

# THE POTENTIAL OF USING BIOLOGICS IN PERSONALIZED MEDICINE APPROACHES: TAILORING TREATMENTS BASED ON INDIVIDUAL'S GENETIC MAKEUP AND BIOMARKERS FOR IMPROVED PATIENT OUTCOMES.

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**Abstract** - By adapting therapies to individual patients based on their own genetic make-up and biomarker profiles, personalized medicine has emerged as a promising strategy to transform healthcare. Biologics, a class of medications made from living things, have a high degree of specificity and have the potential to provide highly individualized care. This in-depth research paper examines the developments in customized medicine and looks into the potential of biologics to enhance patient outcomes by meeting unique demands.

## I. INTRODUCTION:

A paradigm shift in healthcare has occurred with the advent of personalized medicine, sometimes referred to as precision medicine or personalized medicine, which replaces standard, one-size-fits-all treatments with targeted therapies catered to the unique characteristics of each patient. The fundamental tenet of personalized medicine is to develop patient-specific treatment plans using genetic and biomarker data. This strategy has a lot of potential for improving therapeutic efficacy, reducing side effects, and improving overall patient care. Because they are made from live organisms, biologics are special therapeutic agents that are ideal for individualized therapy. Due to their great selectivity, these complex compounds can target disease-causing chemicals with precision. As a result, they can be used to match particular molecular abnormalities found in individual patients, improving the accuracy and efficacy of therapy.

### I. GENETIC MAKEUP AND BIOMARKERS IN PERSONALIZED MEDICINE:

Individual gene variants can affect a person's susceptibility to diseases, response to therapies, and overall health outcomes. The human genome is made up of billions of DNA base pairs. Clinical genetic testing enables the identification of particular genetic variations that may affect drug metabolism, effectiveness, and toxicity. This genetic data enables the creation of individualized treatment plans by assisting in the prediction of a patient's reaction to particular medications. Biomarkers, together with genetic information, are essential components of customized treatment. Biomarkers are quantifiable signs of a patient's physiological or pathological condition, such as proteins, DNA, or other substances. Analysis of biomarkers helps in disease diagnosis, prognosis, and therapy response prediction. Integrating genetic and biomarker data enables a thorough assessment of a patient's health status, resulting in more accurate therapeutic actions.

### II. THE RISE OF BIOLOGICS IN PERSONALIZED MEDICINE:

Due to their distinctive mechanism of action and great specificity, biologics represent a tremendous advancement in medicine. Biologics, which are created from living cells and have complicated architectures, allow for far more precise targeting of particular cellular components than conventional small-molecule medications. They thus present a viable strategy for tailoring therapy for specific disorders. One of the most well-known groups of biologics, monoclonal antibodies, have shown extraordinary success in focusing on particular disease-related proteins. For instance, bevacizumab (Avastin®) targets vascular endothelial growth factor (VEGF) in colorectal cancer and other malignancies, while trastuzumab (Herceptin®) targets the HER2/neu protein in breast cancer. These biologics exert their therapeutic effects, resulting in better patient outcomes, by specifically binding to disease-associated molecules.

### III. BIOLOGICS IN CANCER TREATMENT:

Cancer is a complicated and varied illness, and patient responses to therapies can vary widely. Biologics used in personalized medicine have showed considerable potential in transforming cancer treatment. For certain subtypes of cancer, such as lung cancer patients with EGFR mutations treated with gefitinib (Iressa®) or erlotinib (Tarceva®), biomarker-driven tailored therapy have been established. Additionally, the field of cancer immunotherapy has been completely altered by immune checkpoint inhibitors, a family of biologics. By inhibiting inhibitory checkpoint proteins like PD-1 and PD-L1, medications like pembrolizumab (Keytruda®) and nivolumab (Opdivo®) enable the patient's immune system to attack cancer cells. The selection of patients who are more likely to benefit from these medicines is aided by the discovery of biomarkers like PD-L1 expression.

