

Spotlight on:

Learning and Development Committee



Training

Knowledge

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Flexible and topical training

Offering a host of training options to meet members' needs is an important benefit

EphMRA

European Pharmaceutical Market Research Association

Healthcare market researchers are facing a Catch 22 situation. While headcounts are being reduced, training budgets are being slashed. As a healthcare market researcher, you have to keep up to date with all the latest trends; to keep your finger on the pulse. At the same time, you have to continue to do your everyday jobs. Finding the time, not to mention the budget, to undertake training can be a challenge. Enter EphMRA's Learning and Development Committee (LDC).

In years past, training used to be traditional, face-to-face courses that were run twice a year, with minimal flexibility. Now, however, not only is there a whole gamut of training on offer for members but the way in which that training is delivered is extremely flexible. Members can choose from online modules to tailored, in-house training and from event-based masterclasses to webinars. Furthermore, EphMRA offers training to suit every budget: did you know, for example, that most of our webinars are free for members?

To ensure that the training it offers is as topical and useful as possible, the LDC monitors current trends in the environment, gets involved in discussions and listens to feedback and suggestions. If you suggest a subject and it is identified as being important and relevant to a wide enough audience, then the Committee will endeavour to move it forward and develop an appropriate training module.

Underpinning the training on current trends are a host of online courses covering the more general, everyday knowhow required by a market researcher such as basic skills training.

Continually reassessed and updated to ensure they meet your needs. Topics include:

- Introduction to Pharmaceutical Market Research
- Managing a Research Project
- The Role of Research through the Product Lifecycle

These are supported by printed materials, including checklists and guides, which are particularly useful to help those who are new in the businesses to really understand the principles of market research and to develop their skills.

“Working on the LDC and being a member of EphMRA allows me to learn about new standards and methodologies in marketing research. This means I can bring added value to my everyday work at Boehringer Ingelheim. EphMRA training offers a unique opportunity to get a broad overview of a wide range of subjects, from the Code of Conduct to Secondary Data. Boehringer Ingelheim have benefited from in-house training from EphMRA and I would definitely recommend EphMRA training to other companies. On a more personal level, not only can I learn about new ideas by attending events, but I am able to make personal contact and network more widely”

A personal viewpoint from Carsten Fuhrmann,
Boehringer Ingelheim



IN BRIEF

EphMRA's LDC offers a complete range of training that should meet every need, in every situation and for any budget*. From those just starting out to Mid Level Researchers right up to those with extensive experience, there will always be something of interest.



- In-house: Tailored to meet a company's specific needs
- Online: Training on the everyday tasks
- Webinars: A great way to look at current trends
- Masterclasses: Event-based opportunities to learn from the experts

* Where a fee is applied, it is only done so to cover direct costs.

KEY POINTS

In-house training

Not only are EphMRA's in-house courses completely tailored but they are also cost-effective. EphMRA has a bank of expert speakers who will deliver a bespoke programme. Topics on offer include:



- New techniques in qualitative research
- Understanding emotional drivers: the techniques (areas such as linguistics, ethnography, NLP, projective techniques)
- Using social media for insight generation
- Payer research in developing markets
- Gamification
- Predicting the future market place (areas such as segmentation, forecasting, concept of value and pricing, market access, evaluation of licensing opportunities, etc.)

OBJECTIVES

- To maximise the potential of new methods and techniques in pharmaceutical primary market research
- To advance both theoretical and practical implementation of Pharmaceutical Marketing Research and Business Intelligence in order to create value in your business.
- To offer expert perspectives and stimulate debate on the most topical and relevant issues facing our industry

MEMBERS

Committee Chair: **Sandra McAuliffe**

Full Members

Carsten Fuhrmann, **Boehringer Ingelheim**

Associate Members

Julie Buis, Aequus Research

Peter Cunningham, Branding Science Group

Alexander Rummel, Aurum Research

Dorothy Parker, Fast Forward Research

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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April 2013