

INTRODUCTION: Low productivity challenges the pharmaceutical industry. Achievements in drug discovery typically falter during clinical drug development. Improve productivity with four main scientific steps.

STEP 1: Identify Each Individual: Genotype or Sequence

Best guess target population

- Indications
- Contra-indications

Start broad, funnel targeting from first person on drug forward

Genotype or whole genome sequence each

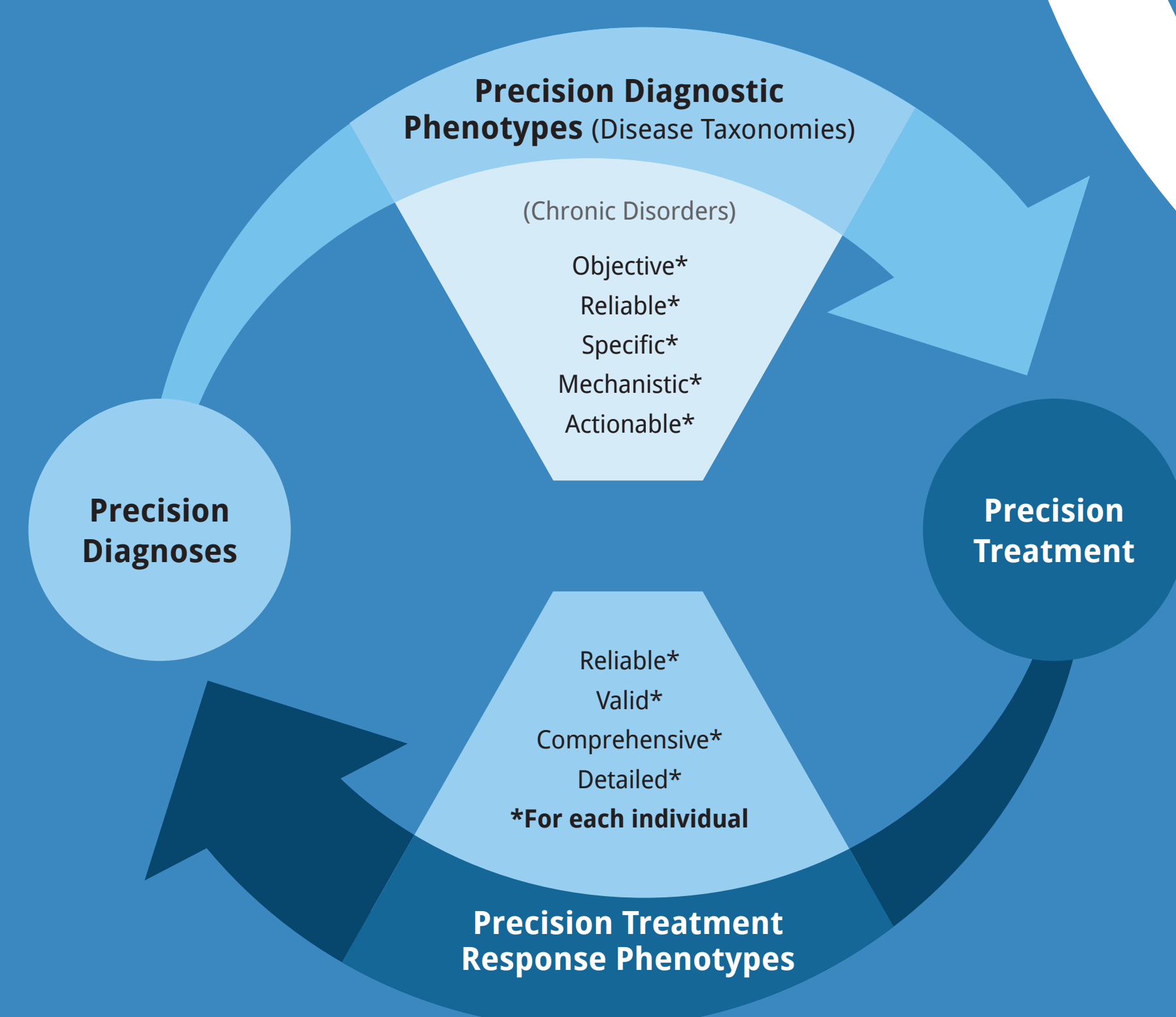
- Person
- Cancer

STEP 2: Collect Multivariate Time Series (Streaming Data)

- Many time series for more holistic systems science
- Randomize doses over time for validity
- Many repeated measurements for reliability and power



STEP 3: Compute Precision Quantitative Phenotypes



Compute these phenotypes by applying Science of Individuality Measurement Algorithm (SIMA)—see sidebar—from DataSpeaks, Inc. to multivariate time series.

