

## EphMRA One Day Meeting - 21 February 2017

Venue: 30 Euston Square, London NW1

### A Brave New World - Understanding Patient and Physician Behaviour

The meeting is convened by:

Anthony Nealon, Abbvie

David Hanlon, Kantar Health

Marianne Fletcher, Pfizer

Sarah Phillips, Prescient Healthcare Group

<b>09.30 - 10.00</b>	Registration and welcome coffee
<b>10.00 - 10.10</b>	Welcome and Introductions
<b>10.10 - 10.45</b>	<p><b>Session 1: Breaking new ground with Real World Data</b></p> <p>Adam will provide you with an overview of exactly what RWD is (and isn't!); what the potential is for pharma and how this can be realised. He will provide some real life examples of how it is being used and the various tools available to standardise and disseminate data.</p> <p><b>Speaker: Adam Collier, IMS Health</b></p> <p><i>Convenor: Sarah Phillips, Prescient Healthcare Group</i></p>
<b>10.50 - 11.20</b>	<p><b>Session 2: Real World Evidence: powerful insights for impactful decisions</b></p> <p><b>Speakers: Anita Agier and Samantha Morrison, GfK</b></p> <p>Hear how RWD is being used to support business intelligence. This paper will explore the valuable role that RWD can play and will use case studies to illustrate its value.</p> <p><i>Convenor: Anthony Nealon, Abbvie</i></p>
<b>11.20 - 11.50</b>	Coffee Break
<b>11.50 - 12.40</b>	<p><b>Session 3: Panel Discussion on RWD</b></p> <p><b>Panellists: Adam Collier, IMS Health + other panellists tbc</b></p> <p>What are the opportunities for RWD and how can these opportunities be applied to market research and business intelligence?</p> <p><i>Convenor: Sarah Phillips, Prescient Healthcare Group</i></p>
<b>12.45 - 14.00</b>	Networking Lunch
<b>14.00 - 14.30</b>	<p><b>Session 4: Patient centricity: patient voices are finally being heard</b></p> <p><b>Speaker: Alex Marriott, Kantar Health</b></p> <p>This session will throw light on how to identify opportunities in the patient experience continuum, in order to produce a win:win situation for both patients and pharma. It will explore how Pharma can produce solutions and services that have real value and improve</p>

	<p>patient outcomes.</p> <p><i>Convenor: Marianne Fletcher, Pfizer</i></p>
<b>14.35 - 15.05</b>	<p><b>Session 5: Patient willingness to pay in the real world</b></p> <p><b>Speaker: Rachel Howard, Research Partnership</b></p> <p>A critical part of any self-paid healthcare product’s launch strategy is to set the right price. The fundamental starting point in setting the right price is to accurately establish target patients’ willingness to pay for the product in question. However getting patients to realistically evaluate the price they would pay for a novel product they haven’t yet tried can be very challenging. Using a detailed case study, this paper will set out the critical success factors that should be implemented in any market research programme in order to help overcome these challenges.</p> <p><i>Convenor: David Hanlon, Kantar Health</i></p>
<b>15.10 - 15.30</b>	<p><b>Session 6: Fieldwork - update from the newly formed Fieldwork Forum</b></p> <p><i>Convenor: David Hanlon, Kantar Health</i></p>
<b>15.35 - 16.05</b>	<p><b>Session 6: A whole lot of difference between listening and hearing</b></p> <p><b>Speakers: John Coulthard and Andrew Forman, Branding Science</b></p> <p>This session will illustrate the importance of listening to respondent feedback and how to stimulate discussion about how best to respond to feedback. It will also demonstrate how innovation doesn’t need to mean re-inventing the wheel.</p> <p><i>Convenor: Anthony Nealon, Abbvie</i></p>
<b>16.10 - 16.45</b>	Farewell drink

Please join us for the evening networking event which is being hosted by The Research Club in collaboration with EphMRA. The evening starts at 6pm and will finish at 10pm and is being held at:

Bloomsbury Lanes & The Kingpin Suite, Bedford Way, London WC1H 9EU

There is a small fee to attend this networking event of £25 on the door if you have not already purchased a ticket. You will need to pay by cash on the door but we recommend you book in advance online.

<http://theresearchclub.com/events/london-ephmra-networking-reception/>