

## REVIEW ARTICLE

# Exploring the “*Purusham Purusham Veekshya Siddhanta*” with Special Reference to “Personalized Medicine”: A Review

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### ABSTRACT

Personalized medicine (PM) is an emerging paradigm in contemporary healthcare this decade, which emphasizes tailoring therapeutic interventions based on individual variability in genetic, environmental, and lifestyle factors. The foundation of such an approach has long been embedded in *Ayurveda* through the principle of “*Purusham Purusham Veekshya*,” which advocates patient-specific assessment before treatment planning. The present review aims to explore this classical *Ayurvedic* doctrine and examine its relevance in the context of modern PM. A comprehensive analysis of classical *Ayurvedic* texts, including *Charaka Samhita*, *Sushruta Samhita*, and *Ashtanga Hridaya*, was undertaken to elucidate the conceptual basis of “*Purusham Purusham Veekshya Siddhant*.” The principle highlights the importance of evaluating individual factors, such as *Prakriti* (constitutional type), *Vikriti* (pathological state), *Agni* (metabolic status), *Desha* (habitat), *Kala* (time/season), *Vaya* (age), *Sattva* (psychological status), and *Ahara-Vihara* (diet and lifestyle) before deciding therapeutic strategies. These parameters collectively determine the variability in disease manifestation and treatment response among individuals. The findings suggest a strong conceptual parallel between *Ayurvedic* individualized therapy and modern precision medicine. While contemporary approaches rely heavily on molecular and genetic profiling, *Ayurveda* provides a holistic, phenotype-based framework for personalization. Integrating these traditional principles with present biomedical advances may enhance the efficacy, safety, and patient-centeredness of healthcare.

## 1. INTRODUCTION

The International Consortium for Personalised Medicine (ICPerMed), in 2019, developed a vision on how the use of personalized medicine (PM) approaches will promote “next-generation” medicine in 2030 more firmly centered on the individual’s personal characteristics, leading to improved health outcomes within sustainable healthcare systems through research, development, innovation, and implementation for the benefit of patients, citizens, and society.<sup>[1]</sup> PM, also known as precision medicine, is a rapidly advancing field that aims to customize healthcare interventions according to individual variability in genetical, environmental, and lifestyle factors. This approach seeks to improve treatment efficacy, minimize adverse effects, and enhance patient outcomes. Although this paradigm is driven by modern scientific advancements, such as genomics and

molecular biology, its conceptual roots can be traced from centuries old science of *Ayurveda*.

*Ayurveda* emphasizes that each individual is unique and requires unique therapeutic interventions. *Acharya Charaka* postulated the principle of “*Purusham Purusham Veekshya*,” which highlights the importance of individualized patient assessment.<sup>[2]</sup> It involves evaluating factors, such as *Prakriti*, *Vikriti*, *Sara*, *Samhana*, *Pramana*, *Sattva*, *Satmya*, *Aharashakti*, that is, *Agni*, *Desha*, *Kala*, *Vaya*, etc., which collectively influence disease manifestation and treatment response. This review aims to explore the scientific basis of this principle and its correlation with modern PM.

## 2. CONCEPT OF “PURUSHAM PURUSHAM VEEKSHYA SIDDHANT”

The term “*Purusham Purusham Veekshya*” refers to “examining each individual distinctly.” It is a fundamental *Ayurvedic* principle that guides clinical decision-making by emphasizing patient-specific variability.

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*Ayurveda* recognizes that no single treatment is universally applicable. Instead, therapeutic plans must be formulated according to the individual's constitution, disease state, and environmental factors. This principle ensures rationale drug selection, dosage, and therapeutic procedures.

### 3. DETERMINANTS OF INDIVIDUALIZED THERAPY IN AYURVEDA

#### 3.1. Prakriti (Constitution)

*Prakriti* in *Ayurveda* represents constitutional phenotyping, defined as an individual's inherent psychophysical constitution established at the time of conception, and determined by the dominance of *Doshas*.<sup>[3,4]</sup> It influences disease susceptibility and drug response.

