



# CDISC UK Network 2019 Network Update

Mike Collinson

Life Sciences Architect

Oracle Health Sciences

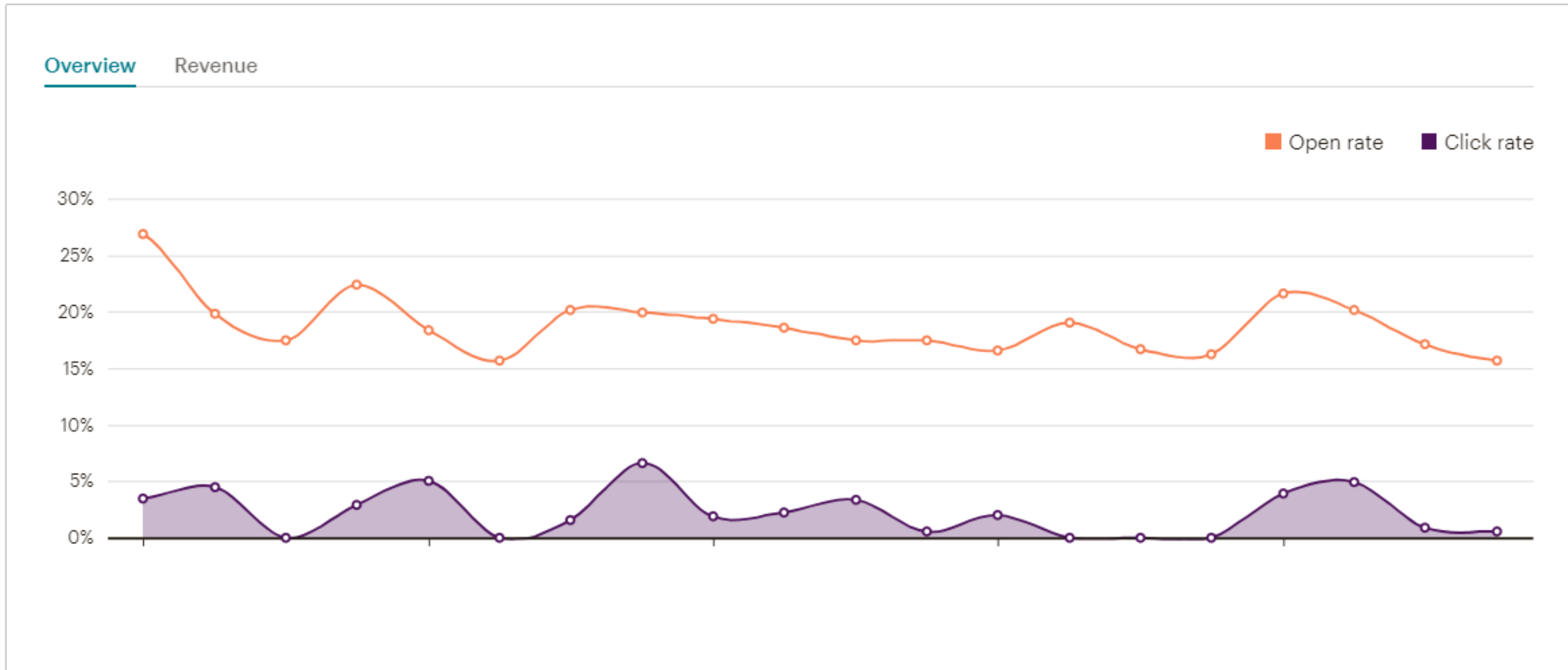
# CDISC UK Network 2019

## Face to Face agenda

- |  |                                |               |
|--|--------------------------------|---------------|
| • Welcome  | - all                          | 09:00 - 09:30 |
| • CDISC UK Network Update  | - UK Network Committee         | 09:30 - 09:45 |
| • CDISC EU Interchange Update  | - Joerg Dillert (E3C Chair)    | 09:45 - 10:15 |
| • CDISC Blue Ribbon Initiative   | - Peter Van Reusel (CDISC CSO) | 10:15 - 10:45 |
| • Novel SDTM Implementation to Maximise<br>Benefits of Sharing Legacy Data | - Kalynn Kennon (IDDO)         | 11:00 - 11:30 |
| • CDISC 360  | - Peter Van Reusel (CDISC CSO) | 11:30 - 12:00 |
| • Close / Questions  | - all                          | 12:00 - 12:30 |

