


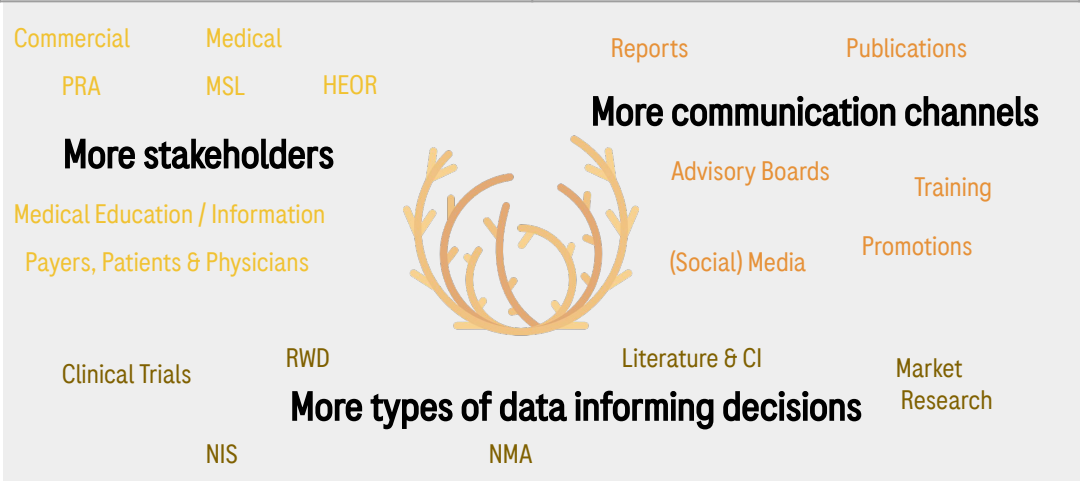


# Is medical affairs the wild west of statistics?



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On behalf of Launch & Lifecycle eSIG

Stereotypes	Reality
 <p>Skeleton team (small #s, old members)</p>	<p>Experienced statisticians who navigate ambiguity well</p>
 <p>Lawless: No standards / rules...Anything goes</p>	<p>Passionate scientists seeking to answer the right questions</p>
 <p>Single arm trials, post hoc analyses, lots of talk</p>	<p>Budget limitations + increasing stakeholder demands require agility &amp; creativity</p>



## Launch & Lifecycle eSIG

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**Provide a platform** for statisticians from sponsors and CROs working in the launch and lifecycle management space to help each other in areas of pre-competitive collaboration
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**Shape the industry** to increase the influence of statisticians in launch and lifecycle and show how good looks like for the work of statisticians e.g. through case studies
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**Drive scientific projects and innovation** forward related to the field of Launch and Lifecycle