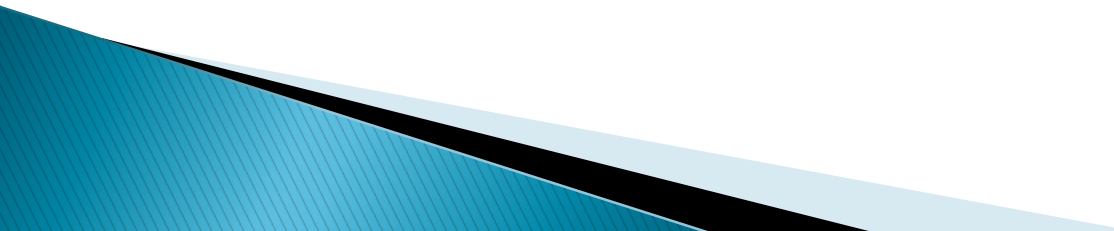


A Joke, stereotypes and communication.

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Industry Starters IS01
PhUSE 2017

Things we will cover

- ▶ The Joke
 - ▶ Stereotypes
 - ▶ Communication
 - International friendly
 - Programming Languages
 - Colleagues across the industry
 - ▶ More Jokes
- 

The Joke

- ▶ A woman asks her husband, a programmer, to go to the shop and buy a loaf of bread and if they have eggs buy a dozen.

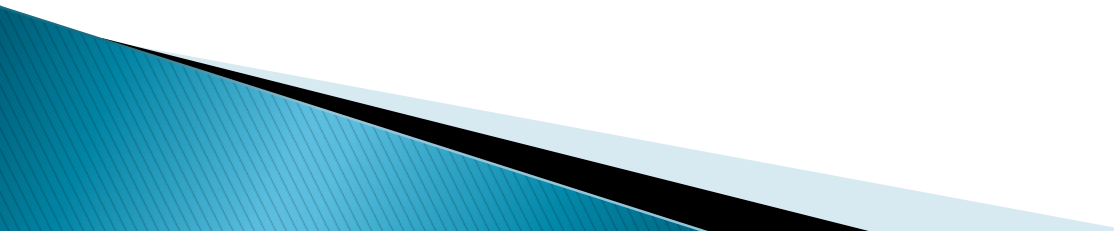
The Joke

- ▶ A woman asks her husband, a programmer, to go to the shop and buy a loaf of bread and if they have eggs buy a dozen.
- ▶ The man comes back with 12 loaves of bread.

Stereotypes

- ▶ I find that joke funny.
- ▶ The programmer is a man.
- ▶ The programmer is married.

Communication

- ▶ With fellow programmers
 - Some who are new to the role
 - Some who have been in the role for many years
 - Some who started out in different industries
 - ▶ With programming languages
 - SAS[®]
 - S-Plus[®]
 - R
 - ▶ With colleagues in different departments
 - Statistics
 - Medical writing
 - Data management
 - Regulatory
 - Outsourcing
 - ▶ With regulatory authorities
 - FDA
 - EMA
 - PMDA
- 

Communication

International friendly

- ▶ Dozen
 - 12
 - Bakers dozen – 13
- ▶ Loose ends
 - Last few bits

Communication

Programming Languages

- ▶ SAS[®] (and other programming languages) think like the programmer in the joke
- ▶ We need to use precise language to get the results we want.

Communication

Programming Languages

- ▶ Examples of where I didn't get what I wanted.

```
data phuse1 ;
  length var $17 ;
  var='drug a' ;
  output ;
  var='drug b' ;
  output ;
  var='drug a and drug b' ;
  output ;
run ;
```

```
87 data _null_ ;
88   set phuse1 ;
89   if index(var, 'drug a')>0 then put 'a' ;
90   else if index(var, 'drug b')>0 then put 'b' ;
91   else if index(var, 'drug a and drug b')>0 then put 'a/b' ;
92   run ;
```

