key challenge of this approach lies in converting a large set of collected parameters (ranging from anamnestic, anthropometric, and biochemical data, to genotype, polypharmacy, and lifestyle factors) into credible and clinically applicable decisions. This lecture will, through the example of nine years of research and several clinical studies focusing on personalized escitalopram therapy, present the entire life cycle of an innovation in personalized pharmacotherapy: from basic science, through the development and validation of decision-making mechanisms, to implementation in clinical practice. Special emphasis will be placed on the role of pharmacists in this process, as professionals whose expertise and position within the healthcare system can significantly contribute to the successful application of personalized medicine in practice.