



Paper PP15

Making the Invisible, Visible: People, Ideas and Conferences

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ABSTRACT

Only those who can see the invisible can do the impossible. Novel innovation in the healthcare industry is a combination of people and ideas. Conferences and many professional societies play a vital role in making these connections. People from different stages of career come together for a common purpose or theme, share their ideas, a process that they are developing, and procedures that have yielded positive outcomes. As an entity in the skilled community, networking and connections are vital to enhancing both our professional and personal development dramatically. The need to be connected is essential in the information age to foster the visionaries who can envision innovation, that helps the entire health care community and, ultimately, the patients. Analytics generated over a few years through PHUSE membership across industries will be shared. The membership influence on an individual's and organization's engagement and participation will be used as an example to explain the importance of external visibility.

INTRODUCTION

In this rapidly proliferating technological era, the pharmaceutical industry is no exception, and there is a specific need for collaboration of data enthusiasts to join hands to bring out the personal talent and ideas into sustaining innovation. Personal growth congeals with professional growth, and conferences and professional societies are platforms that help in active engagement, concept changing discussion, spark new ideas, showcase proof of concepts with the community that deals with the same issues, and contribute towards similar goals. In this poster, the advantages of external engagement outside of your function and company will be explained.

PHUSE being a global membership organization is used as an example to demonstrate how it is changing the working style, accelerating the cultural evolution, surfacing talent, and providing solutions to the common problems. The trinity of people (who generate issues and answers), ideas (proposed solutions), and conferences (platform for the former two to meet) helps the pharma industry to step up to the next level of innovation. We will showcase some data from one company's journey over the past year in its engagement with PHUSE, and how it has impacted the company.

BENEFITS THROUGH EXTERNAL VISIBILITY

Explained below are the major key advantages of community collaboration.

CONTINUING EDUCATION OPPORTUNITIES

We learn something every day; at work, sitting in traffic, observing others, or personal experiences. No matter how experienced you are at your business, everyone can learn. Working in the pharmaceutical industry adds an extra layer of responsibility with our purpose to deliver medical solutions to patients and create a disease-free world. Without exposure to a variety of viewpoints, we can miss new ideas and trends that could impact future results. The educational aspect of a conference can provide you with new ways of conducting your business and help you discover how to be more productive.

There could be new techniques, new applications, methods, unpublished data, or learn from thought-leaders that you may not have previously heard of previously. Conferences allow you to learn about new ideas and ask the presenter questions about their ideas and their rationale behind the concept.

NETWORKING

Industry conferences provide a great opportunity to network. Often competitors from other regions of the country can become valuable resources for referrals and best-practices. Avoiding peers because of their fear of others discovering your competitive advantage can limit your success. Collaboration is the best way to approach networking. While there are those whose intentions can be suspected, most people can help each other uncover ideas and spark inspiration when they get to know each other on a personal level. A big reason for going to conferences is to meet with likeminded people and industry peers. Conferences bring together people from all different geographical areas who share a common discipline or field, and they are a great way to meet new people in your field. At a conference, you will be able to get together with people from a wide range of backgrounds, of whom you may not encounter at your home or workplace. As you build your professional network, conferences can become the right place for meeting with people in your field that you haven't connected within a while.

POSITION YOURSELF AS AN EXPERT

When you are active in your industry, you can develop a reputation as an expert to your peers and your clients. Those who are engaged over the long term are often asked to speak at the conference events and to write articles for their industry publications. Like it or not, others like to associate with the experts in any industry. Clients feel good about doing business with those that are celebrated by their peers. If your strategy is to be the best-kept secret in your business community, you will be missing a valuable opportunity.

LEADERSHIP DEVELOPMENT OPPORTUNITIES

A leader is not born but made from the culmination of experiences and soft skills. What are soft skills? Things like showing empathy, having a strong presence (contributing), expressing gratitude, flexibility, problem-solving and resourcefulness, communicating effectively, and managing stress are all critical skills to develop to get promoted and to be an effective leader. Professionals have to be able to accept feedback, be confident, and capable of showing their efficiency and reacting positively because these assets foster professional growth. Nonetheless, it is hard to instill social skills in people because all individuals are different, and there are no distinct disciplines aimed at competitiveness boosting. Social skills and various personal characteristics can be developed in the process of communication while solving problems. Identifying ones' soft skills isn't necessarily something you can do alone; ask friends, colleagues, and even former employers which soft skills come to mind when they think of you.