#### 3.2. Vikriti (Pathological/Disease State)

Examination of *Vikriti* stands for the assessment of abnormality or diseased state or understanding of the disease process. The pathological condition is to be examined with reference to causative factors. *Dosha*, *Dushya*, *Prakriti* (body constitution), *Desha* (place), *Kala* (time or season), strength, and specifically the strength of the clinical features. Without knowing the strength of the causative agent severity of the disease cannot be understood. If the disease is of similar strength to that of *Dosha*, *Dushya*, *Prakriti*, *Desha*, and *Kala*, with greater strength of cause and severity of symptoms, the disease is considered severe, and the treatment regimen should be according to the above said factors.<sup>[5]</sup>

#### 3.3. Sara (Constitution as Per Predominance of Dhatu)

Word *Sara* refers to the purest essence of *Dhatu*s. In *Ayurveda*, eight types of *Sara* have been described with reference to various *Dhatu*s and *Sattva*. These eight types of constitutional essences of persons should examine before initiation of treatment.<sup>[6]</sup>

*Sarata* is a tool used to evaluate the strength of the patient on the basis of tissues composition, not only on the basis of physical appearance.<sup>[7]</sup>

#### 3.4. Samhanana (Compactness of the Body)

In *Ayurveda*, *Acharya Charaka* mentioned examination of *Samhanana*, that is, compactness of the body in the 10 elements of examination of a patient and stated that one having well compact body is strong, whereas a person with deficient compactness is weak in nature. Here, a well compact body is said to be that which has symmetrically and properly divided bones, well-bound joints, properly attached muscles, and vessels.<sup>[8]</sup>

#### 3.5. Pramana (Measurements of Various Body Parts)

*Pramana* (another element of *Dashvidha Pariksha*) is determined by measuring the height, breadth, and length of the body parts by an individual's finger breadth. *Acharya* stated that the person with proper measurement of the body is endowed with longevity, strength or energy, *Ojas*, happiness, wealth, etc.<sup>[9]</sup>

#### 3.6. Satmya (Suitability)

The physician should also examine the patient for his *Satmya*, that is, suitability to assess the strength. Those in whom *Ghruta*, milk, oil, and meat soup are suitable and all the *Rasas* (tastes) are suitable, are strong, have endurance to withstand pain or trouble, and possess longevity.

*Chakrapani* commented on *Satmya* and stated that *Satmya* refers to “*Oka Satmya*,” that is, suitability due to constant use, and

“*Prakritisatmya*,” that is, suitability as per constitution. Both should be examined to assess the suitability of the medicament.<sup>[10]</sup>

#### 3.7. Sattva (Psyche)

*Sattva* is considered as the psychic strength or the functional integrity of the mind. It acts as a bridge between the senses and mind, making it crucial for determining how a patient copes with illness. Examination of *Sattva* is crucial to assessing mental strength, endurance, and quality, and determining patient prognosis and treatment tolerance. On the basis of mental stability, patients were categorized as *Guru Vyadhita* (severe) or *Laghu Vyadhita* (mild).<sup>[11,12]</sup>

#### 3.8. Ahar-shakti (Digestive Power)

*Ahar-shakti* refers to the capacity of ingestion and the power of digestion, is an important tool to evaluate *Jatharagni* (digestive fire), which is recognized as the key factor of metabolic balance/health. Assessment of *Ahar-shakti* helps to identify the condition of *Agnimandya* (low digestion), *Tikshnagni* (intense digestion), or *Vishmagni* (irregular digestion), which are key to understanding the pathogenesis of diseases and also provide a base to formulate treatment protocol, influence assimilation of drug as well.<sup>[13]</sup>

#### 3.9. Vyayama-shakti (Strength)

*Vyayama-shakti* stands for the examination of physical strength through the capacity of exercise. It is an important component of *Dashvidha Pariksha*, signifies the overall strength and vitality of the person to frame proper therapeutics.<sup>[14]</sup> In contemporary medicine, it can be correlated with the integrated efficiency of cardiovascular, respiratory, muscular, and metabolic systems during physical activity.

