



## **Business Plan 2022 - 2023**

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

## 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 and data sciences within the biomedical and 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

Christine Fletcher (GSK)	Chair (and EFSPI Council)
David Wright (AstraZeneca)	Vice-Chair
Markus Elze (Roche)	Treasurer
Aiden Flynn (Exploristics)	Commercial Director
Rachael Lawrance (Adelphi Values)	Events Director
Kate Tsirtsonis (Amgen)	Membership & Community Chair
Adam Crisp (GSK)	Special Interest Group (SIG) Director
Kimberley Hacquoil (Exploristics)	Careers Director
Alun Bedding (Roche)	Communications and External Affairs Chair (and EFSPI Council)

## 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 globally. 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 8-14 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 and data sciences within the biomedical and 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 statistics and data sciences in healthcare and career opportunities for statisticians and data scientists

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

During the fourth quarter of 2021, 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 2022 and 2023 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 and maintaining a video on demand platform to allow PSI members to access PSI event materials from online events (webinars and training courses) to benefit and 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, launching an apprenticeship scheme in medical statistics and maintaining contact with academic statistical groups and professional organisations to further the use and study of statistics. Promoting professional development for people in the industry by: supporting members throughout their career including mentoring, career options, personal growth and development through leadership, influence, and communication skills.
6. Proactively engaging with other organisations with a similar or complementary purpose.
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 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 2022 and 2023

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

- Enable a strong scientific programme to allow members to develop competencies in emerging areas such as quantitative decision-making and decision sciences, innovation in evidence generation strategies and use of real-world evidence; agile ways of working and leadership, communication and influencing skills
- Leverage SIGs and share their activities to the wider PSI Community through webinars, 1-day events, SPIN articles, position papers
- Develop a network of statistics and data science leaders and enable leaders to share ideas, develop and advance future trends within healthcare through forums and other events
- Develop a strategy for offering leadership and influencing skills to the PSI membership, which may include a series of webinars and conference sessions

## Nurture and expand a collaborative and engaged community

- Develop a strategy to increase community engagement
- 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
- Launch and embed the mentoring programme for members throughout their careers
- Share key metrics from membership database and track changes over time

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

- Provide an increased focus on supporting professional and career development opportunities and information, for members throughout their careers, including webinars, 1-day events, mentoring and book clubs.
- Provide further support and resources for people looking to move jobs as well as tips for interviews etc. through webinars, mentoring and materials.
- Re-vamp of career profiles to be more inclusive of unusual career routes and the diversity of career options within healthcare, including career routes for more experienced members.
- Further promotion of school and university resources which are already available among members.
- Promote, implement, and grow the Medical Statistics apprenticeship scheme.
- Build broader connections with groups such as ABPI and PHUSEs, and raise the profile and remit of PSI with other stakeholder groups such as regulatory and Health Technology Assessment bodies, and Industry Associations such as ABPI, EFPIA and PhRMA

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

- Seek opportunities to partner with external groups both with a similar remit or with complimentary purposes to ours, for example RSS, ASA, and PhUSE
- Keep abreast of consortiums such as IMI and Horizon 2020 and new developments impacting healthcare
- 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
- Develop position statements, either through the SIGs, the Board or individual PSI members and broadly communicate to members in a timely fashion
- Promote partnerships and collaborations SIGs develop with related disciplines such as epidemiology, pharmacometrics, safety, regulatory affairs, health economics, and marketing/commercial