



This Court Believes: -

*Increased pressure on
the way marketing
research can function,
will adversely effect
its future!*

“Silence in the Court!”



The Honorable Judge Anne Loiselle is presiding

“This Court is Now in Session”





Court Proceedings

Prosecuting Council



Allan Bowditch

Defense Council



Stephen Godwin



The Charge

*Increased pressure on
the way marketing
research can function,
will adversely effect
its future!*

Prosecution Aims: -



To demonstrate due to significant changes to MR, the value that can be provided will be seriously affected, resulting in a decrease in

- i) Objectivity*
- ii) Accuracy*
- iii) Speed*



Irreversible Change is Occurring Due to: -



- 1) *Adverse Event and Adverse Drug Reaction Reporting*
- 2) *Increased Incentives for HCP's*
- 3) *Tighter and Tighter deadlines*
- 4) *Using MR to Support a Marketing Action already decided upon*



Summing up The Facts: -

AE

- UK “type” reporting to become more widespread
- Drug Safety will need to review questionnaires
- Questionnaire design will inevitably be compromised
- Increased layers of “interference” in the MR process will cause delays and abandoned projects



Summing up The Facts: -

Higher Fees Demanded by Physicians

- Will lead to
 - Compromised sampling
 - Longer timeframes (as legal depts. become involved)
 - Reduced analytical time – compromised reporting

Marketing Time Pressures on MR.

- Reduced effectiveness and data interpretation
- Increasing risk of incorrect advice being provided





Our Verdict?



*increased pressure on the way
marketing research can function,
will adversely effect its future!*



**Based on the evidence presented is it likely or unlikely
you be the judge!**

Market Research: is it a case of...

