

EphMRA ASIA 2012

Pharmaceutical Market Research  
**Conference**

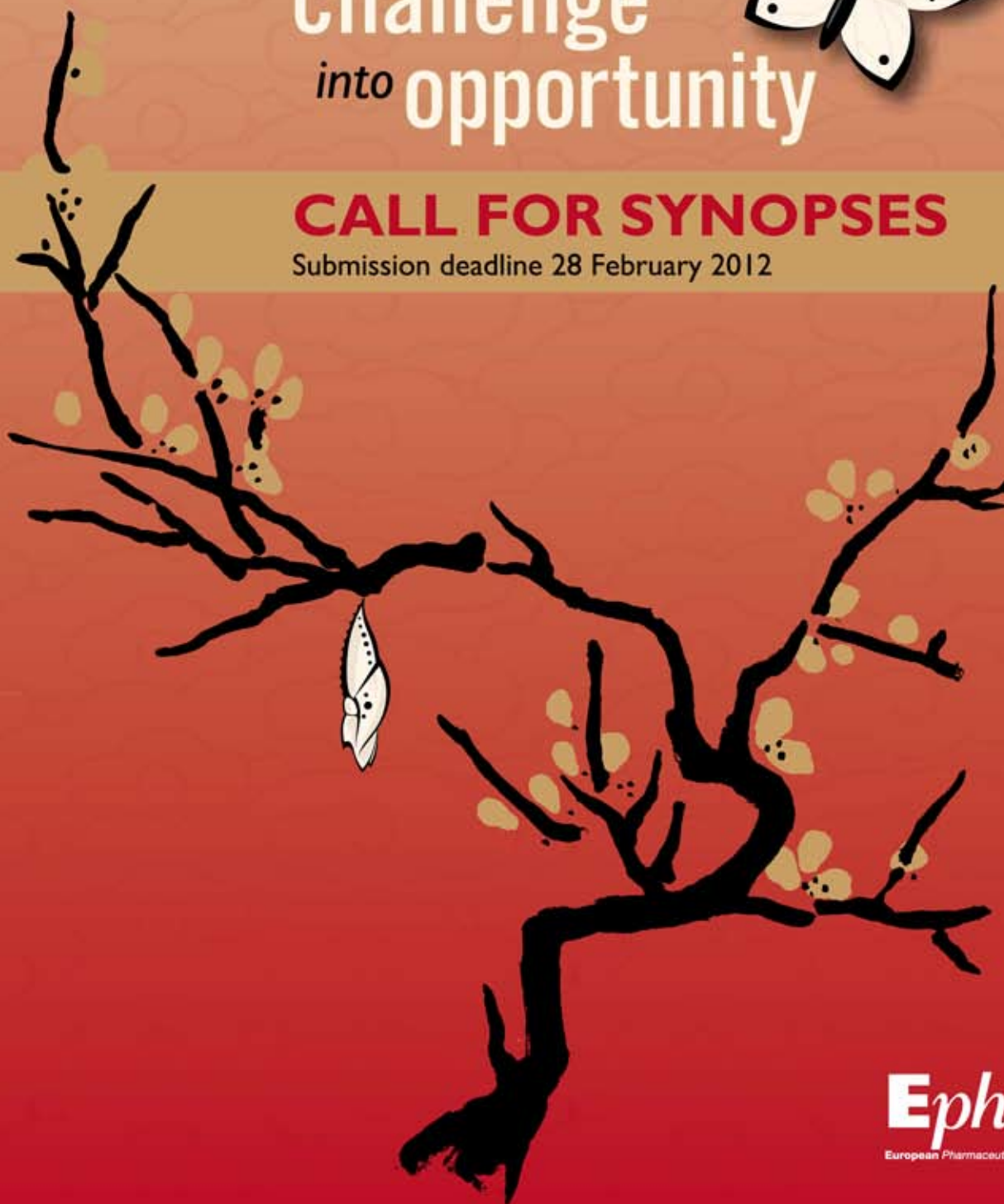
**BEIJING** 25 - 27 September 2012

*Turning*  
**challenge**  
*into* **opportunity**



**CALL FOR SYNOPSES**

Submission deadline 28 February 2012



**EphMRA**

European Pharmaceutical Market Research Association

# CONFERENCE OUTLINE

Tuesday 25 September 13.00 - 17.30

2 Training Sessions in parallel aimed at Junior Executives.

Tuesday 25 September 18.00 - 20.00

A networking cocktail and welcome buffet.

Wednesday 26 September

Full day of conference papers and sessions.

Evening free.

Thursday 27 September

Full day of conference papers and sessions.

EphMRA is now planning its second pharmaceutical market research conference in Asia, following on from a successful meeting in Shanghai, September 2011. For the meeting in Beijing, EphMRA has focussed on some challenging topics which apply to markets right across AsiaPac and we are looking for submissions for Conference Papers (section A), Expert Briefings (section B) and Training (section C). Join us in Beijing, be part of the conference and submit your synopsis.

