



## **Business Plan 2020 - 2021**

We are a community dedicated to leading and promoting the use of statistics within the healthcare industry for the benefit of patients

## Engage with PSI

The Board of Directors wishes to encourage all members of PSI to help in implementing this business plan towards our purpose of being *a community dedicated to leading and promoting the use of statistics within the healthcare industry for the benefit of patients*. Please contact any member of the Board for more information on how to contribute to the activities of PSI or email [psi@mci-group.com](mailto:psi@mci-group.com)

## PSI Board of Directors

Lucy Rowell (Roche)	Chair
Nigel Howitt (Covance)	Vice-Chair
Rachael Lawrance (Adelphi Values)	Chair, Scientific Committee
Kate Taylor (Amgen)	Chair, Conference
Anna Berglind (Astrazeneca)	Co-Chair, Regulatory Committee
Mary Elliott-Davey (Amgen)	Chair, Training Committee
Tim Rolfe (GSK)	Chair, Membership Committee
Alexander Schacht (UCB)	Chair, Communication Committee
Alexander Currie (GSK)	Chair, Commercial Committee
Ray Harris (Eisai)	Chair, External Affairs
Amanda Darekar (Pfizer)	Chair, Careers & Academic Liaisons
Adam Crisp (GSK)	Special Interest Groups
Veronique Cadic (Covance)	Treasurer

## Introduction

PSI is a global, non-profit professional organisation that exists to serve, support, represent and promote the application of statistics in the healthcare industry. PSI seeks to further its aims by collaborating with other organisations in the UK, in Europe and elsewhere. PSI is a member organisation of the European Federation of Statisticians in the Pharmaceutical Industry (EFSPI).

A Board of Directors governs PSI. The Board comprises 10-14 Directors representing various committees and office holders. All Directors of the Board are required to be Ordinary Members elected by the membership. This document represents the Board's views on how PSI should position itself, and what it should focus on, over the coming two years.

## Our Purpose & Strategic Objectives

PSI's purpose:

We are a community dedicated to leading and promoting the use of statistics within the healthcare industry for the benefit of patients

We fulfil our purpose guided by our strategic objectives:

**Empower** members in their profession by strengthening and broadening their technical and influencing skills

**Nurture** and expand a collaborative and engaged community

**Promote** the value of career opportunities related to the use of statistics in healthcare

**Advance** healthcare by being a leading partner in the application of statistics

During the fourth quarter of 2019, the Board of Directors and PSI committee members undertook a strategic review. Reviewing the purpose of PSI and the strategic objectives that we need to focus on in 2020 and 2021 to strive towards our goals.

Our strategic objectives are driven by reflections on the progress of PSI to date, perspectives on important current and future challenges for our industry and for our members, and consideration of factors that enable or constrain our ability to deliver successfully in a reasonable timeframe.

## Our Current Activities

PSI fulfils its purpose by:

1. Arranging a large annual conference, scientific meetings (face-to-face and webinars) and a quarterly journal club where members have the opportunity to share new ideas and consider best practices.
2. Arranging a number of training courses each year, with the aim of bringing PSI members up-to-date in a particular area without having to commit to a lengthy period away from the office or to extensive follow-up reading. This may include both novel methods as well as more core methods such as time to event/simulations. Our popular Introduction to Industry training (ITIT) course runs each year for new entrants to the pharmaceutical industry.
3. Providing a video on demand platform to allow members unable to attend our face-to-face meetings and training courses in person to learn at a time and place that suits them.
4. Providing an industry viewpoint on regulatory issues. This includes input on regulatory guidelines (co-ordinated with EFSPI), driving debate on future guidance, and meeting with statisticians in European regulatory agencies (including EMA and MHRA).
5. Promoting careers within the industry by: publishing careers materials, attending and organising careers events and forging links with schools and universities; and by maintaining contact with academic statistical groups and professional organisations to further the use and study of statistics.
6. Proactively engaging with other organisations with a similar or complementary purpose to our own through the External Affairs committee.
7. Sponsorship of Pharmaceutical Statistics, the official journal of PSI, published by Wiley. The journal objectives are to promote discussion of statistical applications in drug development.
8. Publishing SPIN, our lively quarterly magazine that aims to inform members about, and solicit feedback on, PSI activities and other events of interest. Through our website and social media platforms we share and exchange information with both members and non-members.
9. Offering a jobs board to enable members of our community to find their next fulfilling career opportunity, sponsorship opportunities of our events and other commercial options for companies.
10. Carefully managing our finances. Our Treasurer works closely with our Executive Office to ensure efficient administration of our finances and to ensure adequate reserves are prudently maintained.

## Our Focus Areas for 2020 and 2021

### **Empower** members in their profession by strengthening and broadening their technical and influencing skills

- Build on the already strong scientific programme to include additional topics across our committees such as, data visualisation, risk-based monitoring, statistics in “untraditional” drug development areas e.g. commercial, operations and digital healthcare/wearables
- Encourage SIGs to provide more content to the wider PSI Community e.g. webinars, 1 day events, SPIN articles, position papers
- Develop a leaders SIG to create a more continual forum for leaders to share ideas, develop and advance trends within healthcare
- Develop a strategy for offering leadership and influencing skills to the PSI membership, which may include a series of webinars and conference sessions
- Assess starting a mentoring programme for members throughout their careers

### **Nurture** and expand a collaborative and engaged community

- Increase the remit of the membership committee to be the membership and community committee
- Develop a general community engagement strategy with the potential for a new community lead role, to develop and build the PSI community
- More actively engage members with the potential for an engagement lead role who can liaise with committees and will consistently identify gaps and open positions and how someone can get involved with PSI
- Develop a “Jobs board” for committees so members and non-members can see what roles are available to get involved in within PSI
- Develop a support strategy for how engaged members can build their own local country group, where they can set up local events and meet-ups to grow their own local PSI community. e.g. event in a box
- Develop company PSI advocates, who can help ensure that people within their company are aware of upcoming events, set-up “watch-together” virtual content/webinars

### **Promote** the value of career opportunities related to the use of statistics in healthcare

- Provide an increased focus on supporting career development opportunities and information, for members throughout their careers.
- Develop career profiles that also highlight more unusual career routes and the diversity of career options within healthcare, including career routes for more experienced members.

- Build a communication plan to ensure the work and resources already available are more well known among members e.g. run a campaign for people to use volunteering days they may have through their companies to go into their local schools to talk about careers and the importance of statistics using material already available through CALC
- Further publicise school activities – get members to talk about activities they've done e.g. going into schools, and sharing their stories, e.g. through a podcast
- Provide further support and resources for people looking to move jobs as well as tips for interviews etc.
- Better link across multiple areas of the website where content may be relevant for supporting career development e.g. the jobs board to the CALC page
- Build broader connections with groups such as ABPI and PHUSE who may have a similar objective
- Develop a strategy on how to support managers in their careers e.g. webinars, 1 day events on topics of particular interest to this group

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statistics

- Seek opportunities to partner with external groups both with a similar remit or with complimentary purposes to ours
- Assess the need to build relationships with other regulatory bodies outside of the EU e.g. China, Japan and utilise local groups where possible to work with e.g. American Statistical Society for FDA
- More proactively determine topics where we will put out position statements, either through the SIGs, Board or individual PSI members
- Where feasible bring in external members to SIGs or working groups from disciplines outside of PSIs typical remit to bring an alternate viewpoint e.g. Safety scientists into the Benefit Risk SIG