Here is a list of soft skills, see which you possess, and rank yourself on a scale of 1-10 and work towards developing the talent by moving your scale-up.

- Time management
- Teamwork
- Communication
- Adaptability
- Ability to perform under pressure
- Innovation
- Listening
- Delegation
- Creativity
- Originality
- Leadership
- Problem-solving

HAVE FUN

Being in business should be rewarding and fun. All work and no play can get old fast. Industry conferences can add a layer of enjoyment to managing your career growth by mixing a social aspect into your learning and industry branding efforts. Many events have fun activities such as parties, golf, and tours of the local area where the event is hosted. Taking an extra day at the beginning or end of the trip to explore or visit friends in the region is also a great way to maximize the investment in travel. Never underestimate the power of a little fun mixed with some interesting people!

INDUSTRY PUBLICITY AND SELF-PUBLICITY

You can present your ideas and work with others and get real-time feedback from experts. It's good practice in talking about what you do with a variety of people from similar, related, and/or completely different areas of study. Presenting will make you more confident about the work that you do and gives you a new perspective about your work as people may ask questions that make you think about your project differently. A conference presents the chance to see a whole room full of experts in your particular field, so there's no better chance to get your work in front of these people and have some them candidly discuss its

strengths and weaknesses. It may not seem like a noteworthy thing for a few, but conferences are also the right way for people to meet you. Regardless if you are the CEO of a multinational company or new to the industry, or even presenting for the first time, you may meet someone at a meal, in the exhibit hall or wherever and within a few minutes, you can make a connection with someone that could dramatically impact your professional career. This is especially important when you are looking for collaborators, job ideas, or in fields you may even be looking for committee members. Conferences are another way to get your name and your work out there as you begin to establish yourself in your field of study.

GIVING BACK TO THE CLAN / FINDING YOUR TRIBE

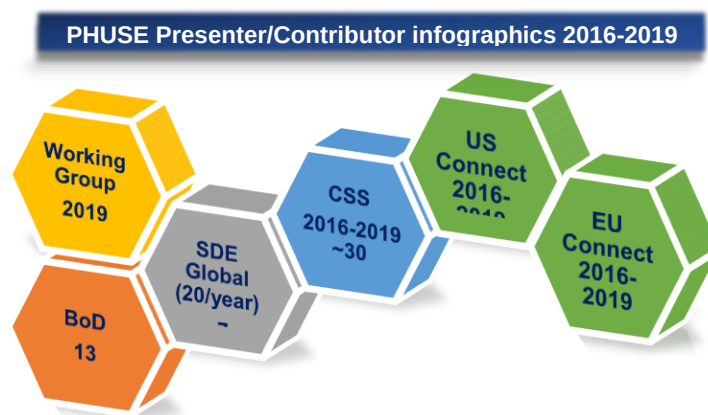
The gravitation of like-minded people is a phenomenon occurring intuitively for millions of years. Trust this current pop culture we live in to give it a definition and a discourse.

Finding your tribe is essential for anyone to identify the people of similar interests. In a business relationship coming together through the conference allows us to meet with people you had worked in your previous lives. Your tribe may be on the other side of the world. Having a supportive group of friends through a volunteering group that is not beneficial is excellent for your wellbeing and growth. Your powerhouse group of friends might be carefully curated through years, serendipitously stumbled upon, or on the spectrum anywhere in between.

We all want to experience a sense of community. To have a group of like-minded people, speaking the same language, who are on the same page supporting each other as a collective. Sharing ideas, interests, and working in harmony, be it professional, personal, or other. Who we are creating who we meet on a deeper level, your "personal reality begins inside of you," when we are aware of what is going on inside of ourselves and are connected to our core self, what happens to us on the outside reflects this. The people we meet, the people we work with they all gravitate to what it is that we project. The importance of each remains the same. You must surround yourself with a strong support team to be your best professionally and personally. Your most authentic tribe will be an asset to the person you are. So, stay true to yourself and find your tribe!

GROWTH OF PHUSE

The Greatest tribes are formed voluntarily, PHUSE is one. PHUSE has grown to be the world's largest biometrics society (healthcare-related), with a truly global reach. This helps PHUSE become a representative voice for comment and feedback from the pharmaceutical industry and Regulatory agency.



