



**PSI 2021** Online  
Conference  
21-23 June 2021



## SCIENTIFIC PROGRAMME

Start planning your days!

Full details for the Scientific Programme for the 2021 online PSI Conference are now available, including talk titles and abstracts. With a lot of choice and variety of topics you can start planning which sessions you'd like to attend.

The majority of talks will be recorded and available in the on-demand area of the conference platform for a further 6 months after the conference, **only accessible for registered conference delegates**. There will also be extra material available in the form of additional on-demand videos and posters.

[View the Programme](#)

## REGISTER NOW!

With **less than a month to go**, [now is the time to register](#) if you have not yet done so. The conference registration fee is vastly reduced compared to our previous face to face conferences, yet the quantity and quality of scientific content remains the same. Basically, it's a bargain!

Please click below for further information and to access the registration portal.

[Register Now](#)

Sponsorship opportunities are available that include complimentary delegate passes. Such passes will be issued separately. If your organisation is a sponsor of the conference (or plans to sponsor the conference) please check with your colleagues to see if you have access to a complimentary place before registering on the conference portal. Details on conference sponsorship opportunities can be found [here](#).



“ I started in the pharmaceutical industry in 2015, and attended the PSI conferences in 2017, 2018 and 2019. The conferences helped me with building a network, as well as broadening my perspective on the applications where our statistical skills are useful. Excellent organization and keynote speakers. Highly recommend!” ”

Dominic Magirr  
Associate Director, Statistical Methodology, Novartis

## PROGRAMME HIGHLIGHT

Estimands, estimands, estimands...

Still trying to get to grips with ICH E9 (R1)? Believe you have a great understanding but want to learn more & see what other people are doing? Somewhere in between? On Wednesday we have a full stream focusing on estimands with three consecutive sessions:

1. Celebrating 1-year of ICH E9(R1) Implementation, **Wednesday 9:00-10:15**
2. "What?" Is the Question! Estimands: Case Studies & Implementation, **Wednesday 11:00-12:30**
3. Estimands & Missing Data Imputation, **Wednesday 14:00-15:30**

**SPOTLIGHT ON: Interactive Sessions**

In addition to the more traditional sessions with multiple speakers delivering interesting and useful talks, the conference will include a number of sessions that are more interactive, as well as a social area to meet and chat to fellow attendees and speakers.

*Note: that participants will need to sign up in advance for some of these sessions (from Monday 14<sup>th</sup> June when the conference platform is launched). These sessions are live and will not be recorded.*

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## Discussion Sessions

Grab a cuppa and meet with friends old & new in a relaxed and chatty environment. Join in with as much or as little of the discussion, come along and have a listen, come along and share your experiences, reflect on the day thus far.....all valued and welcome. Experience in the topics being discussed is not a pre-requisite so come along to hear and find out more!

### IDMC Experiences Monday 16:00-17:00

Join us for a structured discussion exploring DMC expectations and experiences from the differing perspectives of the three statisticians involved: the study statistician; the independent data centre statistician; and the DMC statistician. The aim being to provide an opportunity to gain insight into the issues at the various stages and an appreciation of others' needs, given that few people will have performed all three roles and that the logistical and blinding constraints of a DMC limit opportunities for open sharing.

### The Role of Statisticians in Marketing Monday 16:00-17:00

Do you know, that marketing is much more than advertisements? Do you know, that many marketeers work a lot with data – both business and medical data? Do you know, that marketing plays a huge role in which clinical projects get funded? If you want to learn more about the role of marketing in the pharmaceutical industry and how you can work with them for the benefit of patients, join the Discussion Session.

### Clinical Trials: Collaboration is the Secret to Successful Outsourcing Tuesday 16:00-17:00

Outsourcing continues to increase in popularity within the pharmaceutical industry and bringing new products to markets in a timely fashion is reliant on sponsors and CROs successfully working together. Come along to this informal discussion session to chat with other statisticians working in outsourced clinical trials, and gain insight into both roles as sponsor and CRO statistician. For any statistician with sponsor or CRO experience, share your experiences on how we can work together to successfully collaborate as sponsor and CRO.

