

# Developing and Evaluating Pharmacokinetics-Driven Dynamic Personalized Medicine: A Framework and Case Study

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**Social Media Content:** Additional control in when and how many measurements are made can lead to better outcomes in personalized medicine. However, additional control comes at a cost. We present a framework for assessing if the juice is worth the squeeze using Bayesian pharmacokinetic models and dynamic treatment regimes in our latest paper!

**Authors' twitter name:** @PhDemetri @danlizotte

**preferred hashtags and organizational tags:** #Statstwitter #Bayesstats #WesternUniversity

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