

# The SAS Scoop

## Your Newsletter for All Things SAS

Greetings Johnson & Johnson Team,

I hope this newsletter finds you well. As your dedicated Customer Success Manager, I wanted to take a moment to express my heartfelt appreciation for your unwavering support and dedication to our business. Your feedback and enthusiasm have been invaluable in shaping our software resources to better serve your needs. In this edition, I am thrilled to share some exciting tips on how to make the most of our software resources, providing you with a seamless and efficient user experience. Additionally, I am delighted to provide you with updates on the latest features and enhancements in our products, ensuring you stay ahead of the curve. Your success is our success, and we are committed to continuously improving and delivering the best solutions for you. Thank you for being an integral part of our journey!

Wishing you continued success and prosperity.

Warm regards,



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## Scoop

### SAS Explore: It's Not Over Until We Say It's Over!



We're still buzzing from all the excitement of SAS Explore! It was great to be back in person for our annual global user event with hundreds of sessions, keynotes, our Innovation Hub, and nonstop networking and entertainment. And now, you can tap into some of our sessions on-demand! So, get comfy on your sofa.....

- View our [general sessions](#), including world-renowned keynotes: educational leader Sal Khan; rocket scientist and bestselling author Ozan Varol; AI thought leader Allie K. Miller; and America's #1 nerdy comedian, Don McMillan.



Plus, view the best of the best: our [most popular breakout sessions](#) on the hottest topics in analytics, including generative AI, all things data and migrating from SAS@9 to SAS@ Viya@.

**CALENDAR ALERT!** Save the dates of April 16-19, 2024 for our next global users conference, [SAS Innovate](#).....back in Vegas, baby!

### SAS Explore Video Review

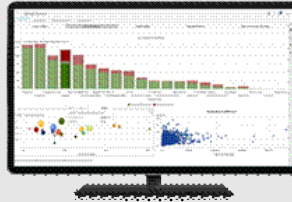
Check out this [fun video](#) that highlights the major announcements from SAS Explore and gives you a sense of the energy and excitement

coming from the conference!

### NEW Products Announced: SaaS with SAS!

SAS has some new products headed your way that will make building AI models and applications a breeze! [SAS Viya Workbench](#) and **SAS App Factory** are lightweight environments for rapidly building AI models and applications, support multiple programming languages (SAS, Python, or R), and provide immediate access to scalable cloud computing resources. Read more [here](#).

### Get Hyped for SAS Health! 📢



We're so excited and hyped up ([check out](#) the video!) about our newest SAS offering for healthcare, SAS® Health! [SAS® Health](#) is an end-to-end enterprise solution for analytics and data automation that simplifies health data management, improves data governance, and accelerates patient insights. These [analytic insights](#) – from proactively identifying gaps in clinical staffing to visualizing the landscape of screening centers relative to patient populations – allow health systems to measure the quality of each patient interaction and positively impact care for patients with complex chronic conditions. It's powerful analytics built on a common health data model with predefined mappings to widely used industry standards.

### AstraZeneca Uses SAS

[Read how](#) SAS is helping global biopharmaceutical company AstraZeneca to revolutionize the use of clinical trial data so new medicines can be delivered to patients faster. After a thorough evaluation, SAS was chosen by AstraZeneca to help increase efficiency and drive automation in the delivery of statistical analyses for clinical and post-approval submissions to regulatory authorities, via SAS's cloud-based software and technologies.

### Optum Serve Uses SAS, too!

Straight from the winner's circle at SAS Explore, [read about](#) how Optum Serve gained a 70% efficiency boost in their medical record review process by using SAS to build a fully-automated solution that analyzes Veterans' clinical and service records and extracts relevant insights. Optum Serve won a 3rd place prize as an Innovative Problem Solver for this solution using SAS in our [2023 Customer Awards Program](#). What have YOU been using SAS for that could earn an award?

### Healthcare and Payment Integrity Webinar

[Join us](#) for this live webinar on October 10, where we'll review the basic concepts of AI and machine learning (ML). While this webinar is great for beginners, it also offers an excellent in-depth understanding of how AI can improve health care solutions and protect payment integrity. The webinar will explore AI use cases in health care including health records review automation and will examine the application of computer vision and text analytics with health care records.

### Now Hear This – TWO More Health Pulse Podcast Episodes! 🎧

Are you keeping up with all of this podcast goodness? Make sure to check out:

- [Episode 8](#) – Labcorp's impactful partnerships across the health care ecosystem help reduce the cost of critical diagnostics, creating a win for all stakeholders. When it comes to analytics, Labcorp's wealth of health data is empowering and informing patients and their doctors today – as well as the potential for predictive analytics and AI to improve health outcomes in the future.
- [Episode 9](#) – SAS life science leaders chat about open source, the pros and cons of open source and commercial software, and the importance of the statistical computing environment (SCE) in clinical research.

Catch all the episodes [here](#) or on [YouTube](#).

### Unsure About Your MTV (Move To Viya)? 🤖

Let SAS [help you show the value](#) and the steps to take to get there. Our SAS experts will guide you through a SAS®9 content assessment so you can understand the current state of your SAS®9 systems. You'll understand the time, cost and risk of moving to SAS® Viya® as opposed to other cloud analytics platforms, which can typically require rewriting, retesting and validating a significant amount of active SAS code.

