

**Wiener Biometrische Sektion
der Internationalen Biometrischen Gesellschaft
Region Österreich – Schweiz**
<http://www.meduniwien.ac.at/wbs/>

Einladung zum

BIOMETRISCHEN KOLLOQUIUM

am **Dienstag, 25. März 2014** um **16:00 Uhr** (s.t.)

In der Informatik-Bibliothek (Ebene 3, Raum 88.03.806) des
Zentrums für Medizinische Statistik, Informatik und Intelligente Systeme (CeMSIIS)
der Medizinischen Universität Wien, Spitalgasse 23, 1090 Wien
(Plan siehe <http://www.muw.ac.at/cemsiis/allgemeines/anschrift/>)

Vortragender:

ZORAN ANTONIJEVIC

Cytel

Chair of Adaptive Design Scientific Working Group of DIA

**OPTIMIZING CLINICAL OUTCOMES USING SIMULATIONS IN
MODERN DRUG DEVELOPMENT**

Wir freuen uns auf zahlreichen Besuch.

Gerhard Svolba
Präsident

Franz König
Sekretär

OPTIMIZING CLINICAL OUTCOMES USING SIMULATIONS IN MODERN DRUG DEVELOPMENT

ZORAN ANTONIJEVIC

Cytel

Chair of Adaptive Design Scientific Working Group of DIA

Abstract:

The Pharmaceutical industry has come to an era with increased pressure on sponsors to improve the cost-effectiveness, productivity, and quality of their product development. Recently they have been facing increasing costs and diminishing returns. These new trends require decision makers to no longer rely on their "gut feeling" but instead utilize a quantifiable decision criteria.

This presentation will describe how simulations can be used as a tool for comparing different development options, quantifying decision criteria, and consequently optimizing drug development. Several case studies will be presented.