Proove Biosciences Is Now a Member of The Personalized Medicine Coalition

Proove Biosciences CEO Brian Meshkin was also appointed to the Science Policy and Public Policy Committees of the Coalition, whose mission is aligning policy and public opinion on personalized medicine to benefit patients.

IRVINE, CA and FULTON, MD (PRWEB) March 31, 2014 -- Proove Biosciences, the leading personalized pain medicine laboratory, is proud to announce its membership in the Personalized Medicine Coalition, a unique organization created to advance personalized medicine as a viable solution to the challenges of healthcare safety, efficiency, and cost.

Proove Biosciences leads the industry in scientifically driven genetic pain medicine research, and has presented findings on how genetic analysis can help physicians make more informed and efficient decisions on pain treatments. Over the last three years the company’s genetic testing services have helped physicians analyze patients’ risk profile for developing prescription narcotic dependencies, as well as which medications will be most effective in treating their pain.

“We are tremendously excited to be a member of the Personalized Medicine Coalition, and contribute towards the advancement of realizing personal medicine’s life-changing potential,” stated Proove Biosciences founder and CEO, Brian Meshkin. “As a member of PMC, we are looking forward to collaborating and working alongside industry leaders to shape, promote, and foster new mediums that will strengthen personalized medicine’s market viability through policy initiatives and public support.”

Proove Founder and CEO Brian Meshkin has also been appointed to both the Science Policy and Public Policy committees of the Personalized Medicine Coalition. Brian brings extensive background conducting scientific research in the field of personalized medicine, having developed the world’s largest practice-based evidence (PBE) database of personalized pain medicine and being an author on over 15 publications in peer-reviewed medical journals. His first publication was in Mutation Research in 2005 outlining the proofs of principle in pharmacogenetics and laying out, for the first time, a pharmacoeconomic model for demonstrating the benefits of personalized medicine testing. Additionally, Brian has a background in public policy, having recently served as an elected official in the State of Maryland and having successfully lobbied as a citizen for various pieces of legislation. Currently, he serves on the Board of Education of Howard County, Maryland.

About The Personalized Medicine Coalition
The Personalized Medicine Coalition (PMC) was launched in 2004 to educate the public and policymakers, and to promote new ways of thinking about health care. Today, PMC represents a broad spectrum of more than 225 innovator, academic, industry, patient, provider and payer communities, as we seek to advance the understanding and adoption of personalized medicine concepts and products for the benefit of patients.

About Proove Biosciences
Proove Biosciences is the leading personalized pain medicine laboratory that provides proprietary genetic testing services to help physicians improve outcomes for patients and contain costs for insurers. With offices in Southern California and the Baltimore-Washington metropolitan area, the company is the research leader investigating and publishing data on the genetics of pain medicine with clinical research sites across the United States. Physicians use Proove Biosciences testing to improve pain medicine selection, dosing, and evaluation of medications they prescribe. From a simple cheek swab collected in the office, Proove performs proprietary
genetic tests in its CLIA-certified laboratory to identify patients at risk for misuse of prescription pain medications and evaluate their metabolism of medications. For more information, please visit www.proovebio.com or call toll free 855-PROOVE-BIO (855-776-6832).
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