

EphMRA Strategic Plan

(issued June 2013)

Dear Members

Over the past few months the Board has been crafting this statement about the Association's Strategic Direction in terms of:

- Transformation of market researchers from data and information providers to consultants with business understanding
- Our Target Audience
- Geography
- Doing more with Less

These outlined areas represent the main areas of focus and we will now plan the implementation across all our activities, events and outputs.

The EphMRA Board

Transformation of market researchers from data and information providers to consultants with business understanding.

EphMRA's overall aim: To create an environment that encourages excellence in providing insights combined with business knowledge.

- EphMRA is the hub for excellence in research thinking to empower healthcare market researchers to provide consultancy to the business.

Our Target Audience

EphMRA represents those conducting international healthcare market research and this remains a criteria for membership.

Diagnostics, Devices and OTC will remain in our focus as they are part of the healthcare arena.

Geography

As our industry becomes increasingly global, the Association recognises that EphMRA members need guidance in their international activities. The Association will therefore develop

Doing more with less

In the current environment we all have to do better with less: the trend is that there are now fewer people in healthcare market research, and we are working with smaller budgets and yet the demand for high quality outputs and the need for innovation increases. In many pharma affiliate companies there are no professional market researchers which presents challenges, not least in maintaining high standards of quality and accuracy.

- Driving the development of best practice in healthcare market research.
- Delivering training and opportunities for best practice exchange for healthcare market researchers to develop their understanding of business problems and strategic issues that allows them to provide clear, actionable insights.

Excellence means that EphMRA is setting the gold-standard in healthcare market research and the Association will continue to build excellence by providing training that relates to the strategic components of market research. Furthermore EphMRA will provide guidance to its members to attain the Association's most current standards of excellence and ethical guidelines.

Management and marketing consultancies, PR and Advertising agencies offering healthcare market research, and market access companies can participate in our current offerings if they are members of the Association. EphMRA recognises that there is now greater supplier side fragmentation and so the Association must focus on communicating that healthcare market research is a science to be undertaken with a specific skills set and education level. Thus EphMRA needs to give guidance and make aware of standards and guidelines.

services and support in those international markets which are a focus for members.

This expansion of EphMRA activities and services will be undertaken within the available resources of the Association.

EphMRA needs to:

Identify how to communicate the value of healthcare market research internally and provide examples of excellence in practice in 2 key areas:

- support those who are not professional market researchers conduct market research
- identify how to support those less familiar with market research become better users.