

Personalisation Ladder

From general guidance to responsible individualisation - with the lowest sufficient level of information.

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LEVEL 1 • GENERAL FOUNDATIONS

Start with safe population guidance. Move up only if additional information could change a decision.

2. GOALS / PREFERENCES / ACCESS

- what matters to the person
- culture, taste, budget and schedule
- this is often sufficient personalisation

3. OBSERVED RESPONSE

- what actually happens
- function, tolerance and feasibility
- the pattern does not prove cause

4. SHORT STRUCTURED EXPERIMENT

- one question and one change
- minimum observation and time frame
- review → decision → stop

5. QUALIFIED DATA

- medical/laboratory data interpreted in a team
- validated genetic information only when useful
- higher burden and a stricter boundary

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MORE DATA ≠ MORE PERSONALISATION

Data add value when they reduce uncertainty and safely change a decision - not when they simply make the plan more complex.

BEFORE MOVING UP A LEVEL

- What question remains unanswered?
- What added benefit do we expect?
- What are the burden, risk and stop condition?