**Outstanding Questions Box**

* How readily will clinical, environmental and other omics data be amenable to integration with genomic factors in preventing adverse drug reactions?
* Who will provide, monitor and quality assure the education of patients and healthcare providers about genomics that is going to be crucial for implementation into clinical practice?
* How will mobile technologies be used in improving the benefit-risk ratio of drugs, and will this lead to increased shared decision making between clinicians and patients?
* How will innovative clinical decision support tools be developed, integrated into electronic medical records and accepted by prescribers in order to ensure that knowledge about genomics and other precision medicine initiatives are available for patient care in a timely and accurate manner?
* What health economic data will need to be provided by industry and researchers to ensure that the payers are willing to pay for pharmacogenetic testing, and hence allow for uptake into the healthcare system?