Author's response to reviews

**Title:** Personalising health care: feasibility and future implications focusing on a payers’ perspective

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Considerable variety in how patients respond to treatments, driven by differences in their make-up, calling for a more tailored approach. This is already happening, and will accelerate with developments in personalised medicine. However, the promise has not always translated into improvements in patient care due to complexities involved. There are also concerns that advice for tests has been reversed, current tests can be costly, there is fragmentation of funding of care, and companies may seek high prices for new targeted drugs. There is a need to integrate current knowledge from a payer’s perspective to provide future guidance. Multiple findings including (i) general considerations; (ii) influence of pharmacogenomics on response and toxicity of drug therapies; (iii) value of biomarker tests; (iv) challenges including potentially high cost of tests; and (v) key issues to address including high acquisition costs of new targeted therapies. Guidance is subsequently given on potential ways forward. Conclusion: Personalised medicine has the potential to revolutionise care. However, current challenges and concerns need to be addressed to enhance uptake and funding to benefit patients.