



## Poster Abstract Deadline: 28th February

Don't forget you have until midnight on **Wednesday 28th February** to submit your poster abstracts. Thank you to everyone who has already submitted.

The Poster session will take place on Monday evening. Due to the success of the 1-minute poster review session at the 2017 conference this session will close the first day of conference as a plenary session, giving all accepted abstracts a fantastic platform to present their work.

Download the poster abstract submission form and read all the details [here](#).



[Click here to view the Scientific Programme](#)

## SPOTLIGHT ON: Patient Elicitation Workshop



**"Learn How to Swing: Hands-on workshop on preference elicitation in the age of personalised medicine"**

On **Monday afternoon** we will be holding a **patient preference elicitation workshop**, run by the Benefit-Risk SIG.

Factoring in a patients preference when you are making Benefit-Risk assessments, between multiple different drugs or doses of the same drug, can lead to a number

of questions, such as:

- What is more important - more symptom reduction or less adverse events?
- Which adverse events are more important to patients?
- Which efficacy parameters are most important to patients?

Everyone in your team will have an opinion on this! But these will all reflect personal preferences. There is also a lack of transparency to these discussions in terms of how you come up with your trade off.

During this 90 minute workshop, you will learn about the advantages and problems with patient preference elicitation from the design of the study to the analysis of the data.

[Read the full article here!](#)

**With Valentine's Day around the corner, here are a few reasons why we love Amsterdam...**

- **The PSI Conference** will be held at the Beurs van Berlage from **3rd - 6th June 2018!**
- **Canals** - whether you want to walk, run, bike or go on a boat, there are many ways to enjoy the

- waterways of Amsterdam and see some of the key attractions on route
- Some of the **world's best museums** - including the Rijksmuseum, Anne Frank house and Kattenkabinet (a museum about cats!)
  - The varied and beautiful **Architecture** - from the narrow buildings hugging the canal (a couple only slightly more than 2 metres wide) or the impressive new EYE Film Institut building, to traditional windmills.
  - **Food** - home to the Stropwafel, Herring or Dutch Fries and mayonnaise, there is plenty of delicious treats for every culinary preference
  - For our UK delegates - Eurostar have just announced that a **direct train will now run from London to Amsterdam!** It will take you directly to the city centre; just a 5 minute walk from the Conference venue. Tickets will be available to book from the 20th February 2018.
  - **The future home of the European Medicines Agency.**

# I ❤️ AMSTERDAM

[Click here to Register Now](#)

## Let your colleagues know

Please **forward** this email to any colleagues and friends who you think will be interested in attending the conference.



## Enquiries

Should you require any assistance, please do not hesitate to contact the conference secretariat.

Email: [psi2018conference@mci-group.com](mailto:psi2018conference@mci-group.com)

Tel: **+ 44 (0) 1730 715 235**

Website: [www.psiweb.org](http://www.psiweb.org)

## A message from the Conference Chair

I hope you enjoyed this month's Conference Newsletter. If there is content you would like to see in future editions, please get in touch via [psi2018conference@mci-group.com](mailto:psi2018conference@mci-group.com)

We look forward to seeing you in Amsterdam!



**Lucy Rowell**  
*PSI Conference Chair*