

IMS Health & Quintiles are now



Is a Figure Worth a Thousand Words?

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Introduction



We all have
that one family
member...

Introduction

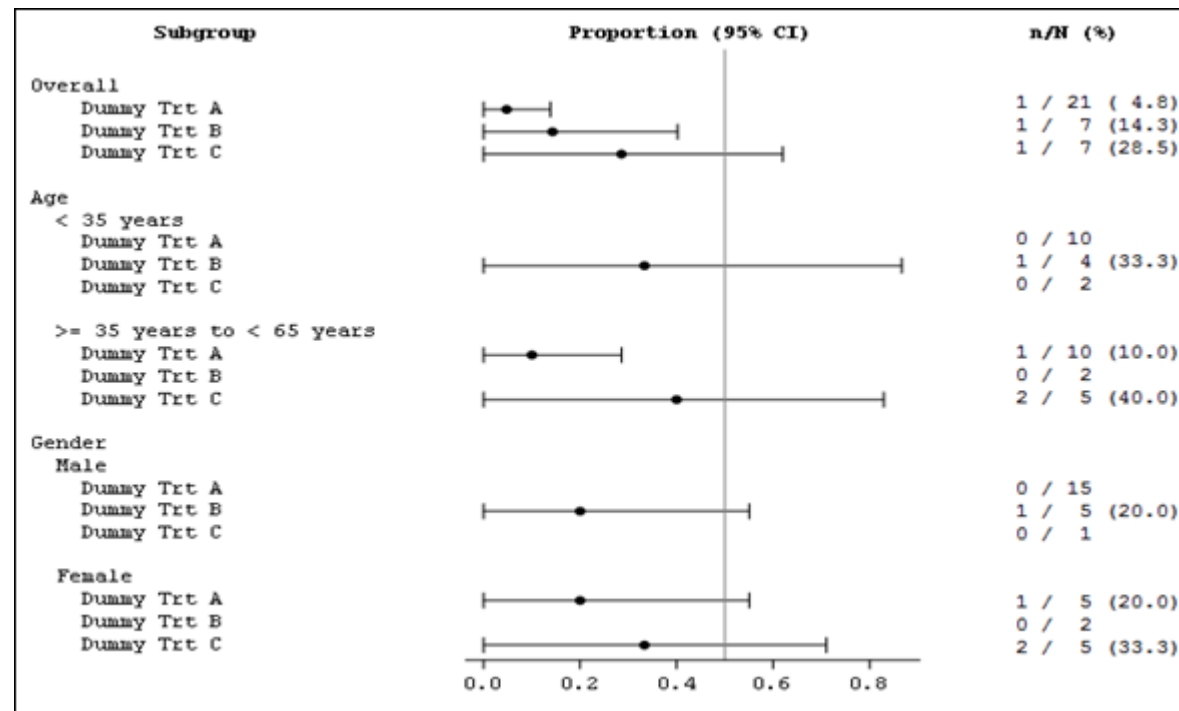
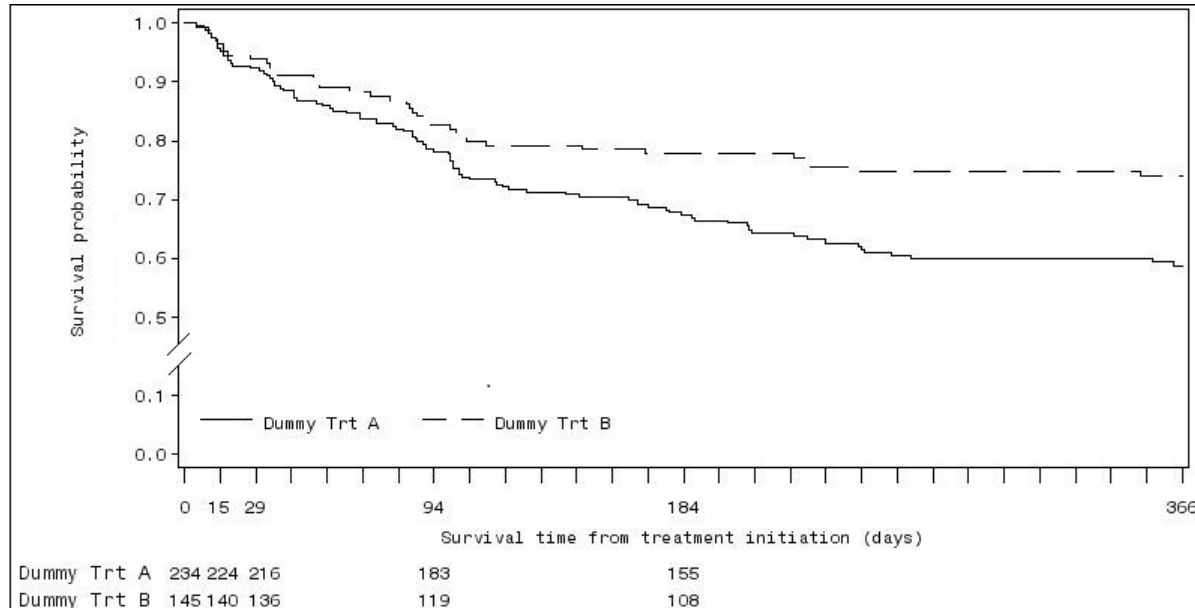
- If a picture can say a thousand words, then maybe the same could be said for a figure
- The more interesting an image is, the more words flow from it
- Overloaded and complicated images will be forgotten, I can't see the tree from the forest
- Simple image changes, can make a big impact
- How much more can we achieve with figures?
- How can we extract more meaningful information from the data, to support the reviewer and ultimately the analysis?
- Share ideas and knowledge

