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Title

**Determining the Effects of Personalized Medicine on the Functions of Family
Physician and Presenting Solutions: A case study of Kerman district**

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Abstract

Background and Objectives: The changes of the future world are coming towards us rapidly and will transform all sectors of society, including the health sector. Family doctors are among the most important human resources of the health system, whose proper performance has a great impact on the performance of the health system. This group is not excluded from facing the upcoming changes and will definitely be involved in emerging phenomena in their work in the not too distant future. One of these emerging phenomena is the manifestation of the new approach of personalized medicine in their current roles and functions. The present study seeks to investigate and analyze the effects of personalized medicine on family doctors and each of their main functions and provide practical solutions in this direction.

Methodology: This research is a qualitative research that was done in 3 phases. In the first phase, a systematic review of domestic and foreign studies was conducted in order to answer three specific goals of applications, opportunities and challenges, and the requirements of applying the personalized medicine approach at the international level. In the second phase, in order to identify the effects of applying this approach on the functions of the family physician, an interview was conducted with the family physician of Kerman city, and then the results of the interviews were presented and finalized in a group meeting of doctors' representatives with the aim of confirmation. Finally, in the third phase of the study, according to the results of the previous two phases, a meeting was held with the experts so that the final analysis was done and the preparation strategies for facing this approach in the field of family medicine were developed.

Findings: The findings showed that the personalized medical approach is used in three levels: prevention, diagnosis and treatment, the opportunities and challenges and requirements of using this approach can be based on the functions of the health system and the dimensions of each in the four sectors of stewardship, financing, and resource generation. and providing classified services. Also, from the point of view of family physicians, using a personalized medical approach by creating initial effects including predictability of health needs, changing the perspective and changing the plans of the health team from group-oriented to individual-oriented has created effects on the 5 functions

defined for them and ultimately led to The two final effects are the better and more effective performance of their managerial role and also the improvement of people's health and quality of life. But in the meantime, there are challenges and requirements to solve them, which can also be classified based on the 4 main functions of the health system. As a result, in order to prepare for these conditions, it is necessary to implement measures and influence the functions of the health system according to the characteristics of each of the functions of the family physician, as well as in line with the personalized medical approach, and on the other hand, take advantage of change management strategies from the opportunity to implement This approach took advantage.

Conclusion: The results of this study show that the use of personalized medicine in three levels of prevention, diagnosis and treatment, places opportunities and challenges on the way of the health system, which requires the creation of structures for the implementation of the approach. Applying this approach also affects the functions of family physician, after which its strengths and challenges emerge. This makes it necessary to pay attention to the requirements and necessary infrastructure in order to prepare to face it. To achieve this goal, it is necessary to have two short-term and long-term perspectives on the problem; In this way, in the short term, the current challenges of the family doctor program will be addressed in terms of management, finance, resources, and service delivery, and the current goals of the program, i.e. dealing with prevention and health promotion, will be implemented, then in the long term, with a systemic view The medical approach is personalized and based on the functions of the health system and paying attention to the aspects of stewardship, financing, resource production and service provision, as well as change management models to achieve health goals at the macro level.

Keywords: Personalized medicine, Family Physician, Function, Kerman