

Making the Invisible, Visible: People, Ideas and Conferences

Gayathri Kolandaivelu, Janssen Pharmaceutical Companies of Johnson & Johnson, Spring House PA, USA

Abstract

Only they 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 and membership influence on 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, there is an explicit 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 are platforms that help in active engagement, concept changeling discussion, spark new ideas, showcase proof of concepts with the community that deals with the same issues and contributes 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 problems and solutions), ideas (solutions) and conferences (platform for the former two to meet) helps the pharma industry to step up to the next level of innovation.**

Benefits through external visibility

Explained below are the major key advantages of community collaboration.



Success stories of PHUSE

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

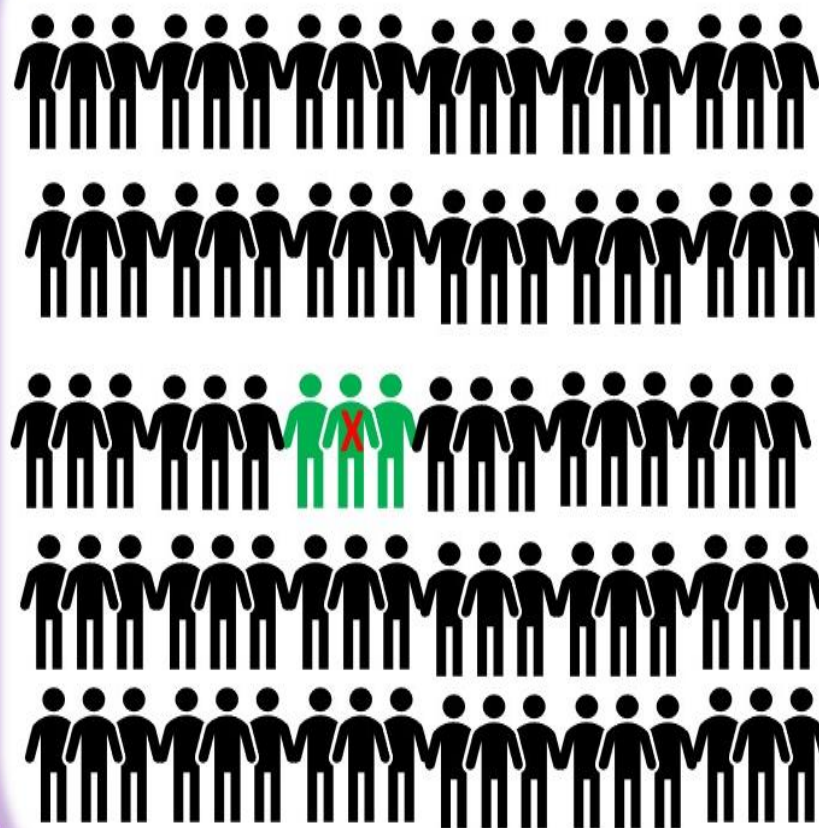
- the Analysis Data Reviewer's Guide (ADRG) package
- the Clinical Study Data Reviewer's Guide (cSDRG) package including the Legacy Data Conversion Plan and Report (LDCP) appendix.
- three White Papers for Data Transparency
- Cloud Adoption Framework Documents for Emerging Trends & Technologies
- Define-XML 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

The Story of Company 'X' and their ROI

We arbitrarily picked one of the largest pharmaceutical company as an example to show the **Return On Investment**. For reference, we will call it company 'X'. Company 'X' in the 2019 had approximately 470 employees as PHUSE members. 32% of the members (may or may not be mutually exclusive) were very actively engaged.

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 participating company, PHUSE and the pharmaceutical community. The more information we share the more we learn from one each another, ensuing 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/process to their community.

PHUSE Community 2019 – 10,000 members and positioning Company X (470 members)



Giving back to the clan/ finding your tribe

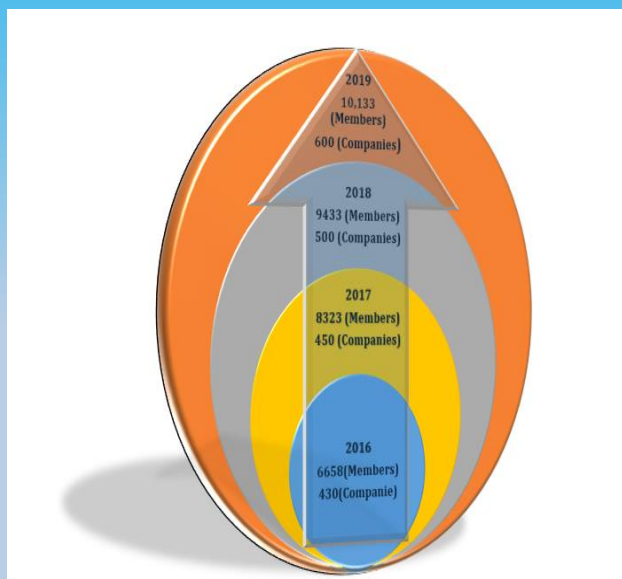
The gravitation of like-minded people is a phenomenon occurring intuitively for millions of years. Trust this current pop culture we live in to give it a definition and a discourse.

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



PHUSE Presenter/Contributor infographics 2016-2019



PHUSE has grown enormously over the course of 15 years, 2016-2019 numbers by members and companies justifies the growth curve. To accommodate the community needs the organization have 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 diverse group of people and distinct experience shared by cross industry experts.

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 will stem to 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.

For Question contact Gayathri Kolandaivelu (gkrupaka@its.jnj.com)