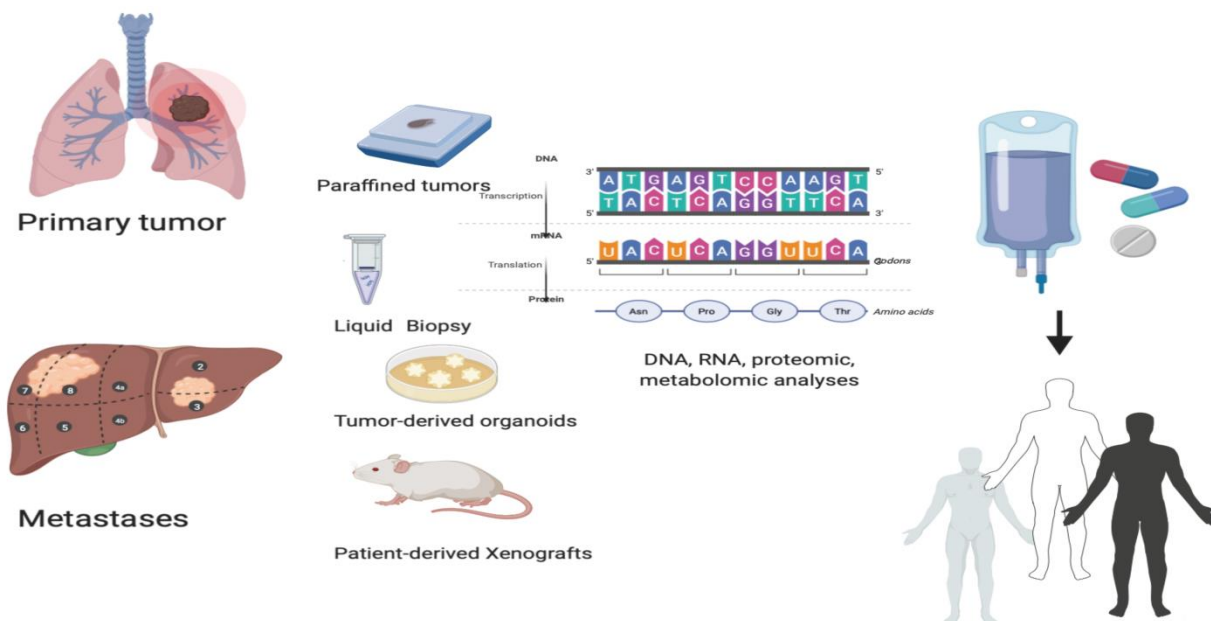


Fig 1- Personalized Medicine : Recent progress in Cancer Therapy.

### IV. BIOLOGICS IN AUTOIMMUNE DISEASE:

An overactive immune system's attack on the body's own tissues is the cause of autoimmune disorders. Traditional therapies for autoimmune diseases sometimes include widespread immune system suppression, which may have negative side effects and lower effectiveness. By specifically targeting certain immune pathways, biologics have changed the treatment of autoimmune disorders. TNF inhibitors, such as adalimumab (Humira®) and etanercept (Enbrel®), decrease an inflammatory cytokine, which has been linked to a number of autoimmune diseases. Similar to this, drugs called interleukin antagonists, such as ustekinumab (Stelara®) and secukinumab (Cosentyx®), focus on particular interleukins that are linked to conditions including psoriasis and rheumatoid arthritis.

### V. BIOLOGICS IN RARE GENETIC DISORDERS:

Single gene mutations frequently cause rare genetic illnesses, which can be extremely serious and even fatal. In these situations, the development of gene treatments presents a possible path toward customized medicine. Gene therapies either directly fix the genetic mutation or give functioning copies of the damaged gene. For instance, the biologic medication onasemnogene abeparvovec (Zolgensma®) provides a functioning copy of the SMN1 gene to enhance motor neuron function in spinal muscular atrophy (SMA), a rare neuromuscular condition. Similar to this, specific gene mutations that cause disorders like sickle cell anemia and beta-thalassemia can potentially be corrected using genome editing tools like CRISPR-Cas9.

