



**EphMRA conference**  
**Truths, Myths and the Future**  
**Conclusions**

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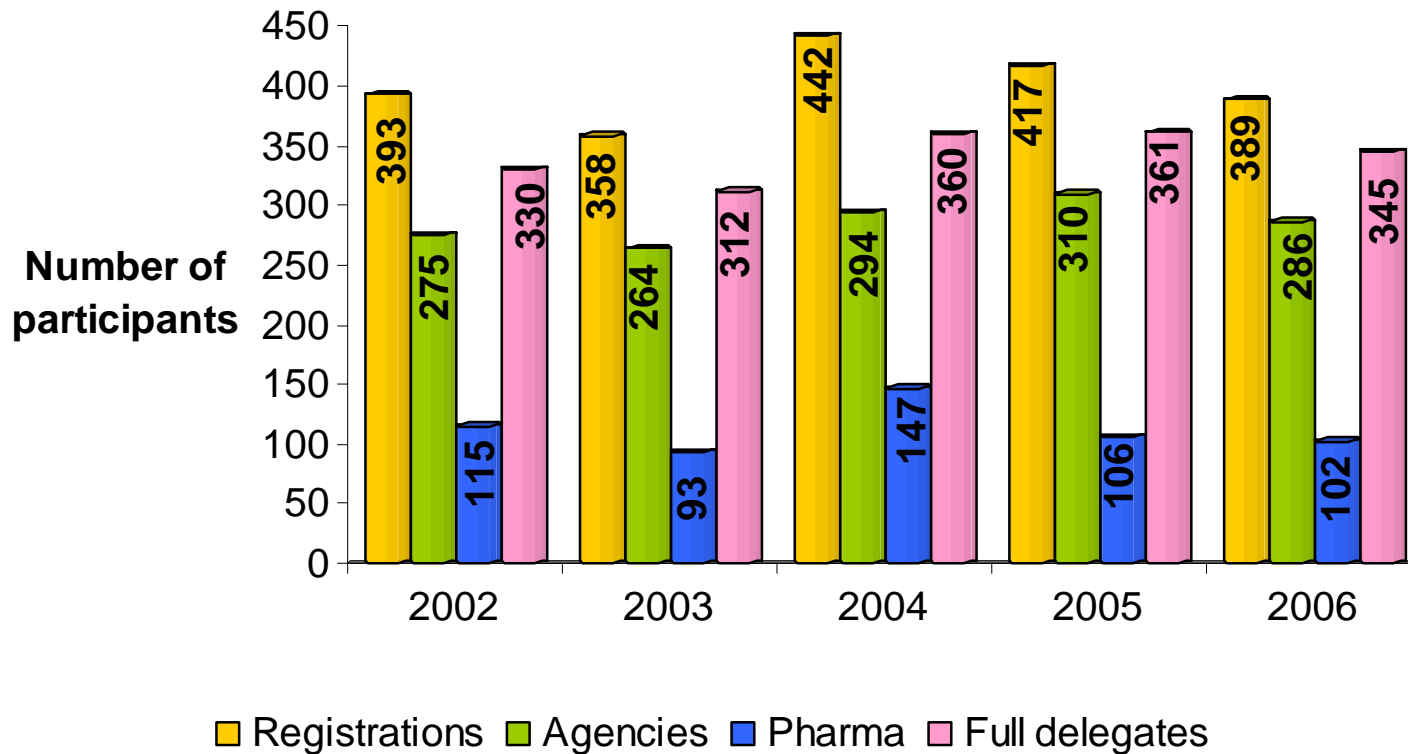
## AGM

- Too many members do not understand the work of the Committees
- Review the current Training offering and how to deliver it
- Increase the value of EphMRA to our members :
  - Training
  - Projects by the Foundation Committee
  - Guidelines
  - Communication
  - ....
- All Committees look for new and active members benefiting
  - EphMRA
  - Own companies
- We take seriously all feedback received by the Committees and Groups

## Committees & Groups

- Executive
- Foundation
- PRM&T
- Classification
- Database & Systems
- Market Intelligence
- Treatment Information
- New Form Codes
- Conference Programme
- Country Groups
- Associate Members Board

## EphMRA conference - participants



*Focus on our Members*



## Agency Fair

- Positive on site feedback
  - Setup
  - Positive experience of Wednesday Afternoon slot
  - Traffic

## Conference

- Positive feedback
  - Good attendance during all days
  - Format of „Hot Truths“ breakout sessions
  - Tackling serious issues of today
  - Well appreciated papers
  - Networking Opportunities
  - Good balance between Work and Social
- Further feedback from Conference Evaluation Forms will be considered

## Conference - Papers

- **Foot :**
  - Boom Bust and Echo
  - Pharma = Right business to be in !  
However reconsider financing of healthcare
  - Truths = Reality / Myths = Perception
- **Loiselle :**
  - More use of demographic data to better understand the future



## Conference - Papers

- Kobewka :
  - Complex market issues will best be answered through a mix of different data sources and MR
- Rush & Lucas:
  - Global Strategies have their limitations
  - MR can help to understand local specificities



## Conference - Papers

- **Nicolini & Cashion + Workshop**
  - Opened discussion about a hot topic of the moment
  - Clear roadmap for the future
- **Feig & Gruenewald + Workshop**
  - Helped to share experiences
  - Useful guiding principles

## Conference - Papers

- **Chandler & Winters**
  - Helped to break the myths around Internet MR – Cost & Speed
  - More opportunities for Brand Research
- **Mosicheva & Ziglina**
  - Learn from other fields to enrich Pharma MR
  - May help to better understand perceptions and come closer to the reality

## Conference - Papers

- **Benedetti & Inglis**
  - Interweaving of market intelligence, primary MR and modelling enabled client to gain greater insight into market potential. Start translating research findings into valuations.
- **Petersen & Wyncoll**
  - Decision making becomes easier with clear graphical representation of MR data deliverables.

## Conference - Papers

- Shirley
  - Ethnographical approach to greater understanding patient suffering of a chronic condition enabled a more insightful jigsaw to be built based on a wealth of understanding of the patients' perceptions of self worth and self esteem.
- Ducket
  - Emerging technology (video enabled mobile phones) can extend the scope of how MR can assist in understanding the impact of conditions on patients.



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**Thank you**

**François Feig  
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