

EphMRA IMM (Interim Members Meeting) 7 February 2012, Sheraton Hotel, Brussels Airport

Mid level researchers follow the purple agenda plus all coffee breaks and lunch.

Senior Managers – both Full and Associate – follow the orange agenda plus coffee breaks and lunch.

09.45 – 10.15 Networking and Welcome Coffee – open to all

10.15 – 11.45	10.15 – 11.45	10.15 – 11.45
<p>Full Members Meeting - Senior Managers - (includes coffee in the room) Moderated by : John Shortell, Bayer 'Working with Suppliers' <i>A peer discussion forum focussing on key issues for pharma departments</i></p>	<p>Associate Members Meeting - Senior Managers - (includes coffee in the room) Agenda item TBC</p>	<p>Mid level researchers - both Full and Associate Members. <i>Come and discuss what you think of EphMRA, what are your needs and expectations and how can EphMRA better engage with mid level researchers.</i> <i>Open forum discussion moderated by EphMRA.</i></p>

11.50 – 12.20	11.50 – 12.20
<p>Meeting 1a - Senior Managers - both Full and Associate Members can attend. Debate - Part 1: Market Research Department of the Future Lead by Dr Thomas Hein, Vice President Global Market Research, Bayer HealthCare Pharmaceuticals <i>The first part of this debate will focus on both pharma and supplier points of view and will be a lively exchange of views on what the future MR department might look like and the challenges facing suppliers.</i></p>	<p>Meeting 2a - Mid Level Researchers Developing the skills for a long and successful career in pharma market research Patrick Denis, Borderless Executive Search, Brussels</p>

12.25 – 13.25	Networking lunch – open to all
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13.30 – 14.20	13.30 – 14.20
<p>Meeting 1b - Senior Managers Debate – Debate - Part 2: Market Research Department of the Future run by the PRM&T Committee - Anna Garofalo, medeConnect and Alexander Rummel, Aurum Research</p> <p><i>This session will continue the debate started before lunch and will now focus on other functions which might influence the shape of the future MR Department eg Market Access</i></p>	<p>Meeting 2b - Mid Level Researchers – Mark Silvey, Market Access Director, Adelphi Focus</p> <p><i>This talk will cover what insights are needed, across the lifecycle, at Phase II or Phase II in terms of market access. Who do we need to talk to for both primary and secondary care products?</i></p> <p><i>An interactive presentation with Q&A</i></p>
14.25 – 15.15	14.25 – 15.15
<p>Meeting 1c - Senior Managers Debate run by the PRM&T Committee - Anna Garofalo, medeConnect and Alexander Rummel, Aurum Research</p> <p>Session 2: Return on investment – how can we calculate this?</p> <p><i>Clients are increasingly asking suppliers about how ROI on their spend be demonstrated? The concept of ‘value’ is becoming increasing complex. In this debate we will discuss if we can take steps towards identifying standard metrics which can support demonstrating ROI.</i></p>	<p>Meeting 2c - Mid Level Researchers – Turning Data into Insight.</p> <p><i>You get to the end of writing a presentation and are thinking about the action points/next steps for the client. How do you turn data into meaningful insights for the client? This session is designed to help you move from providing data to being in a consultancy role.</i></p> <p>Carolyn Chamberlain, Director and Yiannis Kyriazis, Research Director Ipsos Health</p>

15.20 – 15.40	Networking coffee – open to all
15.45 – 16.15	Opportunities and Challenges in developing a global Code of Conduct <i>Hear from Bob Douglas, Ethics Lead and the work EphMRA has been doing towards a global code and the challenges faced.</i>
16.15 – 16.45	Final Paper for all attendees – Winner of the EphMRA 2011 MR Case Study Award Project Air: Up, Up & Away, Laura Hunt fastforward research & Su Meddis AstraZeneca <i>This case study shows how an initial idea from an enthusiastic team eager to conduct innovative research with patients developed into the first online community research project for AstraZeneca. This comprised five online communities creatively engaging almost 200 asthma patients and parents across four countries & three continents.</i>
16.45 – 17.15	Networking Cocktail and Meeting Close – open to all