#### 3.10. Vaya (Age)

*Vaya* is one of the most important components of *Dashvidha Pariksha*, also accepted universally for dose calculations. In *Ayurveda*, various treatments are said to be contraindicated in childhood and old age, as in these stages, *Dhatu*s are not well nourished and compromised. The prognosis of various diseases is also stated on the basis of the age of the patient. Thus, it is important to be enquire carefully.<sup>[15]</sup>

#### 3.11. Desha (Habitat)

Examination of *Desha* refers to the examination of the patient and the land of the patient belongs to, and get diseased, etc. Geographical and environmental factors affect the health and disease patterns.<sup>[16]</sup>

#### 3.12. Kala (Time of Diseased Condition)

Before initiation of treatment protocol, *Kala*, that is, seasonal and temporal variations, should be evaluated for suitability according to the disease condition and according to the condition of the patient as well. Seasonal variations impacting various physiological processes, and thus, various procedures. The status of the patient, in relation to actions to be done, is also said as timely or untimely, such as in this condition (of the patient), use of this drug is untimely, while use of another drug is timely. *Acharya* also states that the therapy administered before or after the opportune time becomes ineffective, because the time determines the sufficiency of the given therapy.<sup>[17]</sup>

### 4. PM, MODERN PERSPECTIVE

Modern PM focuses on tailoring treatment based on genetic profiling, biomarkers, and molecular diagnostics. Advances in genomics and

bioinformatics enable precise disease prediction and targeted therapy. However, this approach often emphasizes biological factors while underrepresenting environmental and psychosocial dimensions.

In contemporary medicine, patient-reported outcome measures are also an important tool to assess personalized effect of any therapeutic administration. PRO is defined as “any report of the status of a patient’s health condition that comes directly from the patient without interpretation of the patient’s response by a clinician or anyone else” (FDA, 2009).<sup>[18]</sup>

## 5. CORRELATION BETWEEN AYURVEDA AND PM

There is a strong conceptual similarity between *Ayurveda* and modern PM:

- *Ayurveda* → Phenotype-based personalization
- Modern medicine → Genotype-based personalization.

*Ayurveda* integrates physical, psychological, and environmental factors, providing a holistic model. *Acharya Charak* in *Vimana Sthan* states that, before prescribing treatment for any ailment, both the *Atura* (patient) and the drugs should be examined and assessed carefully. He gives utmost importance to the examination of the patient for success in treatment. Details of the type of land the patient was born, had grown, and suffered (from this disease), in that land, what type of diet people mostly take, what is the usual behavior or mode of life, conduct, strength or energy, psyche or mind, suitability, predominance of dosha, predominance of disease, wholesomeness, and unwholesomeness.<sup>[19]</sup> Further clarifies that the patient is the substratum of action. His examination is conducted to know his life span, his degree of strength, and also the quantum of vitiation of *Doshas*. Variation in the treatment according to the quantum of vitiation of *Doshas* depends upon the strength of the patient. Sudden administration of a highly potent drug, or surgical or *Panchakarma* procedures to a weak patient may cause various complications, same as a low potency treatment will not meet the expectations in case of severe diseased strong patient.<sup>[20]</sup> Hence, the patient should be examined very carefully to understand the actual needs of the patient and formulate the treatment plan accordingly. In contrast, modern medicine focuses primarily on molecular mechanisms.

## 6. DISCUSSION

Personalized treatment is an integral part of *Ayurvedic* clinical practice, which involves implementing specific therapeutic approaches to treat different people with the same diagnosis. With its sensitive and holistic approach, *Ayurveda* also offers better affordability and accessibility. Organization for Economic Cooperation and Development countries for managing non-communicable diseases recognize and preferred *Ayurveda* for its “natural approach” and “fewer side effects” by patients’ specific treatment.<sup>[21]</sup>