Defining the box

Defining the box

- Basic figures generated to support the Tables and Listings in a visual representation
- General figures include box and whisker plots, bar charts, descriptive stats plotted over time, time to event, survival analysis, forest plots, patient profiling in pharmacokinetic data etc.
- Same or similar information as the Table and Listing counterpart
- The addition of hybrid figures, became interesting
- What trends and requests do we see for Tables Listings and Figures from DMC's
- How does the current output support assessing patients on a case by case basis?
- How does the reviewer benefit from the current output we provide?

Defining the box



Jazz it up,... but not too much

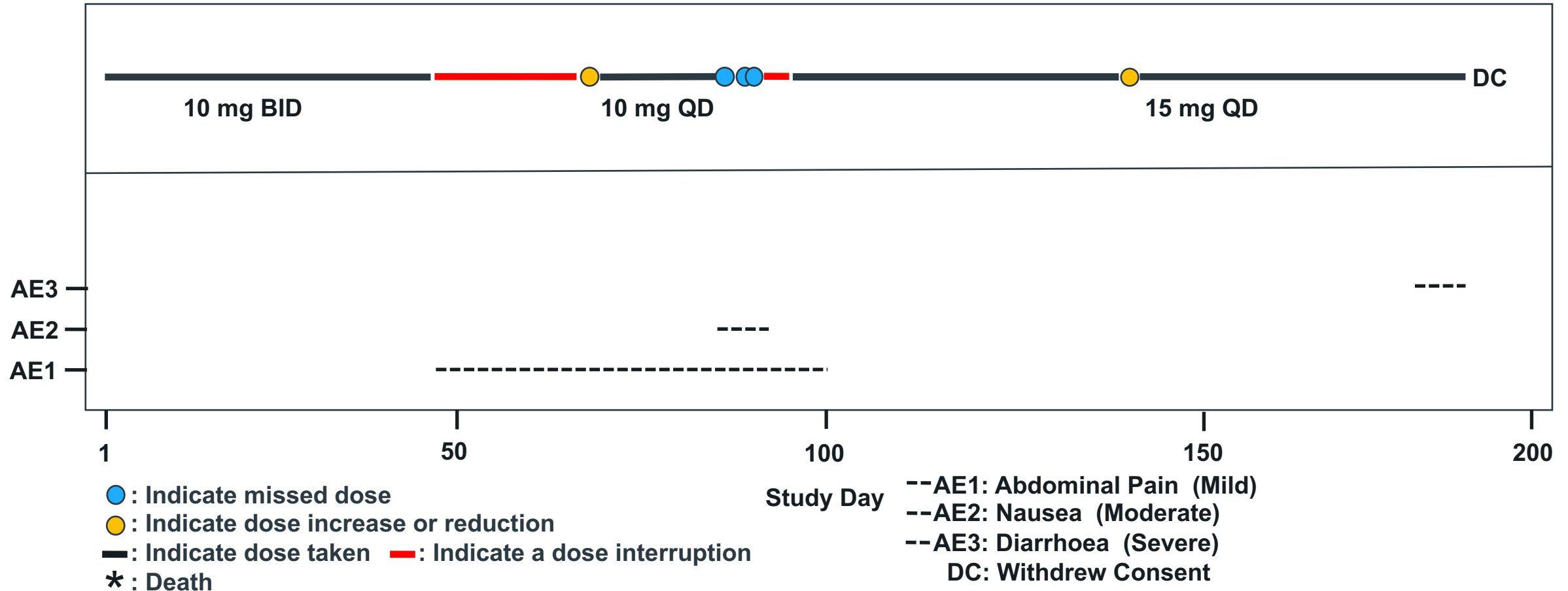
Jazz it up,... but not too much

- New SAS versions and programming languages like R, figure programming IS within everyone's reach
- So, what if we made the figures more interesting?
- What if we made the figure contain more combined information?
- Provide the reviewer with a transparent view of the data, taking other relevant data domains into account
- What is “combined relevant” information?
- Could we potentially reduce the number of outputs by combining information in a more relevant and structured way?

