Our purpose & Strategic Objectives

PSI's purpose:

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

We fulfil our purpose guided by our strategic objectives:

Support members in their profession by strengthening and broadening their professional skills

Promote the value of statistics and data sciences and career opportunities in healthcare

Improve healthcare by being a leading partner in the application of statistics and data sciences

Nurture a growing collaborative and engaged wider community

Our strategic objectives are shaped by our assessment of PSI's achievements so far, insights into current and future challenges facing our industry and members, and an evaluation of the factors that influence our ability to achieve our goals within a reasonable timeframe.

PSI fulfils its purpose by:

1. **Conference, meetings, training courses, webinars and Journal Club**

- Arrange the 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.
- Arrange training courses, enabling PSI members to remain up-to-date with industry advances.
- Provide and maintain a video on demand platform to allow PSI members to access materials from these events at a time and place that suits them.

2. **Membership**

- Devise and execute strategies to attract new members, maintain a robust membership database and enhance member satisfaction.
- Foster inclusivity and diversity within our organisation.
- Offer a broad range of opportunities to volunteer for PSI.
- Celebrate the achievements of PSI members and the wider stats community through annual awards and recognition.

3. **SIGs (co-ordinated with EFSPI)**

- Maintain and contribute to further development of latest methodologies, approaches, and guidance across many areas, and actively share with wider community.
- Support capability development for PSI members and beyond through deliverables including webinars, publications, conference sessions and workshops.
- Help strengthen PSI community by providing opportunities for members to connect with colleagues across industry.

4. **Drive discussion on statistical regulatory issues (co-ordinated with EFSPI)**

   This includes input on regulatory guidelines, driving debate on current and future guidance documents, and meeting with statisticians in European regulatory agencies (including EMA and MHRA).

5. **Careers**

- Promote STEM and careers within the industry, forging links with schools and universities.
- Maintain contact with academic statistical groups and professional organisations to further the study of mathematics, statistics and data sciences.
- Champion the apprenticeship scheme in medical statistics.
- Promote professional development at all levels including mentoring, networking, career growth and options.

6. **Pharmaceutical Statistics Journal**

   Sponsor Pharmaceutical Statistics, the official journal of PSI, published by Wiley. The journal objectives are to promote discussion of statistical applications in drug development.

7. **Communication with members and non-members**

- Publish our newsletter (eNews) that aims to inform members about, and solicit feedback on, PSI activities and other events of interest.
- Through our website and social media platforms share and exchange information with both members and non-members.

Strategic Objectives for 2025 and 2026

In addition to maintaining current activities the Board of Directors intends to focus on the following objectives in 2025 and 2026.

Support members in their profession by strengthening and broadening their professional skills

The Board of Directors have identified 4 key priorities to better support members:

1. Assessing the PSI website with a view to updating to ensure members can easily access the resources that PSI provide.

2. Continue to support technical and professional development of members via sessions at the annual conference, webinars, F2F 1-day meetings and book club with a focus on ensuring we have offerings that keep up with the latest technical developments such as generative AI and Machine Learning.

3. Ensure SIGs are relevant to members' needs, introducing new SIGs as new areas of interest arise.

4. Supporting and encouraging SIGs to share their achievements with PSI members and externally via updates e.g. via social media.

Promote the value of statistics and data sciences and career opportunities in healthcare

The Board of Directors have identified 5 key priorities to better promote career opportunities to members:

1. Provide easier access to available jobs on our website, and tips on interviews through webinars and mentoring.

2. Enable and encourage members to promote the opportunities for school and university students to become the next generation of statisticians and data sciences professionals in the pharmaceutical industry by refining the material available and making it easily accessible

3. Continue the early success of the Apprenticeship scheme working with a range of academic partners to ensure the scheme continues to develop with multiple options for apprentices.

4. Build on current engagement with external bodies such as EFPSI and other industry associations such as PhUSE and maintain links with relevant academic partners.

5. Develop an external communication strategy that promotes the value and skillset of statisticians and data scientists focusing in particular on big data, AI/ML, gen AI and other newer methodologies and technologies.

Improve healthcare by being a leading partner in the application of statistics and data sciences

The Board of Directors have identified 4 key priorities to be a leading partner in the application of statistics and data sciences in healthcare:

1. Build new or enhance existing partnerships with external groups both with a similar remit or with complimentary purposes to ours, for example RSS, ASA, and PhUSE.

2. Keep abreast of consortiums such as IMI and new developments impacting healthcare.

3. Contribute to shaping the implementation plans for meeting new requirements for the EMA data strategy and submission of raw data sets and share case studies and best practices.

4. Develop position statements, either through the SIGs, the Board or individual PSI members and broadly communicate to members in a timely fashion.

Nurture a growing collaborative and engaged wider community

The Board of Directors have identified 7 key priorities to be a leading partner in the application of statistics and data sciences in healthcare:

1. Develop and invest in a comprehensive communication strategy for internal and external communication and collaboration to include greater visibility of the Board of Directors, increased sharing of the work of committees and SIGs and easier between member collaboration.

2. Form a Diversity Equity and Inclusion working group within the Membership Committee with the remit of developing a DEI strategy for the PSI Board of Directors and PSI members.

3. 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.

4. Relaunch company contacts as PSI ambassadors; aiming for large coverage across our member companies to promote PSI events, arrange company 'watch parties' and act as a feedback mechanism back to the PSI Board.

5. Expand the current mentoring scheme to allow the development of more members.

6. Evaluate which metrics are important to monitor from our membership database and develop a plan on how to track these metrics over time.

7. Promote and encourage partnerships and collaborations between SIGs and committees, while fostering improved collaboration both within and across these groups.