

Gary and Mary West Endowed Chair of Innovative Medicine; Cardiologist; Geneticist.

Highlights

As a leader in the **movement to modernize medical treatment** through the latest technology, Dr. Eric J. Topol is creating new, more effective ways to treat patients - ways that will dramatically bring down the costs of health care.

His new book, ***The Creative Destruction of Medicine: How The Digital Revolution Will Create Better Health Care***, is about how social networking, smartphones and the powerful new tools that sequence each individual's genome will give consumers control of their own individual information and revolutionize medicine.

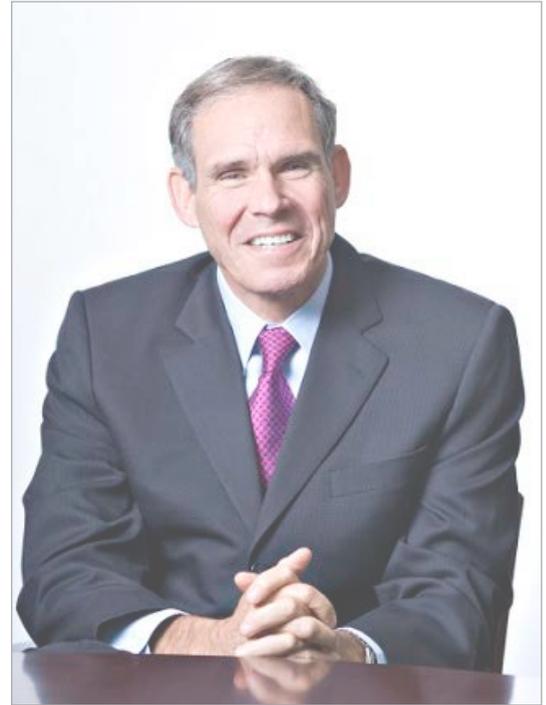
A dynamic and eloquent speaker, Dr. Topol presents fascinating **developments in wireless technology** that allow physicians to monitor and respond to their patients vital signs from anywhere in the world - all in real time.

He is also a leading medical researcher in the area of genomics, where his work has led to the discovery of the genes that increase a person's risk of heart attack. He has **pioneered new drugs and new advances** in the treatment of heart disease.

Dr. Topol's voluminous medical research has led him to being named "Doctor of the Decade" by the Institute for Scientific Information.

Dr. Topol is working to **bring a new kind of medicine** into widespread practice: specifically-designed treatments based on the individual's unique genetic structure. This innovative approach, combined with the latest in medical technology, opens up a world of highly personalized treatment, better care, reduced need for hospital beds, and lower costs for everybody.

As director of the Scripps Translational Science Institute, he is dedicated to training new generations of physicians and scientists for research based careers - bringing together the latest scientific findings and clinical work for more effective medical research.



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• Credentials

- Director, Scripps Translational Science Institute
- Professor of Genomics, the Scripps Research Institute
- Co-Founder & Former Vice-Chairman of the Board, West Wireless Health Institute (WWHI), a wireless medicine institute
- Chief Academic Officer, Scripps Health