

# How Prescriptive Analytics Influences Decision Making in Precision Medicine

**Nasim Sadat Mosavi**

Algorithmi Research Centre, University of Minho, Guimaraes, Portugal

## Abstract

Failure of the old model of medical decision making, “one-size-fits-all”, has encouraged the healthcare/medicine landscape to take advantage of big data and analytics for tailoring the treatments, based on individual patient’s differences in gen, environment, and lifestyle. Whereas literature has demonstrated a strong contribution to the adoption of healthcare analytics over patient’s data, for better decision making, understanding the level and the degree that each type of analytics influences decision making, is crucial for addressing the type of problems. While descriptive, diagnostic, and predictive analytics generate knowledge for decision support systems, prescriptive analytics recommends a proactive decision. This study aims to highlight the influential and effective role of prescriptive analytics for fulfilling precision medicine which is defined as an emerging approach in medical decision making.

## Biography:

Nasim Sadat Mosavi is a Ph.D. student at the University of Minho (UMinho), Portugal. She also works as a researcher at Centro algoritmi, (UMinho). Her research interest is Intelligent Decision Support Systems (IDSSs) using Machine learning and optimization techniques. Healthcare/Medicine is her research interest domain. Nasim graduated in Computer Science (associate’s degree) and Computer Engineering-software (bachelor’s degree) from the Islamic Azad University of Tehran-Iran and she pursued her master's degree in International Business from the University of Wollongong. She was involved, in the development and implementation of more than 100 successful IS projects in different positions with different industries in Dubai, Iran, K.SA. award by International Conference on Psychiatry and Mental Health;Pensic.

## References :

- How Prescriptive Analytics Influences Decision Making in Precision Medicine.
- Adoption of Precision Medicine; Limitations and Considerations
- An Integrated Decision-Making Approach for Green Supplier Selection in an Agri-Food Supply Chain: Threshold of Robustness Worthiness
- Performance of Healthcare Providers Regarding Iranian Women Experiencing Physical Domestic Violence in Isfahan

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