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**From:** jeffrey E. <jeevacation@gmail.com>  
**Sent:** Wednesday, December 7, 2016 5:53 PM  
**To:** Donald Rubin  
**Subject:** Re: Placebo effects, EB, etc.

query, why are so many distributions in nature so consistent and accurate. doesn't it give you pause. = like centrifugal force. not a true force but one we sense. many distributions could be described as pseudo forces pushing the tails toward the mean. . . could gravity be one of these pseudo type forces pushing things towards a distribution?? ♦=A0 not as silly a question as it first might appear to be . :)

=div class="gmail\_extra">

On Wed, Dec 7, 2016 at 1:47 PM, Donald Rubin <[REDACTED] in <mailto:[REDACTED]>> wrote:

Think so.=C2♦ Where will you be?

On Dec 7, 2016, at 12:25 PM, jeffrey E. <jeevacation@gmail.com> wrote:

are you around on the weekend in Cambridge.?

On Wed, Dec 7, 2016 at 1:10 PM, Donald Rubin <[REDACTED] wrote:

OK. I'll get back to you after I make contact with Adriaan again, and my plans settle a bit.

On Dec 7, 2016, at 10:38 AM, jeffrey E. <jeevacation@gmail.com <mailto:jeevacation@gmail.com>> wrote:

three ways by skype for 3. and yes 1 face to face

On Wed, Dec 7, 2016 at 11:37 AM, Donald Rubin <[REDACTED] mail <mailto:[REDACTED]>> wrote:

Different ways to follow up.

1. The next time that we're in the same town, we could talk about the statistical ideas underlying ways to disentangle placebo effects from biological effects of drugs and why that is important for FDA approvals and for prescriptions in the docs office ♦=80♦ different answers, I think.

2. I can send some recent things on the topic of placebo response, which are still not that wonderfully written.

3. If intereste= in exploring investing in EB, I can put you in touch with Adriaan, who li=es in Amsterdam.

Are any of these appealing?♦=A0 I prefer 1 to 2. I think a face to face version of 3 could be arr=nged either here or there.

Let me know.

On Dec 7, 2016, at 9:35 AM, jeffr=y E. <jeevac=tion@gmail.com>  
<mailto:jeevacation@gmail.com> wrote:

I'm always interested in unique idea

On Wed, Dec 7, 2016 at 10:12 AM Donald Rubin  
wr=te:

Hello Jef=rey,

I'm gl=d that Martin has put us in touch for a couple of reasons. First, I =hink we have some mutual interests concerning the complications of doing e=periments with humans, rather than plants or animals or tires. One c=mplication is noncompliance with the assigned treatment, which we briefly =discussed at the dinner, but the more interesting one is the placebo effect= which can be gigantic, for example in "viagra" type studi=s, which we didn't get around to discussing except indirectly in t=e context of the Emotional Brain (EB) female viagra issue.

More generally, this is rela=ed to FDA standards for approving drugs. A slight aside: in January=I'm one of three people getting honorary degrees from the Medical =faculty of the University of Uppsala in Sweden, where one of the others is =obert Califf, the current Commissioner of the FDA (the other is Marcia McN=tt, the current President of the National Academy of Sciences), so I shoul= get the chance to bend his ear at various meals (a former commissioner =E2♦♦ under Bush II — was a partial PhD student of mine when he=was getting his MD at Harvard and his PhD in Econ at MIT, and remains a go=d friend: Mark McClellen, who is interested in this stuff and remains quit= influential in DC, I think).

But the reason for rambling about the FDA and placebo eff=cts is the following. This morning I just had an exchange of emails =ith the CEO of EB, whom I've known and worked with for about three=years, Adriaan Tuiten. He wrote that FDA has agreed with EB'= proposal for more trials, and the EB board of directors just approved the=issuance of about 12 million Euros in stock to pay for these trials. =Adriaan thinks that they may have enough connections now, but would you be=interested in participating? I already have some stock, which I earn=d though consulting. I think EB is interesting but still needs more=wisdom when it comes to their statistics (I've been to FDA with th=m two or three times, and I think they still need help with some of their =deas e.g., using SNPs). If interested in tossing some money their wa=, let me know.

In a=y case, I very much enjoyed our last conversations, and I look forward to =eeing you again, either in Cambridge or in NYC, which I'll probabl= get to in the next couple of weeks.

Best wishes, Don

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Donald B. Rubin  
John L. Loeb Professor of Statistics  
Department of Statistics, Harvard University

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On Dec 2, 2016, at 9:41 AM, jeffrey E. <  
great

[REDACTED] On Fri, Dec 2, 2016 at 9:0 AM, Donald Rubin

e:

[REDACTED]

Great, thanks Martin= Sometime when I get to NYC, which I often do to visit  
Columbia conn=ctions, I'd like to be in touch, and give Jeffery more lectures in=statistics — I think he has some  
potential!

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Also, Martin, should we try to touch base on Monday?=C2? The rest of the  
week is pretty much shot for me with visitors.

Best, Don

> On Dec 2, =016, at 9:32 AM, Nowak, Martin A. [REDACTED]  
<mai [REDACTED]> wrote:=br class="m1" [REDACTED]  
1196805788815373=82gmail\_msg">

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&=t; Don , Jeffrey

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> I wou=d like to put you in direct email contact.

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> also cc Lesley.

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