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**From:** Donald Rubin [REDACTED]  
**Sent:** Wednesday, December 7, 2016 5:53 PM  
**To:** jeffrey E.  
**Subject:** Re: Placebo effects, EB, etc.

Super.

On Dec 7, 2016, at 12:47 PM, jeffrey E. <jeevacation@gmail.com> wrote:

i might come up again, will know tomorrow. let you know.

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

Think so. 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> wrote:

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

On Wed, Dec 7, 2016 at 11:37 AM, Donald Rubin [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's important for FDA approvals and for prescripts in the docs office — different answers, I think.

still not that wonderfully written.

2. = can send some recent things on the topic of placebo response, which =re

who lives in =msterdam.

3. If interested in exploring =nvesting in EB, I can put you in touch with Adriaan,

Are =ny of these appealing? I prefer 1 to 2. I think a face to =ace version of 3 could be arranged either here or there.

Let me =now.

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

I'm always interested in unique idea

On =ed, Dec 7, 2016 at 10:12 AM Donald Rubin <[REDACTED]> wrote:

Hello Jeffrey,

I'm glad that Martin has put us in touch for a =ouple of reasons. First, I think we have some mutual interests =oncerning the complications of doing experiments with humans, rather =han plants or animals or tires. One complication is noncompliance =ith the assigned treatment, which we briefly discussed at the dinner, =ut the more interesting one is the placebo effect, which can be =igantic, for example in "viagra" type studies, which we =idn't get around to discussing except indirectly in the context =f the Emotional Brain (EB) female viagra issue.

More generally, this is related to FDA standards for =pproving drugs. A slight aside: in January I'm one of =hree people getting honorary degrees from the Medical Faculty of the =niversity of Uppsala in Sweden, where one of the others is Robert =aliff, the current Commissioner of the FDA (the other is Marcia McNutt, =he current President of the National Academy of Sciences), so I should =et the chance to bend his ear at various meals (a former commissioner =E2 under Bush II — was a partial PhD student of mine when =e was getting his MD at Harvard and his PhD in Econ at MIT, and remains = good friend: Mark McClellan, who is interested in this stuff and =emains quite influential in DC, I think).

But the reason for rambling about the FDA and placebo =ffects is the following. This morning I just had an exchange of =mails with the CEO of EB, whom I've known and worked with for =bout three years, Adriaan Tuiten. He wrote that FDA has agreed =ith EB's proposal for more trials, and the EB board of =irectors just approved the issuance of about 12 million Euros in stock =o pay for these trials. Adriaan thinks that they may have enough =onnections now, but would you be interested in participating? I =ready have some stock, which I earned though consulting. I =hink EB is interesting but still needs more wisdom when it comes to =heir statistics (I've been to FDA with them two or three times, =nd I think they still need help with some of their ideas e.g., using =NPs). If interested in tossing some money their way, let me =now.

In any case, I very much enjoyed our last conversations, and = look forward to seeing you again, either in Cambridge or in NYC, which =ll probably get to in the next couple of weeks.

Best wishes, Don

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



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

great

On Fri, Dec 2, 2016 at 9:40 AM, Donald Rubin <



< > wrote:

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

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

Best, Don

> On Dec 2, 2016, at 9:32 =M, Nowak, Martin A. [REDACTED]

> wrote:

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> Don , Jeffrey

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> I would like to put you =n direct email contact.

>

> also cc Lesley.

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> m

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