PERSONALISED MEDICINE, INDIVIDUAL CHOICE AND THE COMMON GOOD

Hippocrates famously advised doctors, ‘it is far more important to know *what person the disease has* than *what disease the person has*’. Yet 2,500 years later, ‘personalised medicine’, based on individual genetic profiling and the achievements of genomic research, claims to be revolutionary. In this book, experts from a wide range of disciplines critically examine this claim. They expand the discussion of personalised medicine beyond its usual scope to include many other highly topical issues, including:

- human nuclear genome transfer (‘three-parent IVF’)
- stem cell-derived gametes
- private umbilical cord blood banking
- international trade in human organs
- biobanks such as the US Precision Medicine Initiative
- direct-to-consumer genetic testing
- health and fitness self-monitoring

Although these technologies often prioritise individual choice, the original ideal of genomic research saw the human genome as ‘the common heritage of humanity’. The authors question whether personalised medicine actually threatens this conception of the common good.

BRITTA VAN BEERS is an associate professor at VU University Amsterdam. As a legal philosopher she explores the notions of personhood and corporality within the regulation of biomedical technologies, such as assisted reproductive technologies, markets in human body materials and biomedical tourism. In 2011 she received the Praemium Erasmianum Research Prize for her PhD dissertation on the legal relationship between persons and their bodies in the era of medical biotechnology (2009). Recent publications include the co-edited volumes *Humanity in International Law and Biolaw* (Cambridge University Press, 2014) and *Symbolic Legislation and Developments in Biolaw* (2016).

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DONNA DICKENSON is the author of one of the first books to take a balanced critical stance on personalised medicine, *Me Medicine vs We Medicine: Reclaiming Biotechnology for the Common Good* (2013). She is Emeritus Professor of Medical Ethics and Humanities at the University of London and a research associate at the HeLEX Centre at the University of Oxford. Previously she taught at Imperial College School of Medicine, London. For many years she served on the Ethics Committee of the UK Royal College of Obstetricians and Gynaecologists. She has written or edited twenty-five books, as well as over one hundred articles and chapters. In 2006 she became the first woman to win the international Spinoza Lens Award for her contribution to public debate on current ethical issues about the impact of biotechnology on our society.

CAMBRIDGE BIOETHICS AND LAW

This series of books was founded by Cambridge University Press with Alexander McCall Smith as its first editor in 2003. It focuses on the law's complex and troubled relationship with medicine across both the developed and the developing world. Since the early 1990s, we have seen, in many countries, increasing resort to the courts by dissatisfied patients and a growing use of the courts to attempt to resolve intractable ethical dilemmas. At the same time, legislatures across the world have struggled to address the questions posed by both the successes and the failures of modern medicine, while international organisations such as the WHO and UNESCO now regularly address issues of medical law.

It follows that we would expect ethical and policy questions to be integral to the analysis of the legal issues discussed in this series. The series responds to the high profile of medical law in universities and in legal and medical practice, as well as in public and political affairs. We seek to reflect the evidence that many major health-related policy debates in the UK, Europe and the international community involve a strong medical law dimension. With that in mind, we seek to address how legal analysis might have a trans-jurisdictional and international relevance. Organ retention, embryonic stem cell research, physician-assisted suicide and the allocation of resources to fund health care are but a few examples among many. The emphasis of this series is thus on matters of public concern and/or practical significance. We look for books that could make a difference to the development of medical law and enhance the role of medico-legal debate in policy circles. That is not to say that we lack interest in the important theoretical dimensions of the subject, but we aim to ensure that theoretical debate is grounded in the realities of how the law does and should interact with medicine and health care.

Series Editors

Professor Graeme Laurie, *University of Edinburgh*
Professor Richard Ashcroft, *Queen Mary University of London*

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