

Reflections on 50 Years of

E*ph***MRA**



Over the past 50 years, a **great many inspiring individuals** have contributed their time, their expertise and their vision to **making EphMRA** the organisation it is today.

We asked just a few of our **leaders, past and present**, for their reflections on this, our **50th anniversary year**.

We also **looked back** on some of the **other evolutions** that have taken place over the **last 50 years...!**

(All facts courtesy of Wikipedia)

Since its inauguration in '61, EphMRA has evolved enormously - quickly becoming the standard bearer for our industry. Today, the organisation drives the exchange of best practice, enables peers to interact, and provides a beacon for healthcare market research and analytics around the world. And where should the credit go?

To all those who support EphMRA day-to-day: its members around the world! I know that the next half-century will see as many EphMRA innovations as the last - our forthcoming conference in Shanghai, our first ever in Asia, is testament to that - and I, for one, am proud and delighted to be a part of the journey.

Rob Haynes, President of EphMRA, 2008 - 2011

Did you once carefully convert Italian lira into French francs?



(The Euro was introduced to world financial markets as an accounting currency on 1 January 1999)

During the last 50 years EphMRA has played a pivotal role in the development of accurate and internationally comparable market data for the Pharmaceutical Industry. In the last 30 years EphMRA has also played an important role in developing and improving the quality of techniques for primary research and has also been an invaluable resource for cost effective training. I can think of no other Industry that has such a wealth of information at its disposal.

Congratulations EphMRA on your achievements in the last 50 years and best wishes for even more success in the next 50.

Mike Brew, President of EphMRA, 1987

In the world of professional associations, EphMRA is really unique. Unique in terms of the contribution it brings to the profession, through standards, codes of conduct, research initiatives, etc. Unique in the way it brings together clients and suppliers in a truly collaborative way. And also unique in the way it allows its members to “push their thinking”, embrace new perspectives, and spend enjoyable moments together.

Georges Andre
President of EphMRA, 2004

Anyone fly to the 1973 EphMRA conference in Venice on one of these...?



(BOAC was merged in 1974 with British European Airways Corporation to form British Airways)

*I enjoyed the time I spent working with EphMRA. I would characterise the people I met whilst working for the organisation as hard working and committed - although perhaps under-appreciated!
I wish EphMRA success in the next 50 years.*

Kind regards,
Cathy

Cathy Swift
Vice President of EphMRA, 1998 and 2000

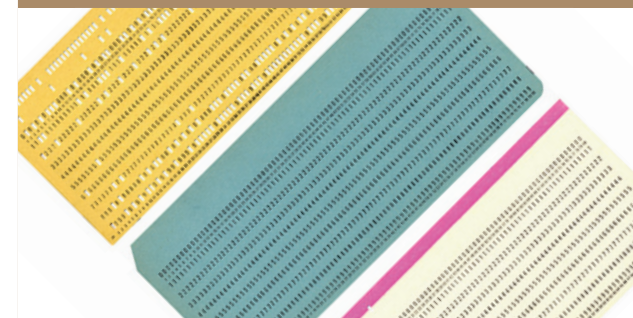
Congratulations, dear EphMRA, on your 50th birthday you are celebrating at your place of birth and registered office in Basel. From a club of a few pharma industry market researchers you developed into an organisation which represents pharmaceutical market research and you have a say in many processes related to this profession. In five decades you have seen various changes in the way our profession works and you often had to find new ways to support your members during the years. I am very confident that you will continue in doing this.

*It also applies to EphMRA: “What remains is change - what changes will remain!”
Good luck with the conference and the “big party” in Basel!”*

Best regards, Barbara

Barbara Ifflaender, President of EphMRA, 2005

If you think data entry is onerous now, remember how it used to be...?



(Punched cards were still commonly used for data entry and programming until the mid-1970s)

When I left Market Research for Pricing, Colin Maitland from at that time ISIS Research told me I was not thinking straight. And indeed there was truth in his statement. With EphMRA we had an excellent platform that allowed both informal contacts and serious work on methods, training and guidelines. Moreover, the annual meetings impressed me, both the level of discussion and the nice evenings. Still, glad I was allowed to keep my bow tie in one piece in Geneva.

Raf de Wilde, President of EphMRA, 1998

Ephemera are transitory things, existing only briefly - **EphMRA** is anything but that: in 50 years it has grown from a small men's club with the major focus on 'data' to a globally recognized leader in healthcare market research. Where is EphMRA going next? Continue to focus on advocacy, education and certification, awards and recognition programs, networking, and leading-edge information on a wide variety of pertinent topics? Or will it focus on a more strategic perspective with decentralization to create a virtual association? Or is centralization essential with an objective of a much closer collaboration between EphMRA and other associations in the healthcare market research field and beyond?

I presume in the end it will be a combination of all of this: we like our associations to be change agents, and EphMRA certainly delivered on a lot of fronts over the last 50 years. EphMRA today doesn't look like anything our 'forefathers' could have dreamed about back in 1961. And EphMRA will be very different in another 50 years, but in the end the members' longing and need to associate remains unchanged!

Uwe Hohgrawe
President of EphMRA, 2002

Remember when mistakes used to be a far messier business than they are today...?



(By the end of the 1980s, word processors and personal computers largely displaced typewriters)

Ever call home to say you were stuck on the train using one of these...?

(Dr. Martin Cooper of Motorola made the first US analogue mobile phone call in 1973)



Involvement in EphMRA continues to be for me a rich source of inspiration and ideas. Over the years, it allowed me to widen and update my knowledge of the healthcare industry and to acquire new primary and secondary research skills through seminars, workshops, online courses and "members only" publications. With EphMRA I have made new contacts, deepened existing business relationships and have made lasting ties with others who have a common professional interest in **pharmaceutical** market research and similar business concerns. Building from its rich history and active Industry membership, I know that EphMRA will continue to fulfil its important role for many decades. Happy 50th EphMRA!

Anne Loisel
President of EphMRA, 2007

Years later, were you proud to have one of the most advanced mobile phones on the market...?

(Today, the number of mobile phone subscriptions is over 4.6 billion worldwide (and handsets look very different!))



EphMRA would like to thank all of our Full and Associate members who have contributed to the

Association's success over the past 50 years.

Here's to our next 50!