Whereas personalized treatment in contemporary medicine is majorly based on genotypic presentation, which can be correlated with *Prakriti*, that is, the bodily constitution of the patient. Contemporary genomics has developed our understanding of human genetic variation and its impact on health, disease susceptibility, and drug response. The Human Genome Project and subsequent advances in genomic technologies have enabled researchers to identify specific genetic variants associated with various traits and conditions. *Ayurgenomics*, after pioneering studies conducted by Prasher *et al.* who first demonstrated significant genetic variations among individuals classified according to *Ayurvedic Prakriti* types, emerges as a novel interdisciplinary

field that seeks to establish scientific correlations between *Ayurvedic Prakriti* classifications and genetic variations.<sup>[22-24]</sup>

From the above studies, it can be inferred that assessment of *Prakriti* is the most important tool that can be used for implementation of personalized treatment, but currently, in the era of technology, there is still no tool fully meets the evaluation criteria of the Scale Development and Validation framework, except CCRAS-PAS and ACPI that show partial readiness and can be refined.<sup>[25]</sup> In this order, over the past three decades, efforts have been made to create a scoring system based on the available 200–250 characteristic traits to make *Prakriti* a measurable parameter. Several *Prakriti* assessment tools have been developed using various methods, but only CCRAS-PAS and ACPI are ready to implement.

Other factors elaborated above are from the *Dashvidha Pariksha* (examination of ten elements), form the classics of *Charaka Samhita*, are utmost to examine for meticulous understanding of the patient’s requirement. Assessment of *Vikriti*, is important to frame a treatment plan according to the condition of the disease, whereas examination of *Sara*, *Samhana*, and *Pramana* is imperative to formulate the dose and intensity of various procedures. *Satmya* refers to the wholesomeness of *Ahara* as well as *Vihar*, is a fundamental principle in *Ayurveda* that plays a crucial role in personalized healthcare by assessing an individual’s adaptability to diet, environment, and treatments. Its examination aids in disease diagnosis, prognosis, and therapeutic planning.<sup>[26]</sup>

*Aharshakti* is directly related to *Jataragni* (digestive fire). A proper assessment helps in correcting *Agni*, which is considered the first line of treatment in many diseases. *Agnibala* being a key factor in treatment, it should be thoroughly understood and assessed before treatment, this can help us to use suitable medicine in its proper dosage.<sup>[27]</sup> *Vyayamshakti* should also examine to assess the tolerance of various procedures. Evaluation of Age, habitat, and time of disease is crucially important to understand the proper format of treatment accordingly. So by the concept of *Purusham Purusham Veekshya* (individualized or PM), it makes the researchers and physicians to analyze all the factors, such as *Prakriti*, *Vikriti* (*Dosha*, *Dushya*, *Strotas*), *Sara*, *Satva*, *Satmya*, *Bala*, *Kala*, *Agni*, *Vaya*, and *Ahara*, *Desha*, and then plan a personalized treatment protocol for every patient of a particular disease, instead of following a common protocol for the betterment of therapeutic conduct by minimizing incidences of adverse reactions and erroneous administrations of medicines/procedures.<sup>[28]</sup>

## 7. CONCLUSION

*Purusham Purusham Veekshya Siddhant* represents a fundamental basis of *Ayurvedic* therapeutics, emphasizing the necessity of individualized assessment before clinical decision-making. This doctrine underscores that variations in *Prakriti*, *Vikriti*, *Agni*, *Koshtha*, *Desha*, *Kala*, *Vaya*, *Satva*, *Sara*, *Ahara-Vihara*, etc., significantly influence disease manifestation, progression, and therapeutic response. Such a multidimensional approach highlights the depth of *Ayurvedic* understanding of patient heterogeneity.

In the context of contemporary healthcare, this principle exhibits strong conceptual concordance with the emerging paradigm of personalized or precision medicine. *Ayurveda* offers a holistic, phenotype-based framework that integrates physiological, psychological, and environmental determinants of health. *Purusham Purusham Veekshya Siddhant* not only validates the scientific basis of personalized treatment in *Ayurveda* but also provides a valuable model for enhancing patient-centered care in modern healthcare.

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The authors declare no conflicts of interest regarding the publication of this paper.

## 13. DATA AVAILABILITY STATEMENT

The data analyzed in this review were obtained from publicly available sources, including peer-reviewed articles, observational studies, and surveys accessible through databases.

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