# CDISC UK Network 2018 – 2019 in Review

## Activity:



# CDISC UK Network 2018 – 2019 in Review





## Webinars





- **October 2018:**
  - R U Submission Savvy? - Kelly Mewes and Bhupendra Mistry, Roche
  - Is it Possible to Make a Global CDISC Submission? - Marianne Carames, Novo Nordisk
- **April 2019:**
  - Leveraging CDISC Standards for AE Narrative Automation – Carol Vaughn, d-wise
  - A proprietary, CDASH/SDTM-hybrid data model to expedite clinical data review - Lieke Gijsbers, OCS Consulting and Nele Claes, Janssen R&D

# CDISC UK Network 2018 – 2019 in Review

328 subscribers!

## Engagement


 Email marketing engagement Your subscribers, broken down by how often they open and click your emails.		
21%	<b>Often</b> Your percentage of subscribers who are highly engaged and often open and click your emails.	
11%	<b>Sometimes</b> Your percentage of subscribers who are moderately engaged and sometimes open and click your emails.	
67%	<b>Rarely</b> Your percentage of subscribers who are not very engaged and rarely open and click your emails.	

 Top locations Based on your contact's IP address when they interact with your <a href="#">emails and signup forms</a> .		
1.	<b>London, LND</b> United Kingdom	
2.	<b>Basel, BS</b> Switzerland	
3.	<b>Leverkusen, NW</b> Germany	
These locations look accurate to me. <a href="#">Yes</a> or <a href="#">No</a>		


# CDISC UK Network


## Recent example




 [Register for the CDISC UK Network Face To Face Meeting, 3rd September, London](#) Sent **15.6%** **0.6%**  
Opens Clicks  
Regular · CDISCUKN2018  
Sent Wed, August 28th 9:30 AM to 328 recipients by you

Past Month (2)

 [CDISC UK Network Face To Face Meeting, 3rd September, London](#) Sent **17.2%** **0.9%**  
Opens Clicks  
Regular · CDISCUKN2018  
Sent Tue, August 20th 9:30 AM to 329 recipients by you

 [CDISC UK Network Face to Face Meeting, 3rd September, London](#) Sent **20.2%** **4.9%**  
Opens Clicks  
Regular · CDISCUKN2018  
Sent Tue, August 6th 9:30 AM to 339 recipients by you

July, 2019 (1)

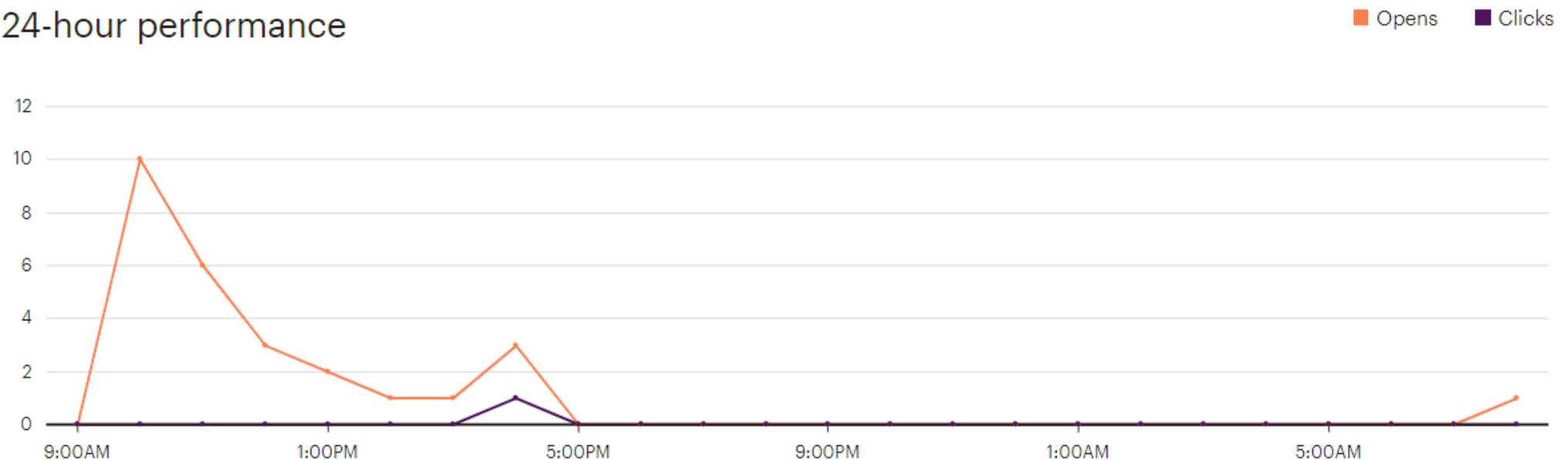
 [CDISC UK Network Face to Face Meeting, 3rd September, London](#) Sent **21.6%** **4.0%**  
Opens Clicks  
Regular · CDISCUKN2018  
Sent Wed, July 3rd 9:15 AM to 347 recipients by you

