SESSION 1: ROLE AND IMPACT OF QUANTITATIVE SCIENCES IN STRATEGIC DECISION MAKING

LEADERS SURVEY RESULTS

SURVEY RESULTS: WHO ARE WE?

~40% Big Pharma; ~40% Small/Mid-Size Pharma; ~20% other

~70% 10,000+; <5% Under 200

Scope of the functional support

Full question: Scope of the functional support. Please select all that apply.

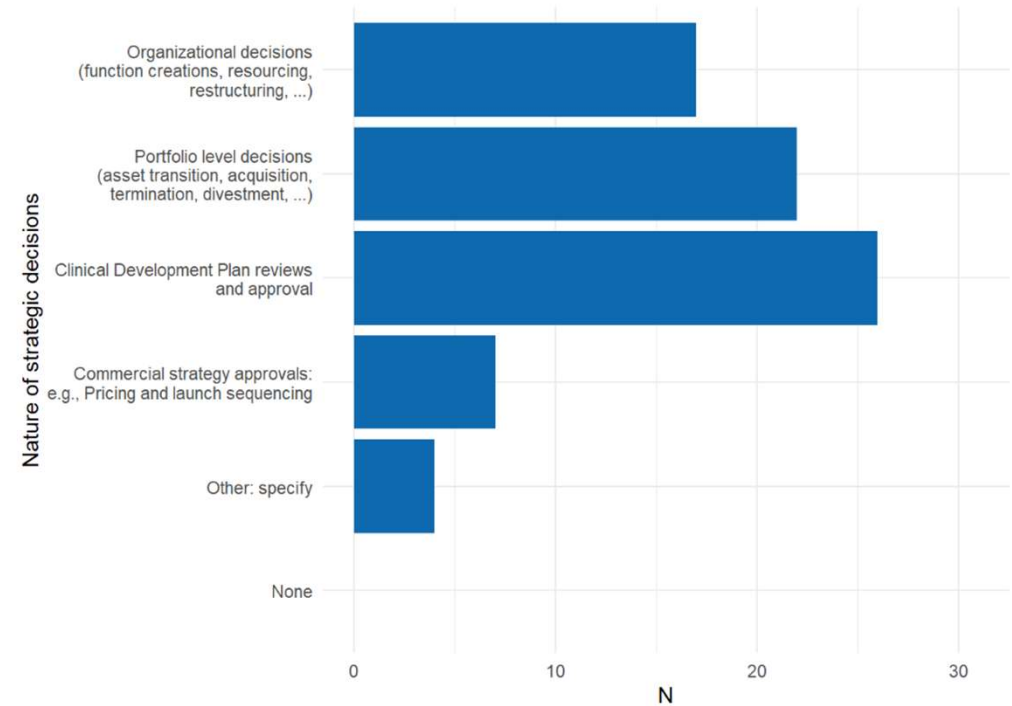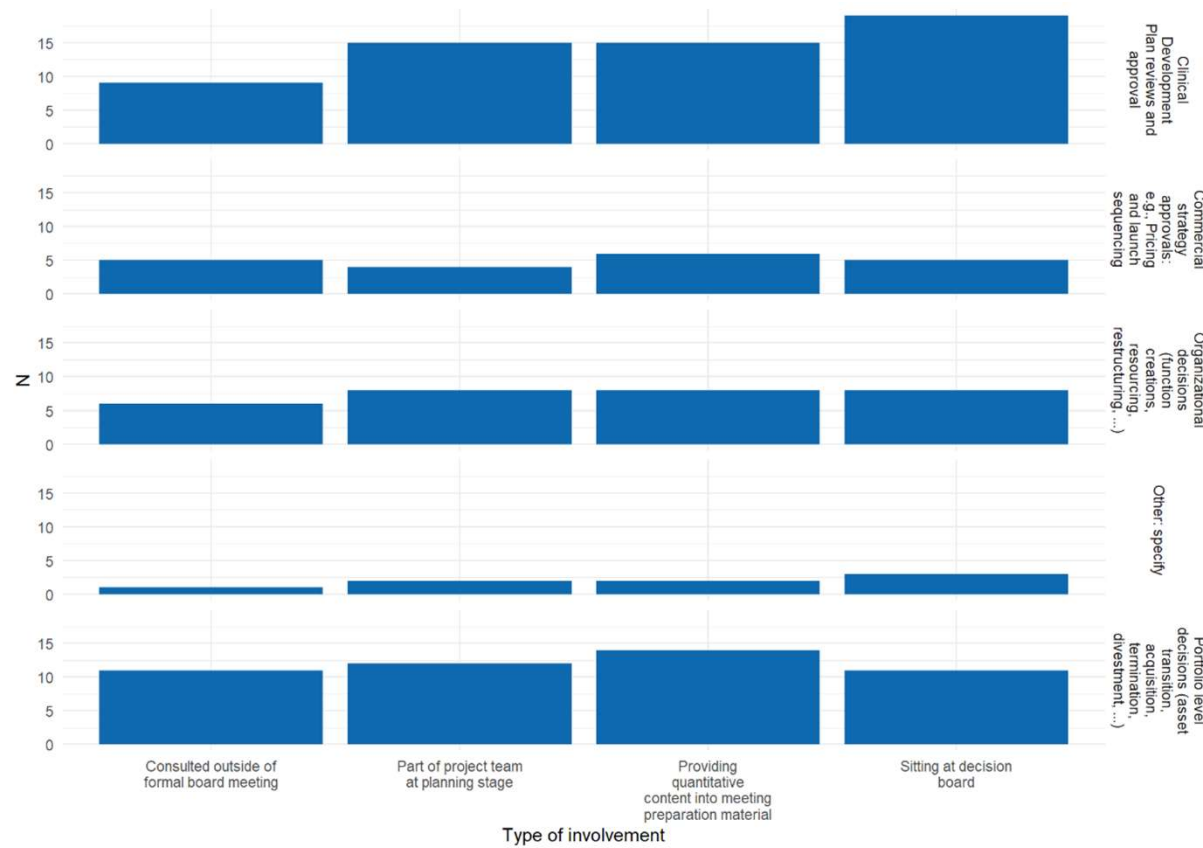| Category	N	Percent of all	Percent of responders
Research/Pre-clinical	12	38.7	40.0
Manufacturing	7	22.6	23.3
Early Development	21	67.7	70.0
Full Development	26	83.9	86.7
Launch and life cycle (e.g., GMA, RWE, HEOR, etc...)	27	87.1	90.0
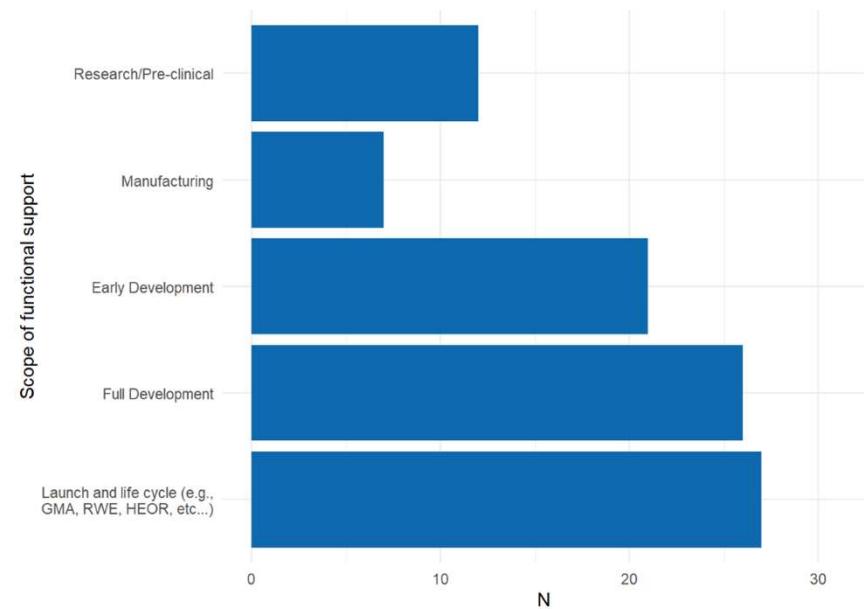
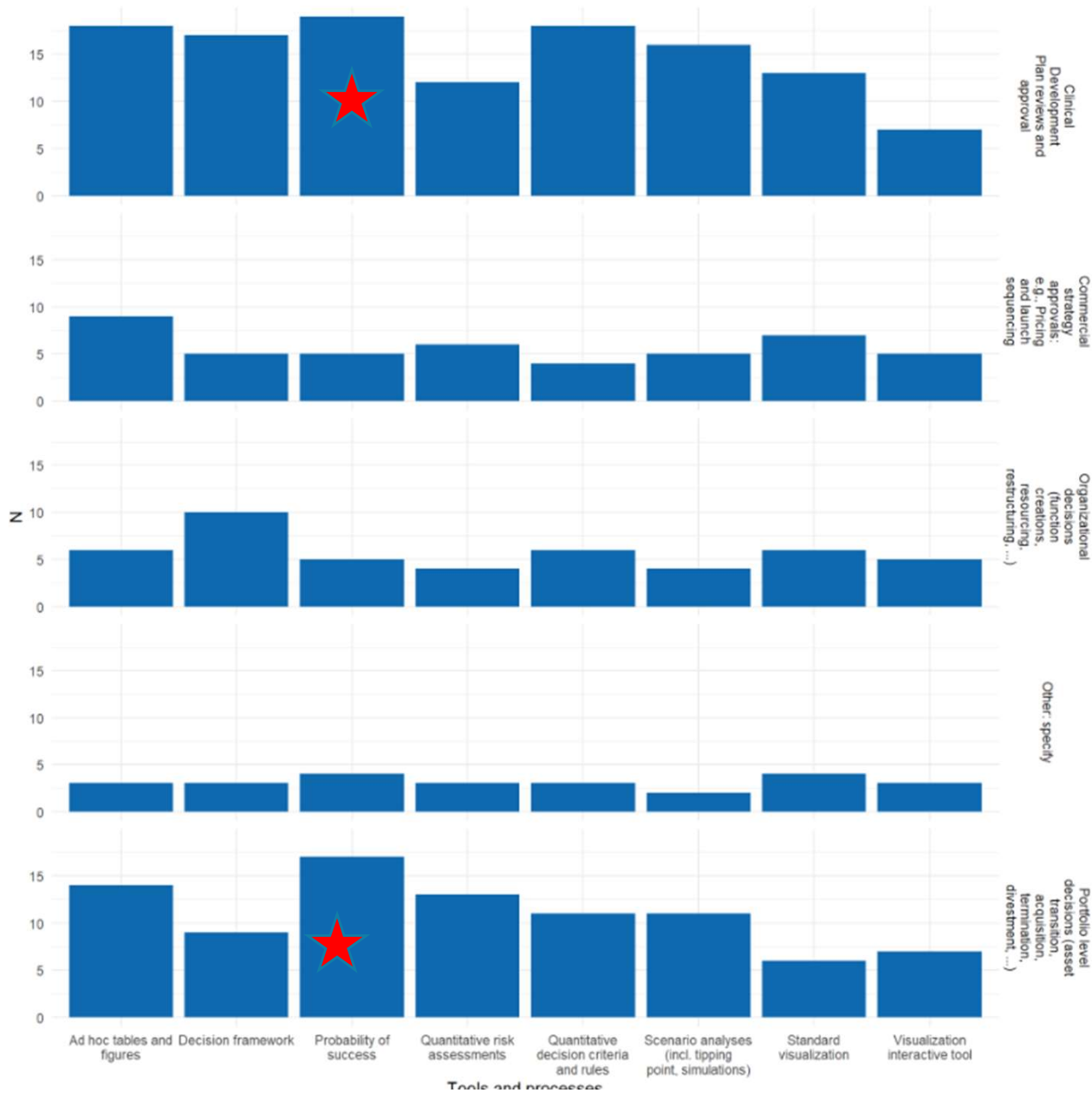# OUR ROLES IN DECISION MAKING

