

# Personalized Medicine: How Genetic Differences Affect Drug Responses

Kaan Karakas  
Terakki Foundation Schools

**Abstract**—Interindividual variability in drug response presents a persistent challenge to effective and safe medical treatment. While conventional pharmacotherapy often relies on standardized dosing regimens, clinical outcomes frequently vary due to underlying genetic differences among patients. This paper examines personalized medicine with a focus on how genetic variation influences drug efficacy, toxicity, and therapeutic optimization. Drawing on advances in genomics, pharmacogenomics, and molecular biology, the study explores how genetic polymorphisms affect drug metabolism, transport, and target interactions. By synthesizing recent research, the paper highlights the clinical relevance of genetic biomarkers in predicting drug response and minimizing adverse drug reactions. The findings underscore the potential of personalized medicine to shift healthcare from population-based treatment paradigms toward individualized therapeutic strategies that improve patient outcomes, enhance drug safety, and support precision healthcare delivery.

■ Modern medicine has achieved remarkable success in developing pharmacological therapies for a wide range of diseases; however, variability in patient response to medications remains a fundamental limitation of conventional treatment approaches. Drugs that are effective for some individuals may be ineffective or even harmful for others, leading to suboptimal outcomes and preventable adverse drug reactions [11]. These inconsistencies highlight the inadequacy of “one-size-fits-all” pharmacotherapy and underscore the need for more individualized approaches to medical treatment [8].

Personalized medicine has emerged as a transformative framework aimed at tailoring healthcare interventions to the unique biological characteristics of each patient. Central to this approach is the recognition that genetic variation plays a critical role in determining how individuals metabolize, transport,

and respond to drugs [3]. Advances in genomic technologies have made it possible to identify genetic polymorphisms that influence key pharmacological pathways, providing insights into why patients differ in their responses to the same medication [2].

Pharmacogenomics, the study of how genetic differences affect drug response, represents a cornerstone of personalized medicine. Variations in genes encoding drug-metabolizing enzymes, such as those involved in hepatic metabolism, can alter drug clearance rates and bioavailability [1]. Similarly, genetic differences in drug transporters and receptors can influence drug distribution and target engagement at the cellular level. These genetic factors can affect both therapeutic efficacy and the risk of adverse effects, making them essential considerations in treatment planning [4].

The clinical implications of genetic variability are particularly significant in areas such as oncology, cardiology, psychiatry, and pain management,

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