



Promoting Statistical Insight



## Naomi Givens

### Nomination for PSI Chairperson 2018

**I want to 'future proof' PSI.** That's a big claim. What do I mean and how do I suggest we do it? Two main areas of focus for me would be through better member engagement; ensuring we offer members what they want, in the way that they want it and by embracing the discipline of data science.

**Let me be clear, we do great things at PSI.** Having been a Director for almost 4 years I am proud of the progress we have made towards making our valuable scientific and training content available online for the benefit of members. We are close to launching members only access to recordings of previous one day meetings, webinars and online training courses. We have overseen the expansion of the conference, one day meetings, training courses and the ITIT course to include venues on mainland Europe. We have become more commercially focused, resulting in a more secure position financially which gives us the opportunity to invest and improve the services we provide for members.

PSI is an organisation, **run by the members, for the benefit of members.** We have many dedicated, engaged people who serve on the Board of Directors, on one of the committees or as part of our SIGs and they keep PSI running. However, I believe we can do more to engage the large majority of members who are not involved in the running of PSI.

PSI have a website, Twitter and LinkedIn accounts but I'd like a better sense of how many members regularly use them and whether there are other social media platforms PSI should be utilising. We have regular eNews and direct to member emails along with our digital quarterly magazine SPIN but how many members actively engage with them? **I want PSI to keep up to date with the fast changing world of social media** but not just for the sake of it, it has to have a purpose and be something our member's desire. I would engage MCI to help us in this endeavour because, quite frankly, it's not our day job but it is theirs so we should use their experience to our advantage.

I will launch a membership survey to **listen to what content members want** and how they want to receive it. How often do you visit the PSI website and for what purpose? What would make you visit the website more often? Would you take part in an online forum if there was one? Is there anything PSI is not doing that you'd like to see? Is there

anything we should stop doing? Are you in agreement with our mid to long term strategy? Do you know what our strategy is? PSI is about you and we haven't asked you what you want from PSI since the Glasgow conference in 2013 and I believe that it's about time we did.

I also think the Board of Directors could be more **visible and relatable**; this could be achieved in very simple ways; such as having photos and biographies on the PSI website along with contact details. I would propose a monthly blog written by a member of the board giving an update on their PSI activities and current challenges or areas of focus at work. How many of the PSI Board of Directors do you know? Do you know which position on the Board they hold or what they have achieved for PSI?

Data Science. What is it and why should we welcome data scientists into the PSI fold? I don't think we yet have a clear definition of data science and how it will be applied in the pharmaceutical industry but I do know three things; it's a growing discipline, data scientists apply analytical/statistical techniques in the same way that statisticians do and data science is a current buzz word. I predict that we will see more and more data scientists being employed in our industry and the role of the statistician and that of the data scientist will overlap in many ways. If we don't **embrace this emerging field and expand our remit to include applications of data science**, we risk becoming side-lined and thought of as 'old school' statisticians. I propose that the Board of Directors consider bringing a data scientist on to the PSI Board so that we have a data science perspective at the heart of the PSI organisation. Statisticians and data scientists should work together and learn from each other for the benefit of both our futures; PSI are well placed to reach out to data scientists and make such a partnership work.

As a PSI representative on the Council for Biopharmaceutical Statistics (CBS), a global group which brings together representatives from ASA Biopharm, SCT/QSPI, DIA Stats Community, PSI, EFSPI and ISBS, I know that PSI is the most active pharma stats organisation in the world. **I would be honoured and excited to lead the organisation as the next chair** with a forward-looking focus and a diverse and engaged membership to ensure that PSI continues to provide an excellent service to its members for years to come.