WHO?
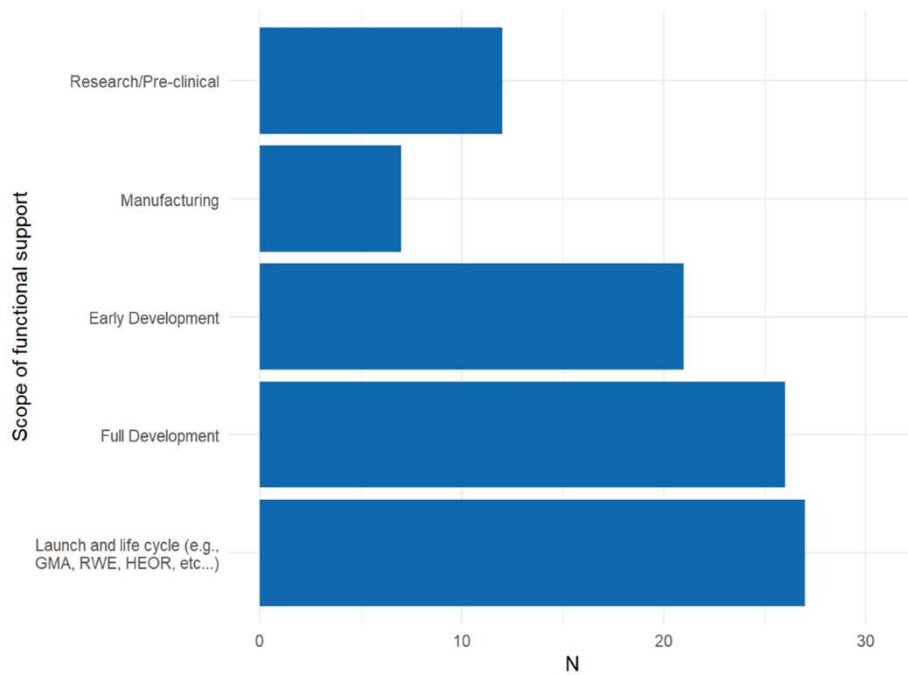
HOW?

STRONGEST IN CLINICAL DEVELOPMENT DECISIONS; EMERGING IN PORTFOLIO, ORGANIZATION

Most common:
- Probability of Success
- Ad-hoc tables & figures
- Decision Criteria & Rules

Potential emerging areas:
- Scenario analyses
- Decision frameworks
- Visualization?

WHAT ARE THE ENABLERS & HURDLES FOR INVOLVEMENT IN DECISION MAKING?

ENABLERS

1. Reputation & Trust (22)
2. Communication Skills (12)
3. Company Mindset (11)
4. Business Context (10)
5. Visibility (8)

HURDLES

1. Communication Styles & Skills (24)
2. Organizational Willingness & Structures (23)
3. Perceptions (21)
4. Budgets, Resources & Planning (8)