STEP 4: Aggregate & Analyze with Statistics

Problem:

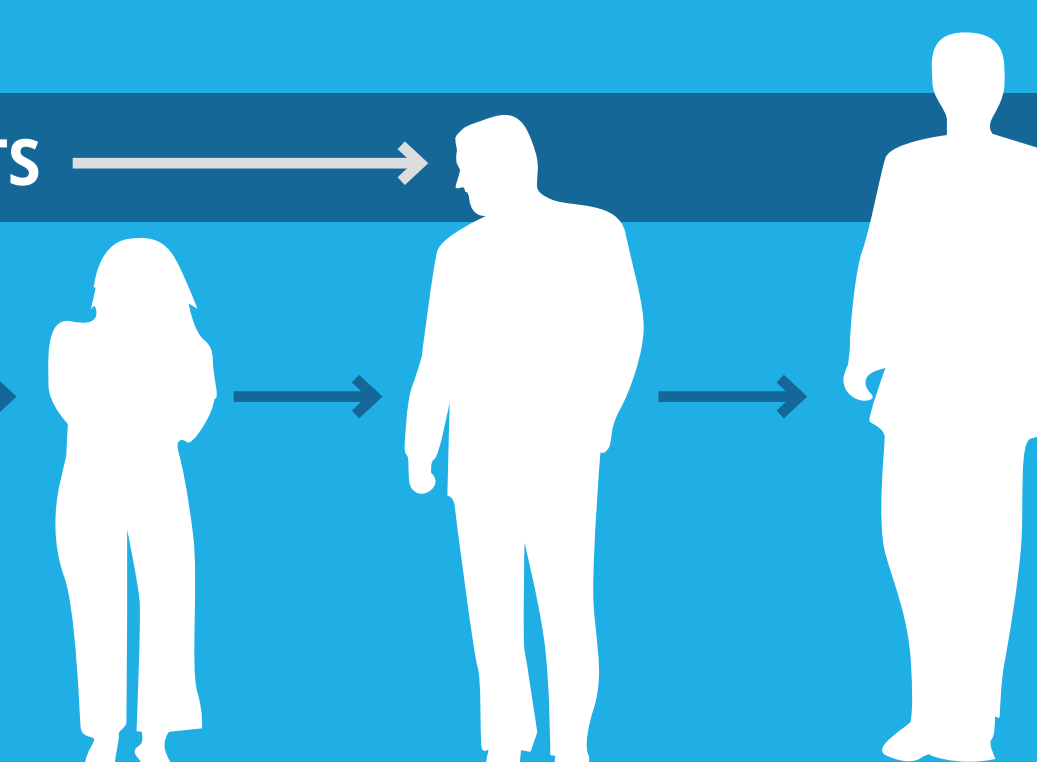
Parallel groups studies based on statistics yield only group average results. However, clinicians treat individuals.

Solution:

Achieve both individual and group average results—together with additional advantages in the SIMA sidebar—by using both SIMA and statistics.

PROBLEM: GROUP AVERAGE RESULTS

**SOLUTION: GROUP &
INDIVIDUAL RESULTS**



The Science of Individuality Measurement Algorithm (SIMA)

Limits: SIMA is limited to time fluctuating variables as for chronic disorders that account for 85% of annual health care expenditures of over \$3 trillion in the U.S. alone.

SIMA measures: Interactions over Time (e.g., functional connectivity, edges for time series nodes, benefit and harm)

Clinical Trials

- Use within-person randomized dose titration
- Null hypothesis rejection in the positive or beneficial direction indicates benefits outweigh harms
- Rejection in the negative direction indicates harms outweigh benefits

Analogy: SIMA's measures of *benefit and harm* are analogous to how *dollars* pay for diverse goods and services. Both are common metrics.

Target Discovery & Mechanisms: Identify measures of Interaction over Time that can be up- or down-regulated by treatment.

Nonlinearity: SIMA can, for example, quantify benefit and harm as nonlinear functions of dose, response variable level, delay and persistence of response.

Boolean Events: SIMA uses Boolean events to account for drug-drug interactions, combination treatments, and syndromes.

Emergent Properties: SIMA can measure coordinated action as an emergent system property.

Levels of Investigation: SIMA can help integrate across levels of investigations such as molecular, biological, psychological, and social.

Causality: SIMA assesses causality over time within individuals as distinct from group comparisons.

Ethics: SIMA has an ethical advantage—subjects become persons again.

Scientific rigor: SIMA improves scientific rigor by measurement.

Statistics: SIMA's scores are well suited for statistical analyses

- Describe groups
- Make inferences
- Identify predictors

Translation: SIMA helps obviate the translation problem from research to practice.

Some Nuts & Bolts:

- Digitize each transformed time series.
- Add digital series to account for delay and persistence of response, additional analysis parameters, Boolean events, etc.
- Cross-classify digital series to form arrays of 2 x 2 tables.
- Repurpose simple statistical tools to compute raw interaction-over-time and benefit and harm scores.
- Standardize scores within individuals by identifying all scores that are possible given observed 2 x 2 table marginal frequencies together with their hypergeometric probabilities.
- Summarize score arrays as functions of analysis parameters.
- Compute within person-specific overall benefit and harm scores for evaluations that account for clinical significance and personal preferences.

Opportunity: SIMA, a product of serendipity, offers a positive black swan opportunity—a highly improbable and unpredicted advancement—in software engineering.

Commercialization: DataSpeaks seeks help to commercialize SIMA.

Michigan can be a world leader in precision drug discovery and development.

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