

Dear Members

The EphMRA Board has recently updated the Association's Strategic Direction and objectives on the following areas:

- To inspire and empower members to influence decision through expert advice and insights to help drive business performance and gain competitive advantage
- Target Audience
- Geography

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

Inspire and empower members to influence decision through expert advice and insights to help drive business performance and gain competitive advantage.

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

- 1.** EphMRA is the hub for excellence to empower members to become the business partner of choice in providing insights and expert advice.
- 2.** Creating a Healthcare 'Market Research and Analytics' Community that defines, develops and shares best practice.
- 3.** Continuously developing and strengthening the core competencies that allow members to achieve excellence as business partners and expert advisers.

Excellence means that EphMRA sets the 'Gold-standard' in healthcare 'market research and analytics' and continues building excellence by focussing on core competencies that relate to the strategic components of market research, data and analytics and business insights. This includes primary and secondary market research, forecasting, data analysis, competitive monitoring, KPI performance specialists etc.

Furthermore EphMRA will provide expert guidance to its members on healthcare 'market research and analytics' standards and ethics.

Our Target Audience

EphMRA focusses on the business intelligence healthcare industry which encompasses: pharmaceuticals / biotechs, diagnostics, medical devices, Over-The-Counter (OTC) medicines, and healthcare tech.

Those working in related supplier areas e.g. Management and marketing consultancies, PR and Advertising agencies and market access companies offering 'market research and analytics' services are actively encouraged to engage with the Association.

Geography

EphMRA provides guidance, services and best practices in healthcare market research and analytics to its members working at an international level.