### VI. RHEUMATOID ARTHRITIS:

Without the right treatment, about half of RA patients will be bedridden after 10 years, with an average life expectancy of 10 years less. Rheumatoid arthritis (RA) is characterized by destructive arthritis that develops against a background of an autoimmune mechanism that is very complex and heterogeneous. Joint destruction, which is influenced by the progression of the disease, is the main determinant in determining a poor prognosis. Controlling disease activity will stop joint damage as part of the first method.

**VII. DIAGNOSIS AND TREATMENT:**

When at least one or more joints exhibit swelling and inflammation (synovitis) and no condition other than RA is confirmed to be the cause of the inflammation, the following four criteria are assessed: Rheumatoid factor (RF) or anti-cyclic citrullinated peptide antibody (ACPA), C-reactive protein (CRP) or erythrocyte sedimentation rate (ESR), the number of affected joints, and the length of time since the onset of symptoms are all taken into consideration. A diagnosis of RA is made and anti-rheumatic medication treatment is initiated if the combined score for each of these four elements is six or above. However, since conditions other than RA may result in a total score of six or higher, it is essential to carefully assess the presence of any additional conditions before determining a score.

Treatment requires an accurate assessment of disease activity that carefully regulates disease activity. A comprehensive disease activity index, such as the Disease Activity Score (DAS), Simplified Disease Activity Index (SDAI), or Clinical Disease Activity Index (CDAI), which combines joint findings, the Visual Analogue Scale (VAS), and CRP and ESR as inflammatory markers, is currently the most reliable evaluation technique.

