

The Politics of Personalised Medicine

Pharmacogenetics, the use of genetic testing to prescribe and develop drugs, has been hailed as a revolutionary development for the pharmaceutical industry and modern medicine. Supporters of ‘personalised medicine’ claim the result will be safer, cheaper, more effective drugs, and their arguments are beginning to influence policy debates. Based on interviews with clinicians, researchers, regulators and company representatives, this book explores the impact of pharmacogenetics on clinical practice, following two cases of personalised medicine as they make their way from the laboratory to the clinic. It highlights the significant differences between the views of supporters of pharmacogenetics in industry and those who use the technology at the clinical ‘coalface’. Theoretically, this work builds on the developing area of the sociology of socio-technical expectations, highlighting the way in which promoters of new technologies build expectations around it, through citation and the creation of technological visions.

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The Politics of Personalised Medicine
Pharmacogenetics in the Clinic

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CAMBRIDGE
 UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom
 One Liberty Plaza, 20th Floor, New York, NY 10006, USA
 477 Williamstown Road, Port Melbourne, VIC 3207, Australia
 314-321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi - 110025, India
 103 Penang Road, #05-06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of the University of Cambridge.
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www.cambridge.org
 Information on this title: www.cambridge.org/9780521841771

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First published 2004

A catalogue record for this publication is available from the British Library

Library of Congress Cataloging in Publication data
 Hedgecoe, Adam.

The politics of personalised medicine : pharmacogenetics in the clinic / Adam Hedgecoe
 p. cm. — (Cambridge studies in society and the life sciences)

Includes bibliographical references and index.

ISBN 0 521 84177 1 (hardback) — ISBN 0 521 60265 3 (paperback)

1. Pharmacogenetics — Social aspects. I. Title. II. Series.

RM301.3.G45H435 2004

615.5'8 — dc22 2004047383

ISBN 978-0-521-84177-1 Hardback

ISBN 978-0-521-60265-5 Paperback

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Acknowledgements

I would like to thank the Wellcome Trust for funding this research with a three-year postdoctoral research fellowship, and the staff, past and present, of the Trust's Biomedical Ethics Section, who have helped coordinate research in this area, organise meetings and focus attention on this topic. I especially want to thank my grants officer at the Trust, Caroline David.

Secondly I owe an enormous debt of thanks to all the people I interviewed for this research, without whom, clearly, this book would have been impossible. Very busy people set aside time to talk to me even when they were unsure as to the value of their contribution. I hope this book reassures them.

Thanks to the staff at the Department of Science and Technology Studies at University College London (where I began this project) and at the Department of Sociology, the University of Sussex (where I finished it) for providing supportive and congenial working environments. I would particularly like to thank Jon Turney and Brian Balmer at UCL, and Luke Martell and John Abraham at Sussex.

A number of people have read and commented on parts of this book. Thanks to Mike Parker, Allen Roses, Oonagh Corrigan, Margaret Lock and especially Jon Turney and Richard Ashcroft. Over the past three years I have gained much from talking through my ideas with others working in this area, particularly Paul Martin and Oonagh Corrigan, discussions with whom have forced me to raise my game and think hard about my results. Thanks to Nik Rose for editorial guidance and to Sarah Caro and Alison Powell at Cambridge University Press for guiding this book through the publication process.

Finally, I wish to thank my parents, and Sheridan for her unfailing support, humour and the image on the front cover. And Davis for waiting until after I finished this manuscript to be born.