



From Statistical Innovations to Common Practice: How to innovate with impact?

Date: March 19th, 2025
15:00 – 16:30 CET

Venue: Virtual only

- Presenters:** Kaspar Rufibach (Merck KGaA, Darmstadt), Nicky Best (GSK),
Monika Jelizarow (UCB)
- Panelists :** Elina Asikanius (FIMEA), Frank Bretz (Novartis), Steve Ruberg (AnalytixThinking)
Michael Krams (Berry Consultants)
- Moderators:** Tobias Mielke (J&J), Marisa Bacchi (BBS Coordinator)

Why is this webinar of interest?

Pharmaceutical drug development is a costly process, associated with high risks, large competition, continuous time pressure, within a strongly regulated environment. Statisticians are at the core of the process to enable efficient decision making, while effectively managing risks for the numerous stakeholders involved.

Plenty of statistical inventions are published every year. Still, a large gap exists from publication to broad uptake and implementation within the pharmaceutical industry for various reasons.

Kaspar Rufibach, Nicky Best and Monika Jelizarow will share in this webinar their experiences on how to remove barriers to innovation, while effectively growing internal talents and providing measurable impact as a strategic contributor to drug development.

What is covered? How is it conducted?

Kaspar Rufibach will start this webinar with a brief recap of lessons learned from a large pharmaceutical company on the importance of building a process from invention towards commercialization & implementation of innovation. Nicky Best will share experiences from the GSK journey towards broad implementation of Bayesian approaches in drug-development. Monika Jelizarow will share insights into how UCB adopted Bayesian augmented control designs across the portfolio, actively embracing people development and stakeholder needs.

The session will close with a panel discussion emphasizing the importance of stakeholder engagement for successful statistical innovation, including

- 1.) Joint developments with academia
- 2.) Bringing methods and tools to non-methodologists
- 3.) Hearing and addressing regulatory considerations
- 4.) Getting the clinicians excited
- 5.) Showcasing impact to higher management

We look forward to your participation!

Please register and send in your questions to the panel using this link:

<https://forms.gle/ewAsAJj9N7qYiWSE7>