Spotlight on:

Classification - it's time to add your Voice

EphMRA / PBIRG classify your products - have your say

Pharmaceutical products are grouped into categories in the sales, medical, and promotional audits according to the EphMRA / PBIRG Anatomical Classification System - make sure you know how your company products are classified.

EphMRA

European *Pharmaceutical* Market Research Association

Maintaining order in a Shifting Landscape - can you afford to miss out?

If you are a pharmaceutical company with a number of products in the pipeline then your product classification is a vital part of your strategic planning.

Take your place at the table and join the discussions focussing on the hows and whys of product classification. Join the debate on decisions affecting your product classification.

Anatomical Classification System Overview

The Anatomical Classification System is based on a cascade: the 2nd level gives details of the 1st, the 3rd of the 2nd, and the 4th of the 3rd. Products are grouped by anatomical site of action, indication, mechanism of action or composition.

An important point to note about the system is that products are classified, not molecules. "Product" is defined as a pack or unit that can be dispensed, prescribed, etc. Each product is assigned to one category.

Proposals for new classes should present a well reasoned case and should clearly state the impact of the change to the system. This includes suggested classification of the products affected by a proposed change. The proposal is carefully reviewed by the entire Committee, which consults, as needed, with appropriate involved member companies and sometimes with medical opinion leaders. The Committee reviews the proposed changes with these outside consultants and may solicit alternative suggestions. The purpose is to find out if there is general consensus that the system should be modified and what the changes should be. The Committee finalises the proposal and it is sent out to the full EphMRA / PBIRG membership for voting in the second quarter of the year.

Voting Requirements

- Only full members (pharmaceutical companies) of EphMRA or PBIRG may vote
- Each member company is entitled to one vote. Only one vote will be counted for each company. The company can choose to vote with either EphMRA or PBIRG.
- A "company" is defined as a corporate entity. In other words, there is one vote per corporation, regardless of the number of affiliates or subsidiaries (unless any are separate corporate entities).
- The proposals need the approval of a 2/3 majority of the voting companies to pass
- If a 2/3 majority is not reached, a second count is made of interested/involved companies
- If 2/3 of the interested/involved companies approve, the class is approved.

If the proposal is accepted, a Committee member is assigned to ensure the new classes are rolled out appropriately. The change is implemented in the first audit of the following year.

> *"Our ability to analyse markets, particularly ones for which we are not familiar, relies on a sound framework for organising pharmaceutical products. The work of this Committee provides an evolving structure that helps maintain our confidence in available secondary data sources that rely on the ATC system."*
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> *Quote from a current Committee member.*

IN BRIEF

The Anatomical Classification...

- Is the Intellectual Property of EphMRA
- Defines how the industry views markets
- Creates structure & drives efficiency
- Saves time & ensures accuracy
- Forms the basis of virtually all pharma audits (including IMS)

WORLD HEALTH ORGANISATION

Working with the WHO for greater harmony

In the 1970s, WHO adapted the EphMRA system for its own needs. This became the system that the WHO calls the Anatomical Therapeutic Chemical system (ATC). At the present time, the two systems are similar but are designed to meet two different goals. The purpose of the WHO ATC is to meet the needs of teaching, clinical trials, health organisations, and governments. The EphMRA / PBIRG Anatomical Classification system must meet the needs of marketing research and marketing. The WHO ATC classifies substances while the EphMRA / PBIRG Anatomical Classification system classifies products.

The EphMRA Committee and the WHO have been meeting annually since 1991 in order to align and improve the systems. A high level of harmonisation has already been achieved.

OBJECTIVES

- Developing and improving the Anatomical Classification system in line with changes in pharmaceutical markets
- Ensuring the correct classification of products
- Liaising with the WHO to ensure the two systems converge rather than diverge
- Interpreting and discussing suggested changes and acting accordingly
- Communicating changes to PBIRG (minutes, exchange of information, etc.)
- Conducting census of EphMRA & PBIRG on new, requested changes to the system
- The Committee reconciles differences of opinions in the classification of products

MEMBERS

Alex Adams - Co Chair - EphMRA	Novartis AG, Switzerland
Anthony Palkovic - Co Chair - PBIRG	Pfizer, USA
Theresa Ormiston - Chair	IMS, Official representative, UK
Majd Alamad	Takeda, Switzerland
Davyd Freeman	Shire, Switzerland
Marilena Lauriola	Merck, Italy
Etsuyo Ogawa, Special Japanese Liaison	Bayer Healthcare, Japan
Philip Reynolds	IMS, UK
Grégory Senac	Pierre Fabre Medicament, France

The committee is supported by James Street, Reagent who undertakes analysis and compiles reports for the committee members.

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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