# CDISC UK Network 2018 – 2019 in Review

## Recent example

Successful deliveries	326	99.4%	Clicks per unique opens	3.9%
Total opens	109		Total clicks	4
Last opened	9/2/19 3:49PM		Last clicked	9/2/19 9:54AM
Forwarded	0		Abuse reports	0






## 24-hour performance

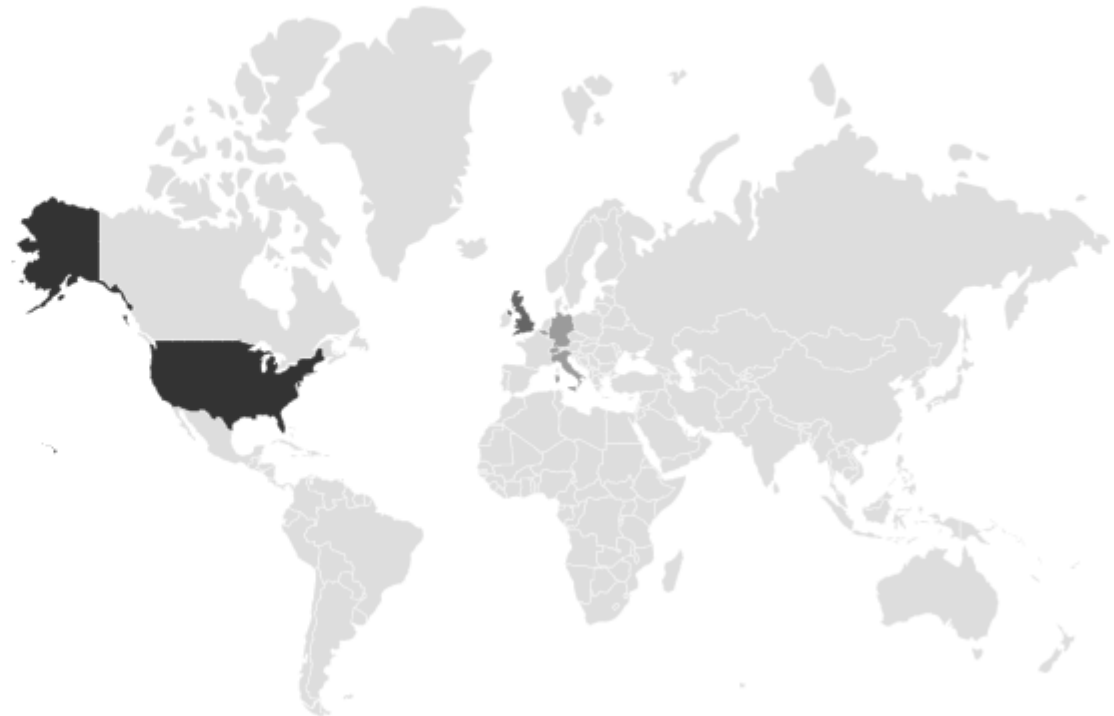


# CDISC UK Network 2018 – 2019 in Review

## Recent example

### Top locations by opens

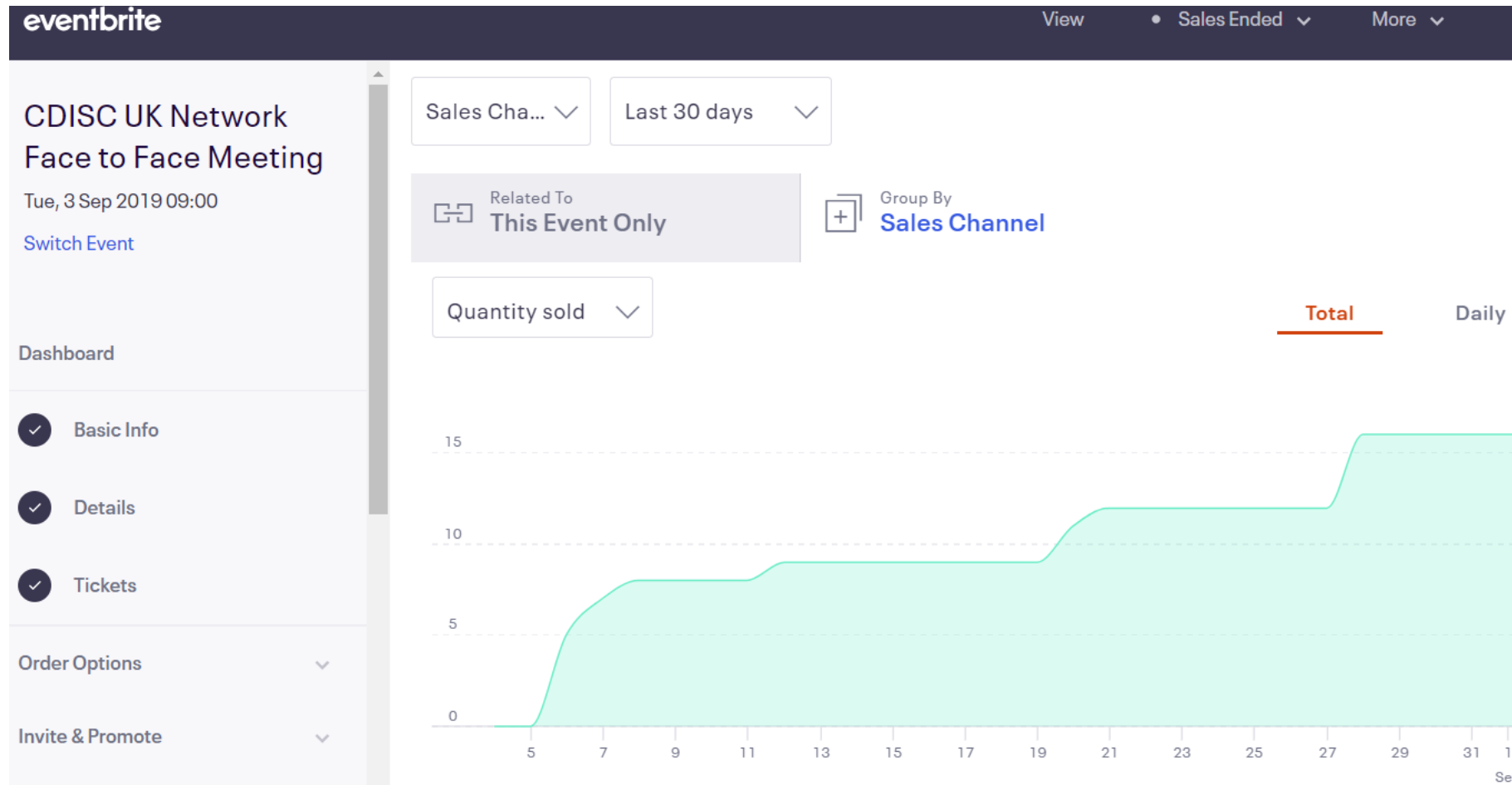
 USA	43	50.0%
 United Kingdom	25	29.1%
 Germany	6	7.0%
 Italy	6	7.0%
 Switzerland	4	4.7%





