



Join us in Amsterdam

PSI would like to invite you to join us for the 2018 PSI Conference. The conference will take place at the Beurs van Berlage in Amsterdam from **3 - 6 June 2018**, highlighting the theme of '**Breaking Boundaries in Drug Development**'.

Amsterdam is a spectacular city and the capital of the Netherlands, known for its elaborate canal system, artistic heritage and magnificent architecture. The **Beurs van Berlage**, is located in the heart of the city and was formerly the stock exchange building.



SPOTLIGHT ON: The Keynote Speakers



Dr. Kohli (Medical Doctor, Healthcare Advisor, Global Speaker, Researcher, Author) will open the Conference, speaking on **The Future of Healthcare: Trends, Opportunities & Challenges**. Dr Kohli will share her thoughts on the future of healthcare as it copes with the pressure of a changing global landscape. She will share her experience of the current challenges faced in the healthcare delivery system and what the impact of these challenges might mean for the healthcare sector, as well as the opportunities they present.

The advancement of technology means that the dynamics of the healthcare sector are constantly shifting. Can the healthcare sector keep up with the pace and how are the Netherlands and Europe dealing with the changes?

Dr. Ruberg (Distinguished Research Fellow, Enterprise Data and Analytics,



Global Statistical Sciences, Eli Lilly & Company) will start day two, with his talk entitled, **Statistics and Data Science: Is Six the Same As a Half-Dozen?** The world is exploding with data, and the application of 'analytics' is growing at a commensurate rate. The question remains: "Are we using the right data and are we applying smart analytics?"

This talk will explore statistics versus data science and highlight how statisticians in the pharmaceutical industry can reinvent themselves to play a much broader role in their companies than the historical role in clinical development or R&D. It will also highlight the value of statistics beyond data science, and encourage statisticians as well as our profession to insure we communicate our value appropriately.

To find out more about the programme please visit the Conference website [here](#).

[Click here to Register Now](#)

Submit your abstract for oral presentation

Showcase your work by submitting an **abstract** for either oral or poster presentation at the 2018 PSI Conference. Those selected for an oral presentation will receive **10% off the full 3 day Conference price!**

The deadline for oral abstracts is **24th November 2017**, and for poster presentations is **28th February 2018**.

Download the abstract submission form here and apply today!

Let your colleagues know

Please **forward** this email to any colleagues and friends who you think will be interested in attending the conference.



Enquiries

Should you require any assistance, please do not hesitate to contact the conference secretariat.

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