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## Biotechnology

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# MedGenome highlights application of genomics to identify targets for more efficient outcomes

*Our Bureau, Bengaluru*

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MedGenome has highlighted that the application of genomics to identify targets have increased the probability of success of these clinical trials, leading to more efficient research outcomes.

At a guest lecture at Narayana Nethralaya, Bengaluru, the company noted that genomics is making a paradigm shift in the clinical research process. The traditional method focused on identifying drug targets based on large scale screening programs is now replaced with the application of genomics. The decline in the cost of Next Generation Sequencing and advances in technology and interpretation algorithms have led to greater adoption of genomics in research as well as diagnostics.

In an effort to deliberate on 'Translational Research – The need of Today's Medical Research', the company had a guest lecture by Dr S P Thyagarajan, Professor of Eminence & Dean (Research), Sri Ramachandra University, Chennai.

Pharmaceutical R&D is of strategic importance to meet healthcare needs in India, and the focus on this has increased considerably in the past decades. Conventional drug development programs can range from 10 to 15 years, which makes them an uphill battle. He spoke about the value of Reverse Pharmacology, a method of drug discovery that may take as less as 5-6 years, which involves the use of genomics, proteomics and metabolomics extensively. But the significance of translational medicine, and its role in providing the connect between basic research and patient care, often referred to as Bench side to bedside, and community, is now driven by genomics, he said.