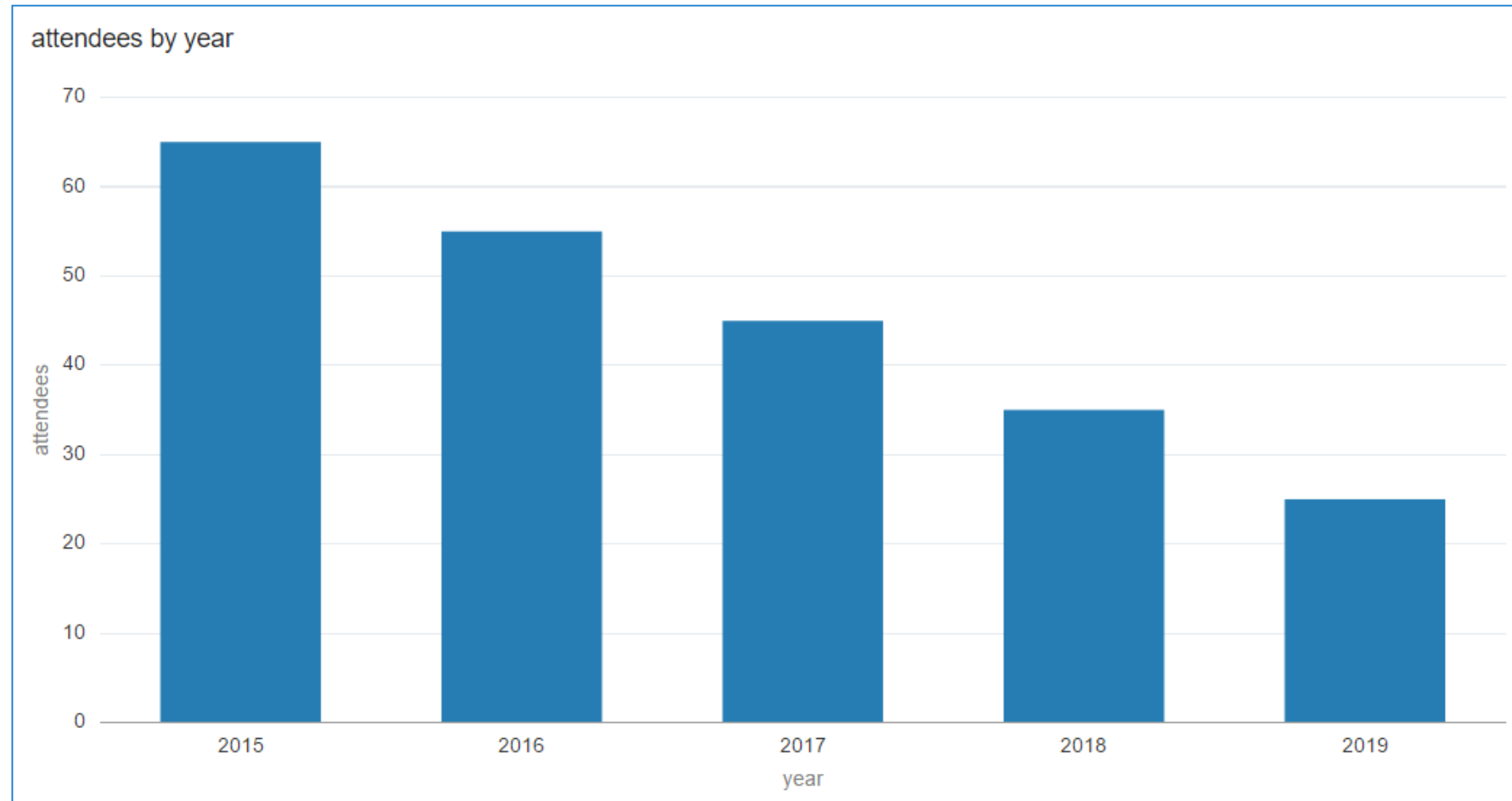
# CDISC UK Network 2019 Face to Face

## Face to Face Meeting – Attendance



# CDISC UK Network 2019 Face to Face

## Face to Face Meeting – Attendance Trend



# CDISC UK Network 2019

## Suggestion for 2020?

- Switch to more frequent, shorter webinars
- Announce the webinars early via our list and the quarterly CDISC Newsletter
- Use a message board approach on CDISC UK Network Wiki to gather questions for the presenters
- Record the webinar so people can watch in their own time
- Use the CDISC UK Network Wiki to follow up on 'watch again' questions

# CDISC UK Network 2019

## Face to Face agenda

- |  |                                |               |
|--|--------------------------------|---------------|
| • Welcome  | - all                          | 09:00 - 09:30 |
| • CDISC UK Network Update  | - UK Network Committee         | 09:30 - 09:45 |
| • CDISC EU Interchange Update  | - Joerg Dillert (E3C Chair)    | 09:45 - 10:15 |
| • CDISC Blue Ribbon Initiative   | - Peter Van Reusel (CDISC CSO) | 10:15 - 10:45 |
| • Novel SDTM Implementation to Maximise<br>Benefits of Sharing Legacy Data | - Kalynn Kennon (IDDO)         | 11:00 - 11:30 |
| • CDISC 360  | - Peter Van Reusel (CDISC CSO) | 11:30 - 12:00 |
| • Close / Questions  | - all                          | 12:00 - 12:30 |

