
From: jeffrey E. <jeevacation@gmail.com>
Sent: Wednesday, December 7, 2016 3:39 PM
To: Donald Rubin
Subject: Re: Placebo effects, EB, etc.

three way skype for 3. and yes 1 face to face

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

Differe=t ways to follow up.

1. The next time that =e're in the same town, we could talk about the statistical ideas u=derlying ways to disentangle placebo effects from biological effects of dr=gs and why that's important for FDA approvals and for prescripts i= the docs office — different answers, I think.
2. I can send some recent things on the topic of placebo respon=e, which are still not that wonderfully written.

=. If interested in exploring investing in EB, I can put you in touch=with Adriaan, who lives in Amsterdam.

Are any of =hese appealing? I prefer 1 to 2. I think a face to face versio= of 3 could be arranged either here or there.

Let=me know.

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

I'm always int=ested in unique idea

=n Wed, Dec 7, 2016 at 10:12 AM Donald Rubin <dbrubin@me.com <mailto:dbrubin@=e.com>> wrote:

Hello Jeffrey,

I'm glad that Martin has put u= in touch for a couple of reasons. First, I think we have some mutua= interests concerning the complications of doing experiments with humans, =ather than plants or animals or tires. One complication is noncompli=nce 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 studies, which we didn't=99t get around to discussing except indirectly in the context of the Emoti=nal Brain (EB) female viagra issue.

More generally, this is relate= to FDA standards for approving drugs. A slight aside: in January I=E2◆◆m one of three people getting honorary degrees from the Medical Fa=ulty of the University of Uppsala in Sweden, where one of the others is Ro=ert Califf, the current Commissioner of the FDA (the other is Marcia McNut=, the current President of the National Academy of Sciences), so I should =et the chance to bend his ear at various meals (a former commissioner ◆=80◆ under Bush II — was a partial PhD student of mine when he wa= getting his MD at Harvard and his PhD in Econ at MIT, and remains a good =riend: Mark McClellen, who is interested in this stuff and remains quite i=fluent in DC, I think).

But the reason for rambling about the =DA and placebo effects is the following. This morning I just had an =exchange of emails with the CEO of EB, whom I've known and worked w=th for about three years, Adriaan Tuiten. He wrote that FDA has agree=d with EB's proposal for more trials, and the EB board of director= just approved the issuance of about 12 million Euros in stock to pay for =hese trials. Adriaan thinks that they may have enough connections no=, but would you be interested in participating? I already have some =tock, which I earned though consulting. I think EB is interesting b=t still needs more wisdom when it comes to their statistics (I've =een to FDA with them two or three times, and I think they still need help =ith some of their ideas e.g., using SNPs). If interested in tossing =ome money their way, let me know.

In any case, I very much enjoyed our l=st conversations, and I look forward to seeing you again, either in Cambri=ge or in NYC, which I'll probably get to in the next couple of wee=s.

Best wishes, Don

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Donald B. Rubi=

John L. Loeb Professor of St=tistics

Department of Statist=cs, Harvard University

1 Oxfo=d Street

Cambridge MA 02138

On Dec 2, 2016, at 9:41 AM, jeffrey E. <jeevacation@gmail.com> wrote:

great

On Fri, Dec 2, 2016 at 9:40 A=, Donald Rubin <dbrubin@me.com> wrote:

Great, thanks =artin. Sometime when I get to NYC, which I often do to visit Columbi= connections, I'd like to be in touch, and give Jeffery more lectu=es in statistics — I think he has some potential!

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

Best, Don
=br>

> On Dec 2, 2016, at 9:32 AM, Nowak, Martin A. <<= href="mailto:[REDACTED]
class="m_-1196805788815373682g=ail_msg" target="_blank">[REDACTED] wrote:

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> Don , Jeffrey

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> I w=uld like to put you in direct email contact.

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<=r>
> also cc Lesley.

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> m

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plea=e note

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