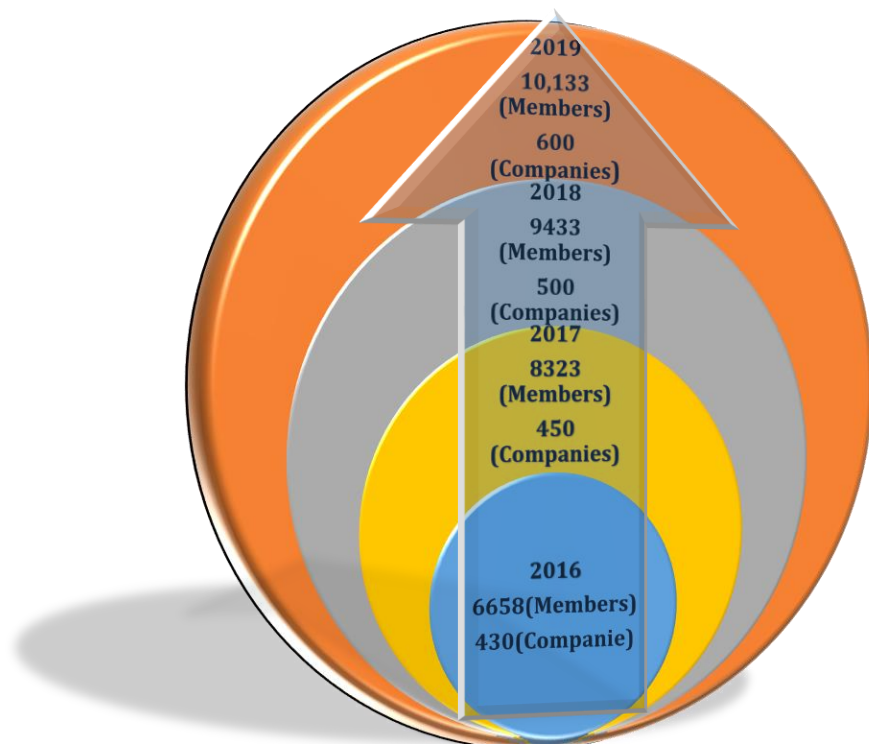
The numbers shown above are the approximate number of presenters/contributors in each of these conferences.

SUCCESS STORIES OF PHUSE

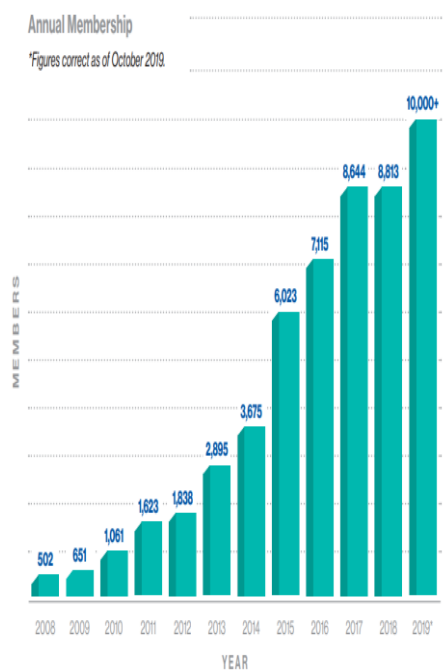
PHUSE has delivered essential documents that facilitate smooth operation, best practices and white papers that have aided both the Pharma industry and Regulatory agency. Clinical and non-clinical studies are designed with the varied scheme, the complexity around conducting and reporting the studies are alleviated through the guidance documents provided by PHUSE workgroups.

- the Analysis Data Reviewer's Guide (ADRG) package
- the Clinical Study Data Reviewer's Guide (cSDRG) package including the Legacy Data Conversion Plan and Report (LDCP) appendix
- three White Papers for Data Transparency
- Cloud Adoption Framework Documents for Emerging Trends & Technologies
- Define-XML Codelist Recommendations for Nonclinical Topics
- two White Papers for Optimizing the Use of Data Standards

- Script Metadata Recommendations for Sharing for Standard Analyses & Code Sharing.



PHUSE has grown enormously over the course of 15 years, 2016-2019 numbers by members and companies justify the growth curve. To accommodate the community needs the organization has introduced innovative approaches like PHUSE/FDA Data Science Innovation Challenge, webinars, and online publications etc. Collaborating with an organization that has a global footprint as shown below provides an opportunity to work with a diverse group of people and distinct experience shared by cross-industry experts.



