

World Congress on
DERMATOLOGY RESEARCH

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Harnessing the accelerating power of predictive analytics requires dermatologists to understand and effectively apply the laws of patient behaviour and cognitive risk perception

Knowledge of the human body is accumulating at a meteoric rate due to almost unimaginable advancements in biological science, continually improving technological tools and increasing collaborative efforts of scientists. Perhaps the most potentially consequential global collaboration is the Human Cell Atlas (HCA) project involving more than 10,000 scientists from more than 100 countries who are working together to accomplish many vital objectives including, identification and classification of the 37.2 trillion cells of the human body (average person), of which more than four trillion are skin cells. Similar efforts on a smaller scale are occurring in collective studies of the microbiome, which interact with skin and other cells and potentially cause disease. Data generated from each of the above efforts and from government and private data bases of electronic health records, wearable devices, and other sources will potentially produce zettabytes of data in decreasing time periods. This raging sea of continually expanding information will not only address our present medical conditions but also contain results of increasingly advanced predictive analytics showing our personal probability of acquiring specific new skin and other illnesses in five, 10 or 20 years.

As we can see from the current pandemic, presenting a patient's odds (or odds range) of acquiring the disease may not be enough. Patients may react quite differently even when presented with the same odds. The purpose of this presentation is to (1) increase dermatology practitioner and researcher awareness that healthcare decisions of an individual are colored by the individual's personal behavioral biases, (2) increase understanding of the magnitude and dimensions of risk theory, and (3) highlight 10 of the most common cognitive and behavioral biases that are likely to drive of a patient's suboptimal decisions about current needed preventative actions and/or future treatment.

Recent Publications

1. Gallagher, Jack & Heap, Kylee & Carroll, Susan & Travers, Karin & Harrow, Brooke & Westin, Shannon. Real-world adverse events with niraparib 200 mg/day maintenance therapy in ovarian cancer: a retrospective study. *Future Oncology*, 2019, 15.
2. Gallagher, Jack & Chopra, Ishveen & Qin, Yimin & Kranyak, John & Heap, Kylee & Carroll, Susan & Wan, George. Repository corticotropin injection in patients with advanced symptomatic sarcoidosis: retrospective analysis of medical records. *Therapeutic Advances in Respiratory Disease*, 2019, 13.
3. Gallagher, Jack & Lapidus, David & Heap, Kylee & Carroll, Susan. Prevalence of Diagnosed/Highly Symptomatic Pachyonychia Congenita (PC) Patients Managed Annually by US Dermatologists-National Real World Occurrence (RWO) Physician Study. *J Dermatol Dis*, 2019, 6: 280.

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Biography

Jack Ray Gallagher, founder and chief scientist, Clarity Pharma Research LLC, is an internationally recognized medical/health care researcher/conference presenter, an editor of Current Trends in Clinical and Medical Sciences, expert reviewer for Journal of Chemotherapy, and former director of a multi-university research consortium. He has authored more than 140 scientific publications including a first-place paper on future challenges presented at the Second International Conference on Marketing and Development in Budapest. The interview by OncLive about his real-world research presentation on side effects of PARP inhibitors at the European Society for Medical Oncology Congress 2018 was selected for distribution to oncologists worldwide and published in Future Oncology.

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