

Clinical Trials

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Stephen Senn will discuss lost opportunities for the application of design theory in drug development giving examples where theoreticians have not paid sufficient attention to design realities but also cases where practitioners have missed applying useful theory. Michael Krams will cover the 'hot topic' of adaptive design using various case studies, illustrating these from many perspectives, including those of investigators, researchers, patients and data monitoring committees.

The objective of this session will be to illustrate areas in which design theory can make a real contribution to drug development provided that genuine collaboration with practitioners is sought.