## A. TOPICS FOR PAPERS

- A.1** Innovations - how will technology e.g. sales representatives with ipads increase representative productivity and ultimately attract an increased share of the doctor's attention. In China for example this could have an impact on doing business in lower tier cities.
- A.2** Sales representative message recall - to what extent can the results of this type of study add value?
- A.3** Sales models - relationship management vs. product message delivery - how can these be better balanced?
- A.4** Sampling across AsiaPac - it can be a challenge to ensure a good quality representative sample is drawn for studies. How can we work more effectively to ensure we get a representative sample?
- A.5** Understanding patient needs more - how can increasing patient empowerment be embraced and successfully channelled?
- A.6** Physicians feel they only act on rational product messages - but how can both the rational and emotional aspects of branding be harnessed successfully?
- A.7** Social media - case study papers needed - now moving beyond the theory.
- A.8** Assess the impact of new/different/alternative technology approaches to conducting market research e.g. is the use of smart phone technology - or anything else - playing a role in how market research is conducted in different countries across the AsiaPac region.
- A.9** The challenges of market research projects on branded generics.
- A.10** Understanding the extent to which DTC exists in other AsiaPac countries and examples of DTC approaches to driving brand share uptake.
- A.11** Trying to understand the merits of sales response curves vs. absolute SOV in determining drivers of brand share uptake.



## B. EXPERT BRIEFINGS

These will also be papers/presentations which give an in-depth dive into each country covering topics such as the following:

- Recruitment and sampling challenges
- Government policy plans which will affect the way we do business
- Role of the pharmacist and pharmacy channels
- Market access challenges

(Feel free to suggest in your synopsis other relevant topics which could be included).

Please submit your synopses for any of the following countries:

- B.1** Indonesia
- B.2** Malaysia
- B.3** Philippines
- B.4** Taiwan
- B.5** Thailand
- B.6** Vietnam

## C. TRAINING

There was extensive feedback from the 2011 conference in Shanghai on the need for training. We have followed up on this and will be offering training for junior executives in Beijing.

There will be 2 sessions run in parallel on the afternoon of Tuesday 25 September.

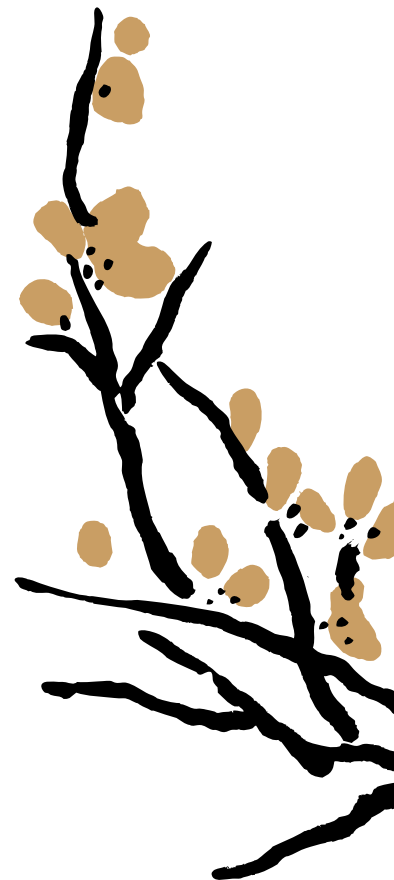
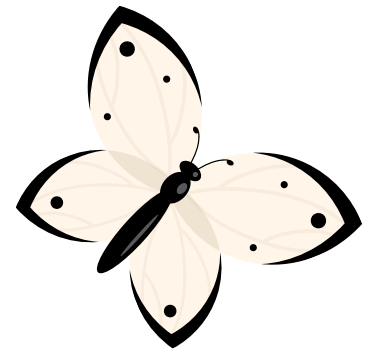
These will each last for about 4 hours.

Topics for the training could be:

- Secondary vs. primary research
- Portfolio analysis
- Research through the product lifecycle - when to use different techniques and approaches
- Negotiation skills
- Working together - the client : agency partnership and managing fieldwork
- Patient research

But we are open to other topic suggestions.

For the training we would be looking for a proposal which gives an outline for the entire training session, how the training would be structured and what speakers you would suggest.



# WHAT DO WE LOOK FOR IN A SYNOPSIS?

We need papers which will:

- Show how real value can be added to company decisions.
- Be thought provoking, innovative, forward looking or controversial in nature.
- Offer solutions and recommendations based on the problem addressed.
- Demonstrate how a specific process, technique or approach can impact on the business.
- Be appropriate to an international audience of multi-national researchers.

Joint papers showing added-value partnerships (both internal and external) are highly valued. We actively encourage the use of multi-media in presentations and welcome innovative presentation approaches. Alternative interactive presentation formats are also welcome e.g. debates, court room trial etc.