Outside of the box ideas

Outside of the box ideas

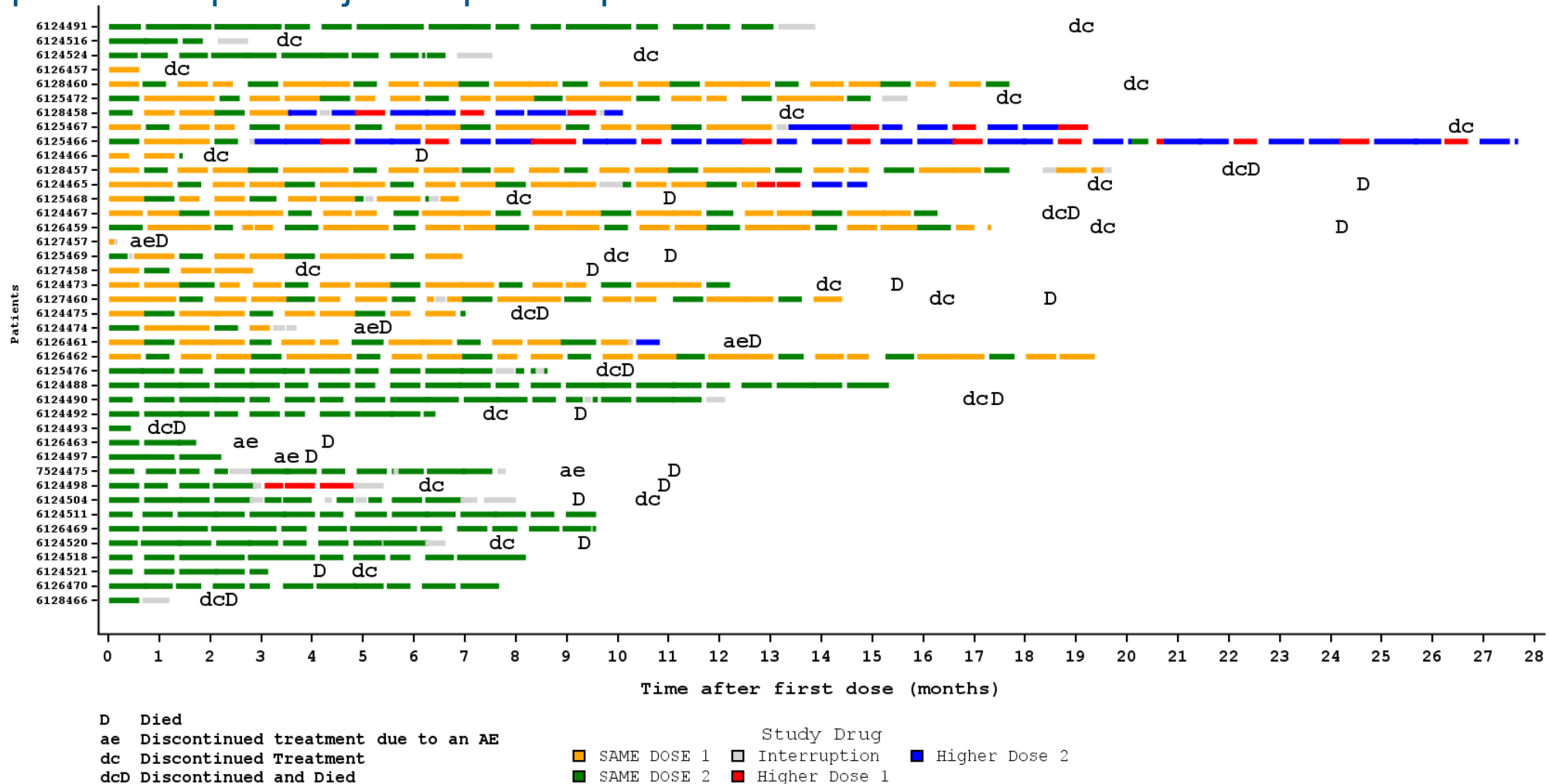
Example 1: Single subject exposure profile over time