### One Stop Shop for ALL Things SAS

Have you checked out the **NEW, integrated [Customer Service Portal](#)** yet? It allows you to engage with our Customer Engagement Center, Education, Licensing, and Technical Support – all from the same interface! SAS is committed to continuous improvement, and this portal is progress toward improving both your experience and the agility of our SAS agents – i.e., the SAS people helping you – to get you your answers faster. Read more about it [here](#).

### Get SAS Certified for **LESS!** 💰

92% of users who earned a SAS certification experience greater confidence in their abilities. Who doesn't want to feel more confident in their day-to-day role? We offer lots of [free resources](#) to help you get certified. And right now, we're [offering certification exams for \\$99](#). Register and take the test by **December 15**. This is one of our best promotions in the past few years!

### SAS Invests Heavily in the Promise of Generative AI

Given the world's excitement about the endless possibilities represented by [generative AI](#), the next chapter in the history of technology is nearly writing itself. It is believed that Gen AI will drive billions of dollars in annual revenue growth for industries like banking, high tech, life sciences and retail. SAS is at the center of these critical industries. As part of its \$1 billion investment in industry solutions, SAS will deliver the last mile of generative AI's promise. Read more [here](#).

### Learn About New Ways to Learn



We've migrated the SAS training catalog to a [new platform](#) for a modernized, simplified learning experience and we've added features that help you stay on top of your goals, build skills faster, and learn on your terms. Check out the new [learn.SAS.com](#) site for a new course catalog, personalized learning plans, learning subscriptions, and modernized dashboards.

### Keeping Kids Safe with SAS

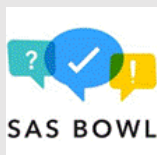
At SAS, driven by our passion to better the world, employees innovate with technology. One dedicated team has developed a global child sexual exploitation (CSE) investigation tool for law enforcement agencies. [This tool](#) aids in sifting through vast data sources, such as websites, chat rooms and case files, to identify exploitative activities and prioritize cases. This tool is already showing great promise!

### Got Messy Data?

Check this out - The SAS Data Quality features in SAS Viya make standardizing text values in your data an easy chore! [Read this](#) coding tip that highlights SAS Data Quality standardization definitions that are tailored for specific semantic types of your input text. These definitions apply complex, pre-defined rules to standardize values with very little code required.

### SAS Bowl XXXIV, SAS Explore 2023 Highlights

We did it! As promised, we had four days, thousands of technology peers, 100+ sessions, training, awesome keynotes, and 45 booths in the Innovation Hub. SAS also announced many new initiatives, such as SAS Viya Workbench, SAS App Factory, Enterprise Guide for SAS Viya, continued development and support for SAS9, and advances in generative AI. There's so much to review, we're going to do it with [SAS Bowl XXXIV](#). [Register](#) for the event and log in on **October 18 at 10am ET** to catch up on all things Explore.



### Did you Miss It?

Apparently, September 19 was International Talk Like a Pirate Day. Ahoy Matey, yes, I missed it, too! 🇺🇸 🗣️ 🏴‍☠️ But, with this [blog post](#), you'll be ready for next year! Leave it to Chris Hemedinger to find a way to weave SAS programming into the celebration around pirate-talking. Check out his fun example of how to use SAS and a free API to generate some pirate-y insults and translations.

### October's Book of the Month 📖

This month, we are discounting the following book: "[Building Regression Models with SAS®: A Guide for Data Scientists](#)" (excerpt). [This book](#) teaches data scientists, statisticians, and other analysts who use SAS to train regression models for prediction with large, complex data. Each chapter focuses on a particular model and includes a high-level overview, followed by basic concepts, essential syntax, and examples using new procedures in both SAS/STAT and SAS Viya. This book is an essential guide to learning about a variety of models that provide interpretability as well as predictive performance. For the month of October, you can order this book at **40% off with code BOM40OCT** through the end of the month.

## Upcoming Webinars and Events

### Live Webinars

- Oct 3: [The Data Scientist Learning Journey: From the Lab to the Job](#)
- Oct 5: [Trustworthy AI Using SAS®: A Technical Discussion](#)
- Oct 5: [Generative AI: A View From the Business](#)
- Oct 10: [Mastering ModelOps: Supercharge Your Analytics Journey](#)
- Oct 10: AI: [Practical Applications in Health Care and Payment Integrity](#)
- Oct 12: [SAS' Generative AI Strategy for Enterprise Transformation](#)
- Oct 12: [Ethics in AI: Building Responsible AI Systems](#)
- Oct 17: [Analytics for Everyone: Finding the '80/20' to Faster Time to Value](#)
- Oct 18: [SAS Bowl XXXIV: SAS Explore 2023 Highlights](#), 10am ET
- Oct 19: [How Many Ways Can You Join SAS® Tables?](#)
- Oct 19: [Real-Time Predictive Analytics: Uncovering Opportunities and Barriers at the Speed of Data Flow](#)
- Oct 24: [How Do You Review Activity In SAS® Management Console?](#)
- Oct 31: [Working With SAS® Viya® Data](#)
- Nov 7: [How Do I Get My SAS®9 Code Running in SAS® Viya®?](#)

### Events

- Oct 4-5: [SAS Life Sciences Community Connection](#), virtual
- Oct 22: [SouthEast SAS Users Group \(SESUG\) 2023](#), Charlotte, NC
- Oct 31: [Western Users of SAS Software \(WUSS\) 2023](#), Sand Diego, CA
- Nov 14-15: [NexTech](#), NYC
- Nov 27-Dec 1: [AWS Re:Invent](#), Las Vegas

*If you no longer wish to receive this newsletter, please reply directly to me and I will remove you from the list.*