



**EphMRA Meeting
September 19th 2017**

The meeting is convened by:

Florie Blaudin de Thé, F. Hoffmann-La Roche
 Carlos Oliveros, F. Hoffmann-La Roche
 Miguel Cuberos, F. Hoffmann-La Roche
 Chantal Bayard, GfK

Venue:

Restaurant Schützenhaus Basel
 Schützenmattstrasse 56
 CH-4051 Basel

Time	Agenda
13.30 - 14.00	Registration, welcome Coffee and networking
14.00 - 14.05 Convenors: All	Welcome and introduction to the day
14.05 - 14.35 Convenor: Carlos Oliveros	<p>Session 1: Opportunities for research to find its feet in the evolving mHealth world</p> <p>Speakers: Neil Rees & James Weybourne, The EarthWorks Insights</p> <p>This session will explore how mHealth is being used in healthcare to improve patient lives and how pharma companies are using technology to demonstrate improved clinical outcomes. Opportunities will be identified for insights teams within pharma companies to use technology to generate fresh insight alongside existing research methods. Insight managers will be able to take away ideas for how mHealth can potentially add value to generating further insight to help with their brand challenges.</p>
14.40 - 15.10 Convenor: Florie de Blaudin Thé	<p>Session 2: Digital assets – bridging the gap between understanding and designing for complex user populations</p> <p>Speaker: Korey Johnson, GfK</p> <p>This session will contrast traditional market research with user experience research and the implications of focusing on the ‘user’ rather than ‘consumer’ of the product to be marketed. A number of case studies will be shared to show how user experience research bridges the gap between traditional market research and designing effective, efficient and satisfying experiences.</p>
15.10 - 15.20	Comfort break
15.20 - 15.50 Convenor: Chantal Bayard and Miguel Cuberos	<p>Session 3: Reality check: how stimulus choice impacts on your finding</p> <p>Speakers: Fenna Gloggner and Jess Woodhead, HRW</p> <p>First presented at the EphMRA conference in Amsterdam in June, this paper explores how traditional market research stimuli forces participants to assimilate and imagine scenarios outlined on paper and they therefore make decisions 'cold and hard' when we know many of these decisions are habitual, emotional, and rely on subconscious cues.</p> <p>What if there was a way to bring real life influences in to projects without giving up viewable research? In this comparative study, Fenna and Jess explore the impact that stimulus format has on outcomes through testing four types of stimulus on the spectrum from traditional to next generation; control, infographic, augmented reality, and virtual reality. Showing how the same information can have different impact when presented differently.</p>
15.50 - 15.55	Meeting close
16.00 - 16.45	Drinks reception and networking