- Benefit: being able to view an exposure progression profile without having to piece together different data domains

Outside of the box ideas

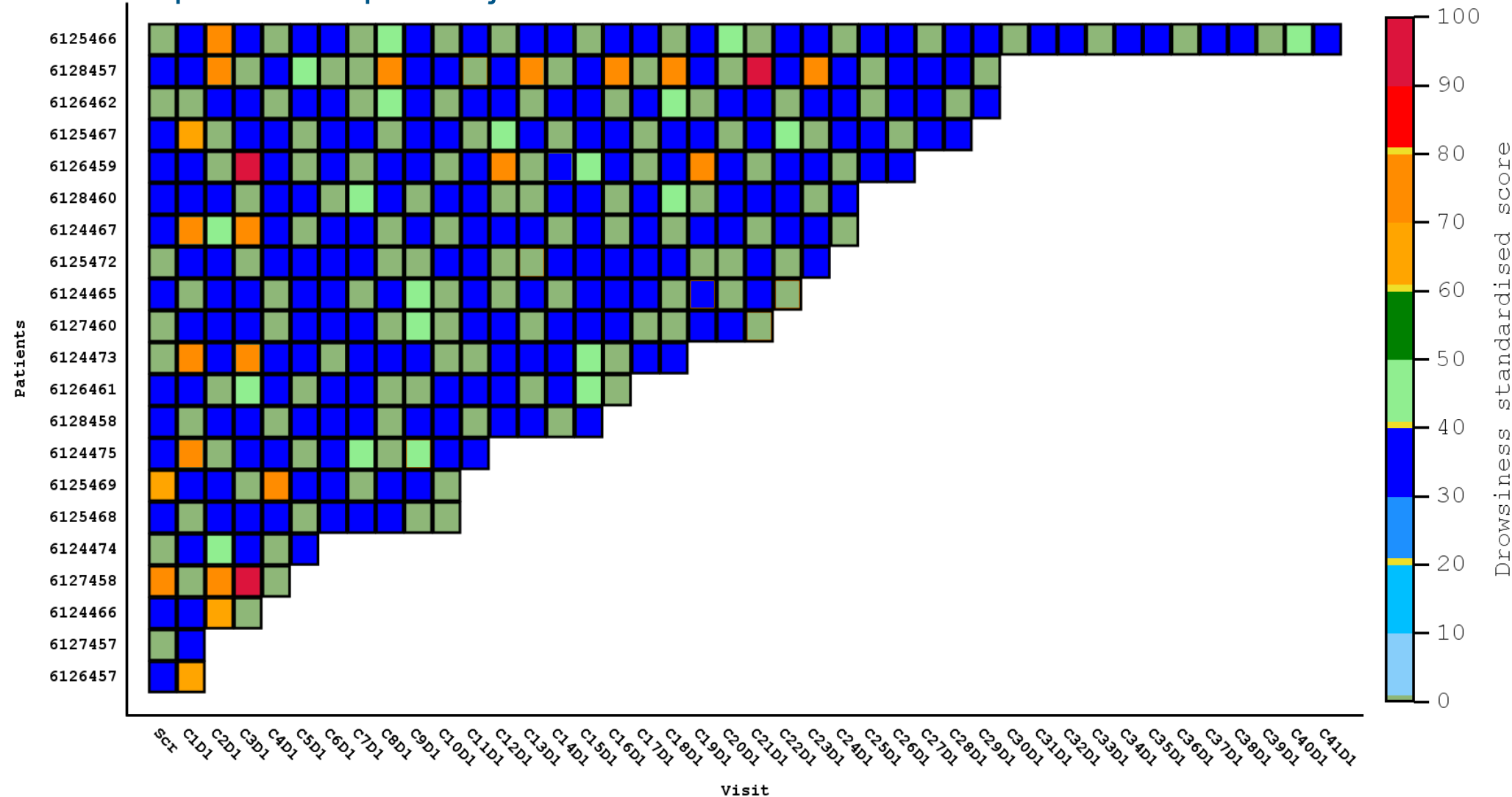
Example 2: Multiple subject exposure profiles over time



- Benefit: presenting a study overview, per treatment group or sorted according to the reviewer's needs