In the selection of papers the Programme Committee will assume that, in line with the ICC/ESOMAR International Code of Marketing and Social Research Practice, the author has ensured that permission has been obtained from clients or other third parties to present the information contained in the paper and/or the final presentation. He/she will indemnify EphMRA and will ensure that EphMRA is not held liable for any claims from clients or other third parties incurred by the author's failure to obtain permission to use information. The authors should also be sure there is no infringement upon the copyright, right of use or any other right of intellectual property under any circumstances.

## WHY PAPERS CAN BE REJECTED

- The paper largely focused on a description of a supplier's service or technique or was an overt sales pitch.
- Lack of innovation or originality.
- The subject matter is not relevant to the audience or conference theme.
- Poor quality of the synopsis. Sometimes the main message of the paper is unclear and so a well written synopsis enables the quality to be judged.
- The paper was already presented at another conference by the time of the EphMRA conference.
- No space for the paper in the programme.
- Missing information from synopsis submission - e.g. photo, CV etc.
- Late submission of paper.

If you are in any doubt about the suitability of a contribution please contact a member of the Programme Committee to discuss the matter.

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# WHAT YOU SHOULD INCLUDE IN YOUR SYNOPSIS

Synopses should give a clear and detailed picture of the intended full paper to enable judgement of the quality of the final presentation output. Sometimes potentially worthwhile papers can be rejected because of inadequate detail or poor explanation. Synopses should outline the main argument to be put forward, describe the case study and/or data which will be used to support the argument, present the major findings or conclusions and list any published papers which will be referred to.

Your synopsis should clearly outline in a separate paragraph the key take-away messages you anticipate from the paper.

Your synopsis should be written in English and should be submitted on the EphMRA Synopsis Template available on the EphMRA web site or from EphMRA - [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org). Your synopsis on this template should not be more than 4 A4 pages long in total. Please send all synopses on this template as one single Word document (and not a PDF) to [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org). The only additional files you should send are your jpeg photos as separate files, as well as pasted in to the template (as we need original photo files for the programme).

Your synopsis outline **must** include:

- Paper **title**.
- The **topic area** (from the A or B or C sections outlined) your paper is intended. Please submit your synopsis for one topic area only.
- The **names** of the conference paper presenters to be clearly distinguished from contributing authors.
- A **half page curriculum vitae** for each speaker. Minimum 200 words, (text not bullet points).
- Full contact details - **full name, address and contact details** of each presenter, phone and email.
- Company employed by and nature of business and your job title.
- Company **web site address**.
- A colour **photograph** of each presenter - minimum quality 300dpi, in jpg file format, head and shoulders - business attire, against a plain background. This must also be in a separate file that will allow editing. If your paper is selected this photo will appear in the advance conference programme.

# WHERE TO SEND YOUR SYNOPSIS

Please email your synopses to [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org) by Tuesday 28 February 2012. A receipt should be received by email within 2 working days - if not then please contact EphMRA to check if the synopsis has been received.

# SIGNIFICANT DATES

We need to receive your synopsis by **Tuesday 28 February 2012**.

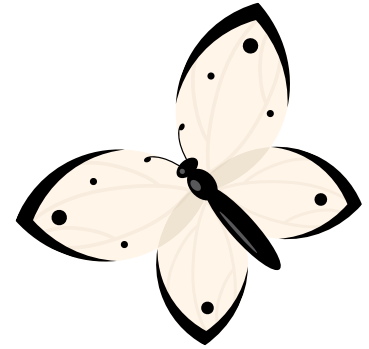
The Programme Committee then discusses the synopses submitted, the conference structure and content. The decisions taken during this meeting are confidential.

By early April all those submitting a synopsis will be contacted and informed about the decision on their submission.

Initial PowerPoint presentation with notes pages completed to explain the slides in **May 2012**.

Final PowerPoint presentations are needed by end **June 2012**

In **May and June 2012** web-ex presentation rehearsals will start to take place to discuss the paper with Programme Committee members.



# PAPER PRESENTATIONS

All papers must be presented in fluent English and you must present using PowerPoint. The paper needs to be presented in 20 to 25 minutes. Further details will be included in the Speakers Guidelines, emailed to you if your paper is accepted.

# REGISTRATION

## Speaker Registration Fees Policy

Important Note - EphMRA is unable to waive the conference registration fee for speakers or fund any associated travel or personal expenses. Speakers need to register themselves for the conference using a registration code provided by EphMRA and it is recommended that speakers register early.

# VENUE

The Conference will be held in central Beijing.



# CONFERENCE PROGRAMME COMMITTEE

Stuart Bartlett      Instar Asia      COO      Singapore



Diana Tan      IMS Health      Principal  
Primary Market  
Research Asia Pacific      Singapore



Frank Guo      Ipsos Healthcare      Research Director      Beijing



Graeme Jacombs      Kantar Health      Regional Director  
South East Asia      Singapore



ShengWei Lam      Sanofi Aventis      Senior Manager  
Market Research  
Asia Pacific      Singapore



Amelie Lan      Sanofi Aventis      Associate Director  
Market Research      Shanghai



Ken Shearer      MSD      Director Market  
Research      Tokyo



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