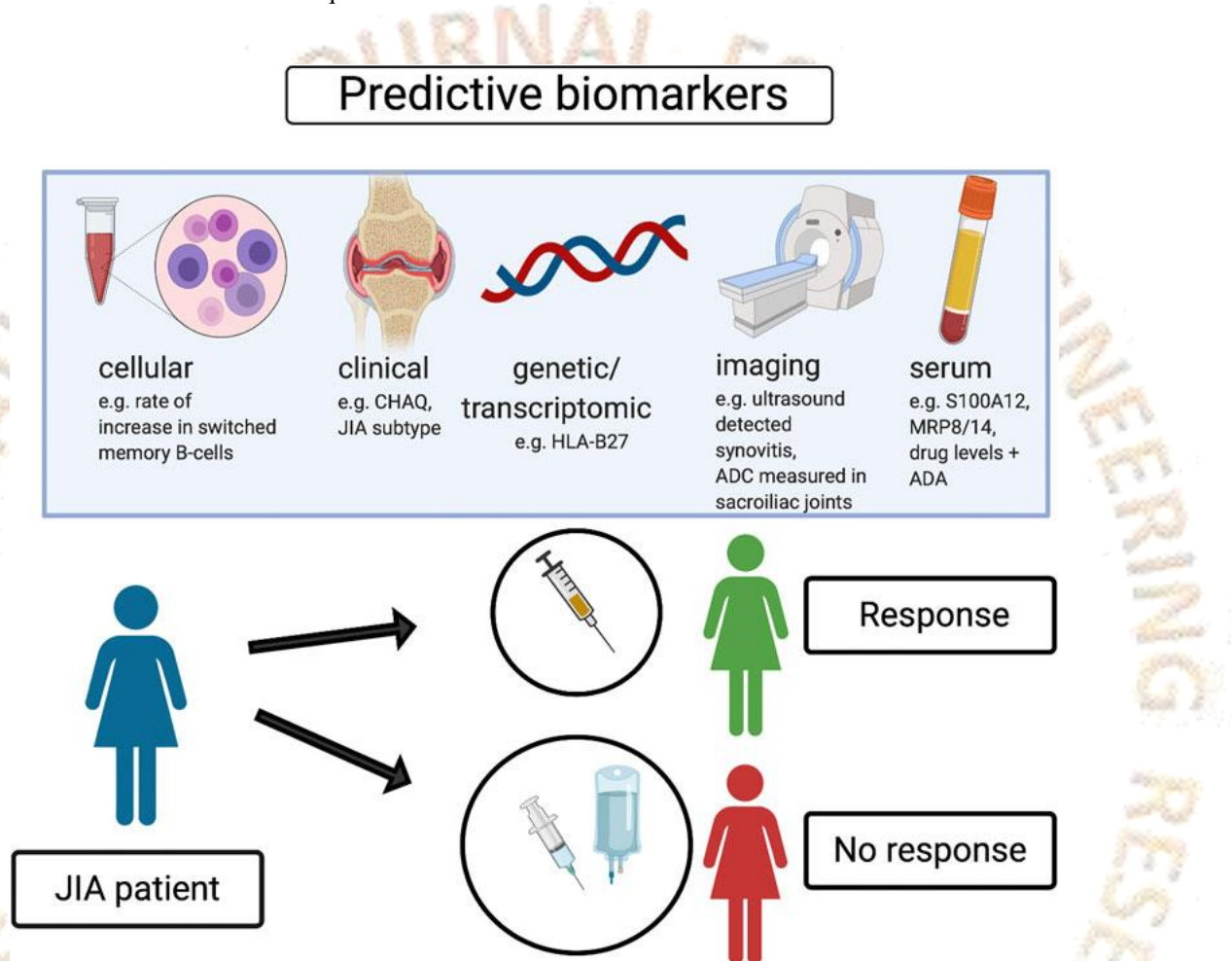


Fig 2- Biomarkers of response to Biologic therapy in Arthritis.

**VIII. USE OF CLINICAL BIOMARKERS:**

Acute phase reactants like ESR and CRP, auto antibodies like rheumatoid factor (RF), and anti-citrullinated protein antibodies (anti-CCP antibodies, ACPA) are some of the biomarkers utilized in the study of immunology and inflammation. Additionally unreliable predictors, RF and ACPA are helpful in daily practice. In reality, there is a distinct difference in the disease activity and joint destruction in RA that is ACPA-positive and ACPA-negative, and there is a growing consensus in the medical community that the former should be treated with biologics more aggressively.

**IX. CHALLENGES AND FUTURE DIRECTIONS:**

Although using biologics in customized medicine has enormous potential, there are still a number of obstacles that need to be overcome before it can be widely used. The high expense of biologics, which prevents certain patients from accessing these treatments, is one of the main problems. The development of biosimilars and efforts to cut manufacturing costs could increase accessibility. The necessity for reliable biomarker discovery and validation represents a further significant barrier. Finding trustworthy biomarkers is crucial for making informed decisions about individualized therapy and accurately predicting treatment outcomes. It is anticipated that improvements in genetics, bioinformatics, and high-throughput screening technologies will hasten the procedures of finding and validating biomarkers. Since there are several immunocompetent cells and chemicals, including

different cytokines, involved in immunity and inflammation, there is currently no clear path for individualized treatment. In the case of biologics, there have been several reports investigating the genetic association of therapeutic drug effects, but no genetic mutations or polymorphisms have been found to provide a clear indicator. For TNF $\alpha$  inhibitors, studies examining genetic biomarkers have not found any indicator markers.

## X. CONCLUSION:

Personalized medicine, which is fueled by genetic and biomarker data, has the power to revolutionize healthcare by providing patients with therapies that are specifically suited to their needs. Biologics are leading this revolution because of their great selectivity and capacity to target molecules linked to disease. Biologics have already demonstrated great effectiveness in improving patient outcomes in the treatment of cancer, inflammatory illnesses, and uncommon genetic abnormalities. The incorporation of biologics in personalized medicine is anticipated to alter patient care as research advances, ushering in a time of more potent and patient-focused treatments. Adopting the promise of personalized medicine with biologics offers a chance to reshape the landscape of contemporary healthcare and significantly enhance patient outcomes.

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