Outside of the box ideas

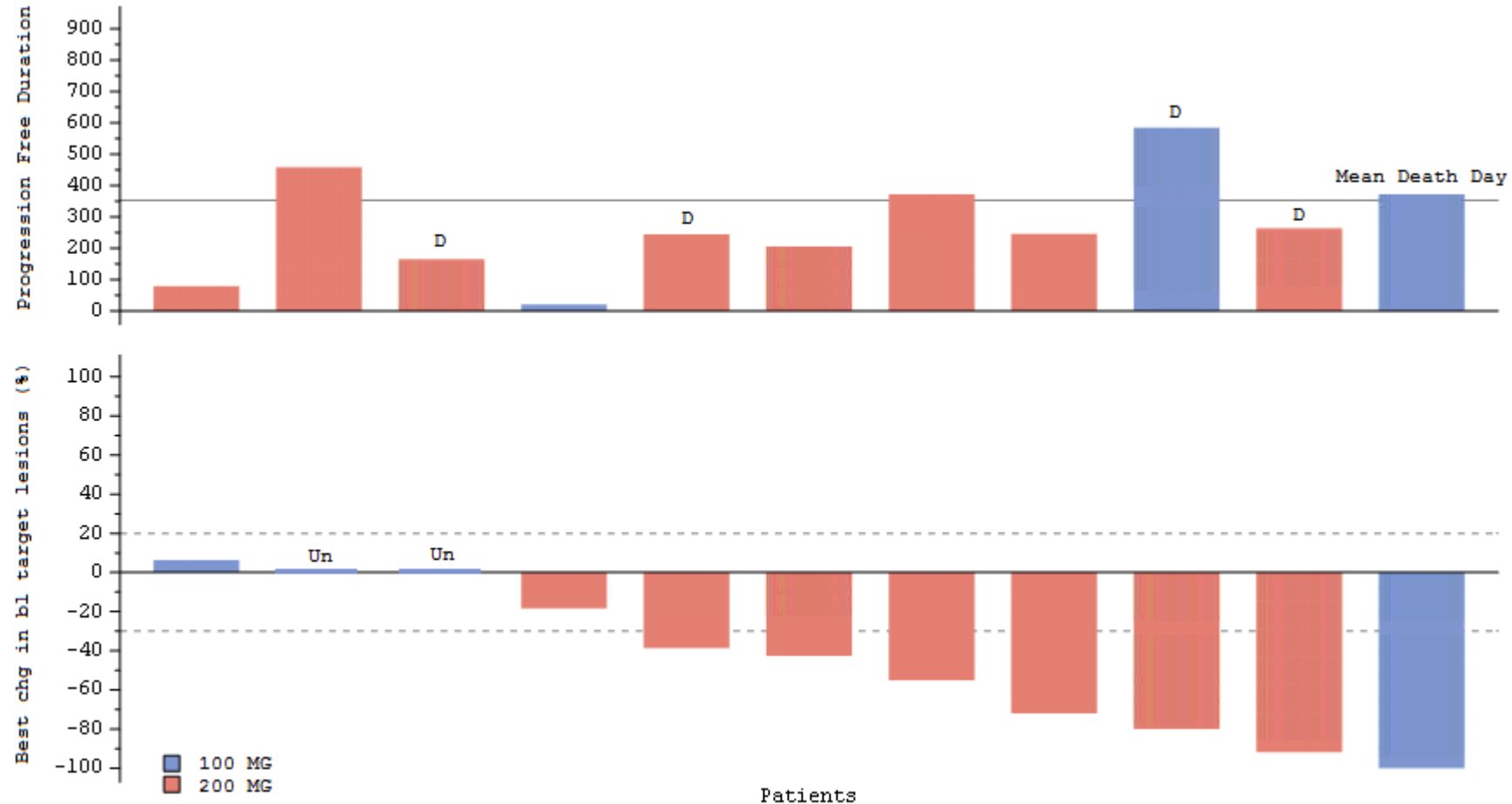
Example 3: Multiple subject drowsiness over time



- Benefit: Potential trends could be seen

Outside of the box ideas

Example 4: Multiple subjects with related parameters, Oncology



- Benefit: Multiple key domains provide the reviewer with better perspective and interpretation

Conclusion

Conclusion

- Enhanced figures provide the reviewer with a better understanding and perspective of the study data at hand.
- Most reviewers do not have the time to spend hours sifting through loads of data listings to get a better “picture”.
- Enhanced figures should facilitate the analysis, easy to understand. Overcomplicated figures should be avoided.
- The number of outputs can be reduced if we “Jazz it up” in the correct manner.
- Is a Figure Worth a Thousand Words? The simple answer is, yes! By adding relevant information to the figure, combining key data points, a figure can truly say **more** than a thousand words.



Questions ?

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