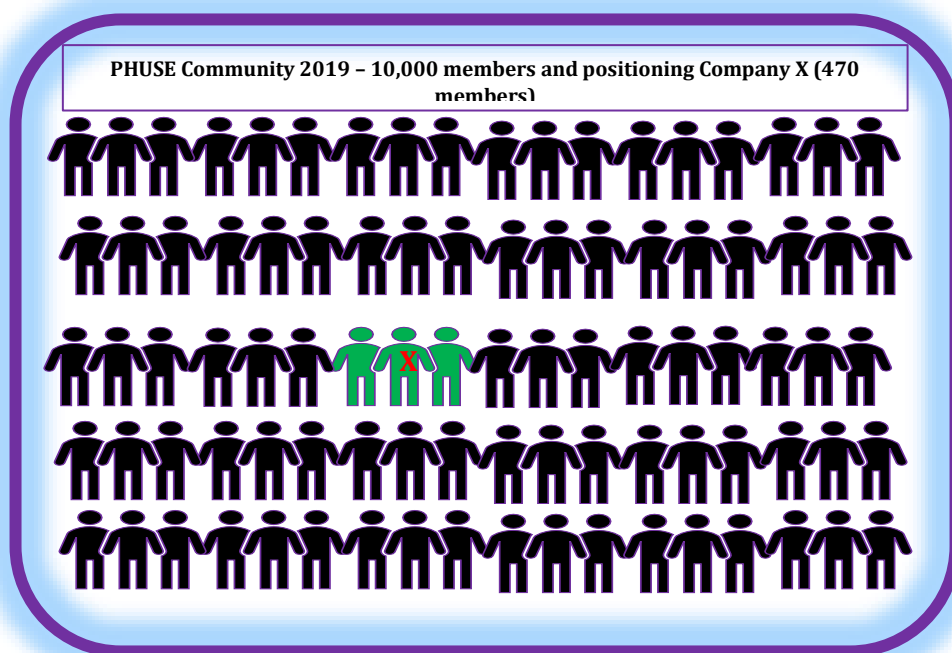
THE STORY OF COMPANY 'X' AND AN USE CASE OF ROI

I arbitrarily picked one of the largest pharmaceutical companies as an example to show the **Return On Investment**. For reference, we will call it the company 'X'. Company 'X' in 2019 had approximately 470 employees as PHUSE members. 32% of the members were actively engaged.

Company 'X' PHUSE engagement in 2019	
PHUSE US & EU connect 2019 – Presenters/Contributors	22
PHUSE US & EU connect 2019 – Co-chairs	4
PHUSE US & EU connect 2019 – Attendees	45
PHUSE Workgroup members/co-leads	65
PHUSE CSS 2019 - Presenters	2
PHUSE CSS 2019 - Contributors	6
PHUSE SDE - Presented/attendees/co-chaired	5
PHUSE Board and other sub-teams	1

Note: The numbers in the table are approximated and used for reference within the context of the paper and not intended to promote and/or benefit from the usage of the data beyond the scope of this paper/poster.

The resultant benefits of external engagement had warranted the Company X to stay on top of external innovation, use of cutting-edge technology, and abreast knowledge on regulatory advancements. Company X positions itself as an industry leader partnering with other companies and forming an organic community relationship. This relationship goes beyond business and resulting in a symbiosis of the participating company, PHUSE and the pharmaceutical community. The more information we share the more we learn from one another, ensuring a streamlined process or technology for the community to follow. It was evident that Leadership competency naturally grows within the individual when they present their ideas/processes to their community.



Conference participation has resulted in new ideas and inspiring each other to take the risk and learn from other companies' failures through their lesson learned. End of the day beyond business we all work for one purpose to get the disease curing treatment closer to patients.

CONCLUSION

What do you want to do? Grow or stay where you are. Humans, as social beings, will grow with connections, ideas that are thoughts with potential are contagious, one idea will stem into another and will grow into a concept. The concept then will multiply to process, and the process integrates into innovative change. If you are ready to make a change or be a part of the change, join your pharmaceutical tribe through available forums and benefit mutually.

REFERENCES

PHUSE newsletters and Business articles.

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