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Hiram College's Center for Literature and Medicine Presents

*Contemporary American Medicine and Its Discontents:
A Comparison of the Anti-Aging and Personalized
Medicine Movements*

A Lecture by

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The two decades that bridged the millennium saw the growth of two medical movements claiming to herald revolutionary transformations of biomedical science and health care. One, "Personalized Genomic Medicine" (PGM), was propelled by the scientific tools made available by the Human Genome Project and was promoted by prestige biomedical research institutions, scientific leaders, and government agencies as a "new paradigm for health care." The other, "Anti-Aging Medicine" (AAM), emerged from the commercialized margins of clinical medicine, through the consolidation of interests from entrepreneurial specialties like sports medicine, aesthetic medicine, and wellness care. It, too, claimed to represent "the leading edge of the health care of the future."

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Hiram College
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