



EphMRA IMM (Interim Members Meeting) 1 February 2011, Frankfurt

09.45 – 10.15	Networking and Welcome Coffee
10.15 – 11.15	Full Members Meeting
10.15 – 11.15	Associate Members Meeting
11.20 – 11.40	Networking coffee
11.45 – 12.45	<p>Eva Edery, IMS Health, Senior Principle in Thought Leadership <i>Impact of healthcare reforms in EU – which ways to win in the new environment?</i></p> <p>This presentation will look at the latest performance of key European markets and highlight key drivers and constraints. We will also look at the dynamics of the different segments of the market including launches, protected brands and generics.</p> <p>The economic crisis has fuelled a rise in the public debt burden and national deficits across many European countries. This has resulted in significant cuts in public healthcare financing, including a raft of measures to contain pharmaceutical expenditure.</p> <p>IMS will share with the audience their latest forecast outlook as a result of the impact of the healthcare reforms. This presentation is an adaptation of the SMR with greater focus on implications for market research.</p>
12.45 – 13.50	Networking lunch
14.00 – 14.30	<p>Marc Van Tendeloo, Partner, AX's Consulting <i>Wanted: a new-style researcher to deal with the complexity of the market access process</i></p> <p>Market Access (MA) has become a highly complex process and drug companies recognize the need to better understand and manage this process. Drug development according EMEA/FDA requirements alone is no longer sufficient and MA requirements need to be factored in as early as phase 2.</p> <p>The implications of these developments are important for marketing research. Not only in the complexity of accessing payers: identifying the right ones, being able to access them, interpreting their words correctly... Do we take into account how decisions on market access in one market can influence other markets? But the same question holds true in researching health care professionals on more strategic studies: do we understand their access constraints well enough? In our interpretation, are we taking into account regional differences and are we sampling correctly? This paper will look at how overlooking such issues could lead to wrong conclusions and misguide strategy decisions and what are the critical pieces of information that every healthcare researcher should know before embarking on major strategic research studies.</p>

14.35 – 15.05	<p>Graham Page, Executive Vice-President, Consumer Neuroscience, Millward Brown <i>Digging Deeper: Using neuroscience-based research effectively</i></p> <p>This presentation will illustrate the pitfalls associated with neuroscience based work and how to avoid them. It will also give guidance on when to use such methods, and which ones are practical tools vs more academically suited. With reference to Pharmaceutical research, the presentation will discuss the ability of such methods to help uncover the real basis of physician and patient decision-making, and how to uncover unspoken emotional brand associations that may underlie such decisions.</p> <p>Delegates will gain key guidelines re: how to judge and use neuroscience based research most effectively, and see relevant case studies.</p>
15.05 – 15.20	Networking coffee
15.25 – 15.55	<p>Monica Gangwani, Director, Synovate Healthcare India <i>India ... Impact of Changing Lifestyle on Patient attitudes towards Healthcare</i> [more details to follow]</p>
16.00 – 16.30	<p>EphMRA Code of Conduct Update <i>An update on recent developments from the Ethics Group</i></p>
16.30 – 17.00	Networking Cocktail



Eva Edery is a Senior Principal at IMS Health, Thought Leadership Group based in London.

Eva started at IMS Health in 1993 as project manager working on pharmaceutical country forecasts. She was then promoted to Area Sales Manager for South East Asia in 1995, supporting all IMS Health Consulting services for the region and focusing more particularly in developing IMS business in China. In 1998, Eva joined the Consulting Division helping clients with strategic issues within the pharmaceutical industry, particularly on geographical growth opportunities, portfolio planning and forecasting.

In 2001, Eva moved into the IMS Global Pharma Strategy Group preparing and presenting Strategic Management Reviews to key clients at senior management/board of director level in Europe. She has been focusing on client issues and providing strategic insights to major corporations. In 2008, she joined the Thought Leadership Group, EMEA, driving development projects in key strategic pharmaceutical areas.

Eva is a well regarded speaker at industry events and conferences.

Prior to joining IMS Health, Eva worked at Frost & Sullivan for 2 years as part of a team building their consulting business. Eva holds a BA (Honours) in European Business Administration from Ecole de Commerce de Reims (France) and Universidad Pontificia Comillas (Madrid), majoring in Marketing and Finance. She then completed a Masters degree in Marketing at the Goethe Universitaet (Frankfurt.Germany).



Marc Van Tendeloo started his career in qualitative market research (Belgium, ACT) handling projects from A to Z, providing several healthcare companies with market research-based consulting in various therapeutic areas.

In 1992, he moved to the pharmaceutical industry in the position of Product Manager (Cardiovascular drugs of Kabi Pharmacia Belgium, now Pfizer).

Three years later he joined the international oncology headquarters at Pharmacia & Upjohn in Milan, Italy. In this position, Marc had worldwide strategic marketing responsibility for a range of existing and new oncology drugs. Furthermore, he has managed several multidisciplinary project teams for clinical development. In this position he was deeply involved in many aspects of drug development: regulatory affairs, price setting, preclinical and clinical development, pharmaceutical development, portfolio appraisal and NPV evaluations, etc.

In 2008 he founded AX'S Consulting with his two business partners (Cathy Clerinx, Werner Palancares). Most of the work by AX'S Consulting work is primary research but training and consulting are rapidly growing due to the high educational needs within the health care industry.

He speaks fluent Italian, English, French and Dutch and has conducted numerous market research projects in all of these languages.



Graham Page is Executive Vice-President, Consumer Neuroscience, at Millward Brown, UK.

He studied experimental psychology at Oxford, and has worked for Millward Brown in Warwick, Chicago and London since 1992. Graham worked on a wide variety of brands and categories as a client service director, prior to becoming a director in the Research & Development unit at the end of 1999. He was appointed head of the Innovations unit in April 2004, with responsibility for creating new research techniques, and developing Millward Brown's existing suite of brand, advertising and consumer research tools for implementation across the company. For the last few years, he has led Millward Brown's development of methods based on neuroscience and cognitive psychology. In 2010 he became head of the newly created consumer neuroscience division, a business unit tasked with the integration of neuroscience methods into Millward Brown's global offer.

A frequent platform speaker, Graham has written and presented on an extensive range of topics, including building successful brands, consumer segmentation, brand elasticity, corporate reputation, emotion in advertising and neuromarketing.

Graham's paper, 'Cognitive neuroscience, marketing and research: separating fact from fiction', co-written with Professor Jane Raymond of the University of Bangor, won best paper at the 2006 ESOMAR Congress.



Monica Gangwani is a Director at Synovate Healthcare, India. She is based in Bangalore and handles a wide range of research projects for local as well as large regional studies, both qualitative and quantitative for pharmaceutical and OTC companies. She has experience in various therapeutic areas such as cardiovascular, gastrointestinal, respiratory, contraceptives, nutritional supplements, CNS products, vaccines, infectious diseases, antidiabetics, oncology, etc.

After completing her Bachelors in Pharmacy and subsequently her MBA (Marketing) in 1991 from Mumbai, Monica began her career in Brand Management in a large Indian Pharmaceutical firm, Wockhardt, and then moved on to Warner Lambert as a Group Product Manager. After a 7 year stint in Brand Management, in 1999, she moved from Brand Management to Market Research and joined ORG-MARG (Now a part of AC Neilson) as a Research Director, handling Healthcare studies. In the year 2001, she moved on to Blackstone Market Facts (now Synovate) to set-up and establish the Healthcare Research Division of the Company. She heads the Healthcare Operations in India.