

Shaping the Future: The Operational Research Society Media Pack



INTRODUCTION

The Operational Research Society (OR Society) is the UK's leading society dedicated to promoting operational research (OR) and developing analytical insights that drive better decision-making.

Since our founding in 1948, OR Society has been a crucial resource for professionals, academics, and decision-makers who rely on OR, Analytics and Data to solve complex challenges and optimise performance across sectors.

MISSION STATEMENT

Our mission is to advance the science of operational research, empowering organisations and individuals to make informed, data-driven decisions that yield measurable results. We believe in the transformative power of OR to solve critical issues and improve efficiency across industries.

STATISTICS

The Operational Research Society connects a global network of 4,000+ academics, industry experts, and government professionals advancing operational research. We produce impactful research, host world-class events, and collaborate across sectors, driving innovation in healthcare, finance, logistics, and environmental sciences.

■ academia
 ■ industry
 ■ government

KEY AREAS OF IMPACT

Public Policy & Healthcare:

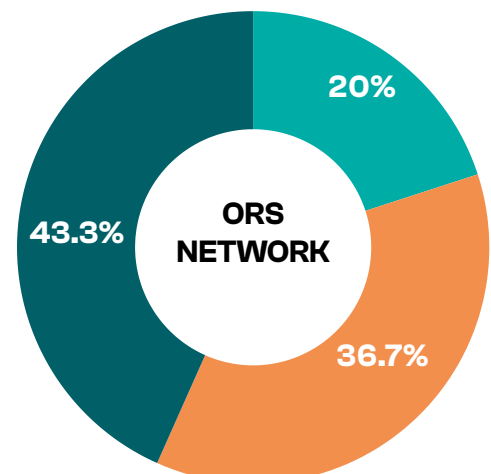
Supporting resource allocation, logistics, and patient care within the NHS and other public services.

Transportation & Logistics:

Optimising supply chains, reducing costs, and improving efficiency for businesses across the globe.

Finance & Risk Management:

Applying predictive analytics and modelling to aid in risk assessment and financial decision-making.



KEY MESSAGES:

WHAT IS OPERATIONAL RESEARCH?

Operational research (OR) is the application of advanced analytical methods to help make better decisions. OR applies mathematical modelling, statistical analysis, and problem-solving techniques to real-world problems, enabling organisations to find optimal solutions that save time, money, and resources.

THE ROLE OF OR IN MODERN DECISION-MAKING

In today's data-driven world OR plays an essential role in managing complexity and uncertainty. From improving supply chain logistics to enhancing healthcare outcomes OR is a powerful tool for decision-makers across all industries.

PRESS CONTACTS AND KEY SPOKESPEOPLE:

Contact Information



For press enquiries, please contact our Media Relations Team:

- Email: sarah.davies@theorsociety.org
- Phone: **+44 (0) 121 233 9300**

Media Requests



For interviews, event passes, or access to research materials, please contact **Kathryn Hughes:**

- Email: kathryn@kayakpr.co.uk

Spokespeople Available for Interviews



Sanja Petrovic
OR Society President

Expertise in healthcare analytics and public sector applications of OR.



Dr Colette Fletcher

Executive Director of OR Society.

* Plus access to a range of professional both in practice and academia on a decision making, AI, data scientists etc

IMPACT STORIES

Healthcare Logistics for the NHS:
OR models improved patient flow and resource allocation, reducing wait times and enhancing patient care.

Retail Supply Chain Optimisation:
Leading retailers leveraged OR techniques to streamline distribution, with some cutting costs by 20% and improving stock availability.

Environmental Sustainability Initiatives:
OR solutions have enabled businesses to reduce carbon emissions by optimising energy use and waste management.

RESEARCH AND PUBLICATIONS

Journals and Publications

ORS publishes leading journals such as the Journal of the Operational Research Society and Health Systems. These journals offer peer-reviewed research, case studies, and insights into cutting-edge OR applications across various sectors.

Trends in OR Research

Our publications cover significant advancements in OR, including artificial intelligence, optimisation algorithms, healthcare analytics, and supply chain resilience. Each issue reflects the evolving challenges and innovations within the OR field.

Media Opportunities

Our members share insights on OR's role in tackling societal and organisational challenges through interviews on their latest findings.

For interviews, event passes, or access to research materials, please email Kathryn Hughes, kathryn@kayakpr.co.uk