

Spotlight on:

The Professional Standards Group



Responsible Research

Creating excellence in professional standards

EphMRA

European Pharmaceutical Market Research Association

The world of healthcare market research is a complex one - keeping abreast of the regulations and guidelines we should adhere to is difficult. It can feel like doing a never ending jigsaw puzzle - it's a difficult picture to build and sometimes the pieces change! EphMRA's Professional Standards Group is here to put the pieces in place so that you can see the picture clearly.

Taking the leading role within the Professional Standards Group is the Ethics Committee, which is supported by two other groups, the Ethics Advisors Network and the Compliance Officers Network.

As a strategic steering group, the Ethics Committee is responsible for driving the direction of professional standards within EphMRA, including the development of important guidelines. To underpin this work, the Ethics Advisors Network provides advice on legal and ethical issues and developments on a national basis. While the Compliance Officers Network helps to identify and explore members' ethics issues.

Historically, healthcare market researchers had to look towards a series of organisations to provide support on ethical and legal issues. However, given the increasingly complex and demanding environment in which healthcare market researchers work, the need for our own dedicated Code of Conduct became apparent in 2009. Since then, developing and updating EphMRA's Code of Conduct has been the mainstay of activities for the Group, and in particular the Ethics Committee. To support this work, the Committee runs an online enquiry service providing confidential and tailored responses to members' questions.



As well as its work on the Code, the Professional Standards Group is also responsible for a host of other activities. In addition it oversees the development of the Adverse Event Reporting Guidelines, the Group also runs training sessions designed to develop your knowledge of researchers' responsibilities and respondents' rights, give an overview of the complex legal and ethical requirements of researchers and give you the confidence to deal with the ethical and legal issues that confront researchers.

“ Working on the Code steering group, as well as being on the Board of EphMRA, is intellectually stimulating and keeps me updated on important issues that I can also share with my colleagues. It is challenging keeping up to date with everything that is going on in an ever-changing environment and working on the Code has been invaluable in this area. What is also wonderful about EphMRA is that it covers lots of areas that are of relevance and interest to me in my job, for example understanding the fast-moving digital environment and better use of secondary data. ”

A personal view from Georgina Butcher, Associate Director,
Marketing Intelligence, Astellas Pharma Europe Ltd.

Value Added EphMRA Membership

- ✓ **Members Forums** - separate sessions for peer to peer discussions and networking.

- ✓ **Reduced registration fees for the annual conferences**

- ✓ **Interim Members Meeting (IMM) usually held in January each year** - a free one day meeting for members

- ✓ **Up to 4 Local Chapter Meetings per year** - free attendance to these one day events for members

- ✓ **Webinars** - free registration to member webinars (recent webinars include Data Visualisation, Adverse Event Reporting, Optimising Insights from Digital Channels)

- ✓ **Code of Conduct online Competency Test** - free test and certification to members

- ✓ **Code of Conduct online Training Modules** - free registration for members

- ✓ **Code of Conduct** - free access to the Code Query Service

- ✓ **Publications: Free to members** - Managing a Research Project and Research through the Product Lifecycle; Open Data, How to Reference Data, Longitudinal Patient Data, Guide to using Promotional Data.

Contact EphMRA

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