### Digital Landscape for Statisticians Tuesday 16:00-17:00

Do you know that advances in AI is already having an impact on the next generation of molecular biologists? Want to hear more about the digital oncology space? The role of AI in clinical trial design now and in the future. Why do consumers distrust AI?

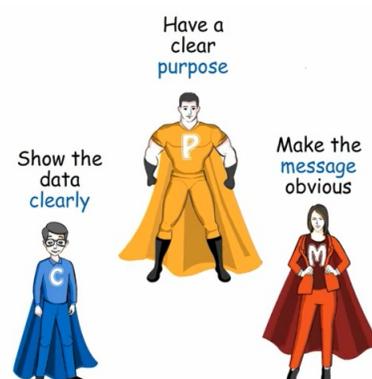
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## Interactive learning on Data Visualisation

Tuesday 9:00-10:30

As statisticians, we are used to creating charts and graphs for communicating our data, but there is rarely any formal training on it. Everybody picks up some tips and tricks along the way. Our abilities depend heavily on what we can create using the software available to us. The templates (or the example we copy the code from) define largely what our output will be.

The upcoming interactive data visualisation training during the PSI conference in 2021 will help you to learn about some fundamental principles in data visualisation. As the training will only use pen and paper and no software at all, you will have a lot of freedom and creativity to come up with great sketches of data visualisations. This training format was developed iteratively and hundreds of participants within UCB have already benefitted from it.



Source: <https://graphicsprinciples.github.io/>

So bring your coloured pens (some steal from the kids!) and some paper to this fun learning experience and improve your data visualisation skills.

## Career Young Statisticians Networking Event

Tuesday 12:30-13:00

Are you a career young statistician looking to get to know other career young statisticians and make connections for the future? Come along to an informal networking session where you will get to know people and have fun with a team-based activity!

## SPOTLIGHT ON: Coffee and a chat!

We're excited to be using a new social platform called '**Wonder**' as part of the PSI Conference to allow people to network in small groups. You can either meet to talk about serious statistical topics such as external controls / data science / data visualisation ... or to catch-up on what people have been up to during lockdown ... new hobbies / favourite book read / favourite new recipe...



To allow us to give people some time to familiarise themselves with the platform, we're setting up an informal networking event on the **26th May (12:15-12:45pm UK time)**, so bring along your favourite drink and/or some food and spend some time getting to know some new faces as well as catching up with friends. It's a fun and easy tool to use, we think you'll enjoy it!

If you'd like to come along please contact [psi@mci-group.com](mailto:psi@mci-group.com) and we'll send you the details to sign-up. We look forward to seeing you there!

*Lucy Rowell (PSI Chair) & Priya Gokani (PSI Engagement Lead)*



“ The PSI Conference is open, friendly and there is something for everyone. It addresses up to date topics as well as being a refresher in older methods that have been applied to recent problems. The poster session is always my favourite as you can learn so much in a short space of time and then spend time focussing on the posters relevant to what you are working on or that spark your interest. ”

Claire Brittain  
Project Lead Statistician, UCB

### Let your colleagues know...

Please share this email with any colleagues and friends who you think will be interested in the PSI Annual Conference.



### For any enquiries...

Should you require any assistance, please don't hesitate to contact the PSI conference secretariat.

**Email:** [PSI2021@mci-group.com](mailto:PSI2021@mci-group.com)  
**Tel:** +44 (0) 1730 715 235  
**Web:** [www.psiweb.org](http://www.psiweb.org)

### A message from the Conference Chair...

Although the conference is purely online, we are including a variety of sessions and activities that will enable attendees to interact with each other, sharing experience and discussing topics of interest as well as just being social in general (something PSI members are very good at!). Looking forward to catching up with people I have not seen or talked to for a long time.



Paul Terrill  
Conference Chair

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PSI | +44 (0) 1730 715 235 | [psi@mci-group.com](mailto:psi@mci-group.com) | <https://www.psiweb.org>