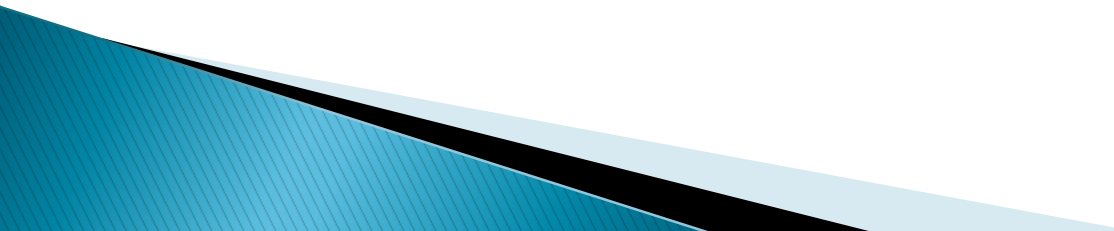
a
b
a

NOTE: There were 3 observations read from the data set WORK.PHUSE1.
NOTE: DATA statement used (Total process time):
real time 0.04 seconds
cpu time 0.00 seconds

```
data _null_ ;
  set phuse1 ;
  if index(var, 'drug a')>0 then put 'a' ;
  else if index(var, 'drug b')>0 then put 'b' ;
  else if index(var, 'drug a and drug b')>0 then put 'a/b' ;
run ;
```

Communication

Colleagues across the industry

- ▶ “Normal” people think like the wife in the joke.
 - ▶ When we receive requests, we should think about what is wanted and follow up with any uncertainties before putting effort into something that may not be useful.
- 

Communication

Colleagues across the industry

- ▶ I currently work in oncology and often get asked for outputs of progression
 - Investigator progression
 - Independent assessor progression
 - ▶ Please can you calculate the average age in the study
 - Mean
 - Median
 - ▶ ADRs – Adverse drug reactions
 - All AEs
 - AEs of special interest
- 

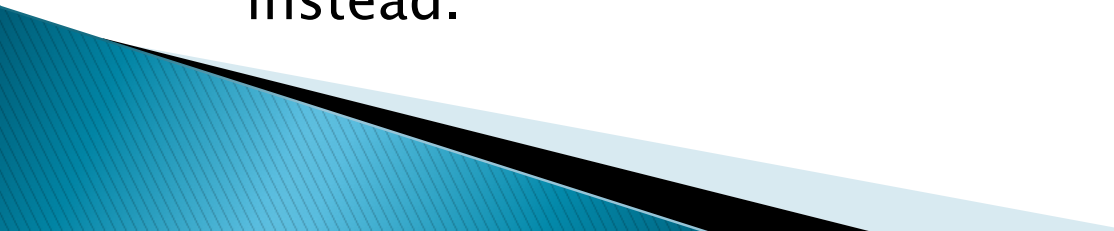
Communication

Abbreviations

- ▶ SAP (statistical analysis plan)
 - a single word
- ▶ SOP (standard operating procedure)
 - each of the 3 letters.

Communication

Colleagues across the industry

- ▶ I once sent an email
 - “I have produced this using COVAR1D, please let me know if you have any questions or need any changes.”
 - ▶ This was quickly followed with a response from my programming lead
 - “Sarah has used the collected baseline laboratory values for the groupings in this report, let us know if you would like us to use the investigator flags from randomization instead.”
- 

More Jokes

- ▶ There are 3 types of mathematician, those who can count and those who can't.

More Jokes

- ▶ There is a bar full of functions, $\sin x$, $\cos x$, x^2 , $1/x$.
- ▶ All alone in a corner sits e
 - The barman goes over and asks:
 - “Why don’t you integrate”

More Jokes

- ▶ There is a bar full of functions, $\sin x$, $\cos x$, x^2 , $1/x$.
- ▶ All alone in a corner sits e
 - The barman goes over and asks:
 - “Why don’t you integrate”
- ▶ e (sadly) responds
 - It wouldn’t make any difference.

More Jokes

The international test

- ▶ Man walks into a bar
 - Ouch.
- ▶ Man walks into a café
 - Pluff

More Jokes

For non-mathematicians

- ▶ Did you hear the joke about the magic tractor.

More Jokes

For non-mathematicians

- ▶ Did you hear the joke about the magic tractor.
- ▶ It went down the road and turned into a field.

Conclusion

- ▶ It is important to know your audience and yourself when communicating.

Any Questions

