

FOUNDATION NEWS

So, it's conference time again....

It hardly seems a year since we were gathering in France for the 38th Annual AGM and Conference - but here we all are in Madrid. Thanks to everyone for attending this year and helping to make the conference a great success. In particular we acknowledge the support of the agencies who sponsor events at the conference - full list to be found in the Conference Programme. The agency fair this year has switched to Thursday morning (previously it was in the afternoon) and we have a comprehensive list of exhibitors and expect a very good attendance. For those of you not able to join us in Madrid - there will be a conference report posted on our web site during the summer.

So at this time may we wish everyone a very pleasant summer and enjoy your well deserved holidays.

Contact us

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Structural Analysis of Cancer Treatment



cancer patients treated in offices too

In Germany a growing number of cancer patients are being treated directly in the oncologist's office, rather than in the hospital. For reasons of cost containment and patient quality of life, this trend will likely increase, especially for certain types of treatment.

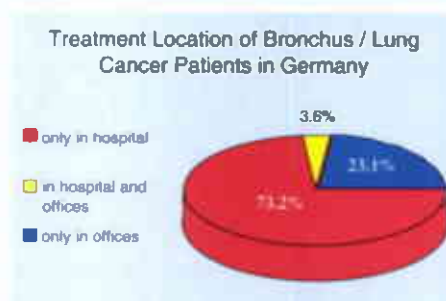
I + G Suisse estimates that 290'000 cancer cases are treated in office-based practices in Germany every year. Colorectal and breast cancer are treated in almost all of these practices.

With the cooperation of the *German Association to Promote Out-patient Treatment of Cancer*, I + G Suisse recently completed a survey of 48 private practices specializing in office-based cancer therapy. This sample represents approximately 25% of the total universe of office-based oncologists in Germany. The results allow, for the first time, an assessment of

the importance of this target group.

Overall, cancer cases have increased by an average of 5% per year since 1995. There are 1'030'000 cancer cases treated in German hospitals, according to projections based on a representative survey of 828 specialized departments in 309 German hospitals which was also recently completed by the company.

Where are patients treated in Germany?



Source: I+G Suisse, Structural Analysis - Germany 1999

Details about the distribution of diagnoses, stages of disease and complete therapeutic information is available for Germany, as well as France, Italy and the UK.

Briefbits

EphMRA Yearbook 2000

The Yearbook will once again be available for distribution at the annual conference in June. All agency subscribers get at least one free copy and this will be mailed in July if we do not see you in Madrid.

EphMRA organised Basic Marketing Research Training Course

"Introduction to International Pharmaceutical Marketing Research"

Course Aim :

At the end of the course all delegates (from both pharmaceutical companies and market research agencies) should have a basic grounding in the course topics outlined and be able to put into practice on their return to their companies much of what they have learnt.

Who should register for the Course :

The target audience for this basic course is those who have joined an international pharmaceutical market research department or agency within the last 18 months.

Course Convenors :

The course is being convened by representatives from the EphMRA Primary Research Methods and Training (PRM&T) Committee - Ann van Ganse from UCB, Belgium and Bärbel Matiaske from I+G Nurnberg.

The topics to be covered will be :

- The Role and Scope of Pharmaceutical Marketing Research
- Available sources of international data - both quantitative/audit and qualitative.
- Case Studies - how to analyse data etc
- Types of primary Market Research - case study to prepare pre launch plan. Early differentiating between role and character of qualitative and quantitative research methodology in order to maximise application and value
- Basic primary Market Research

methods and techniques - benefits and drawbacks. Translation of business objectives into research objectives. Sampling and fieldwork issues, analysis and interpretation.

Course structure

The course will feature lectures and a high proportion of small group syndicate work. Thus delegates will have the opportunity to work on a case study and formulate market research plans through team work.

Details and Logistics

Course Dates : 15th - 17th November 2000. Course starts 09.00 on 15th November and finishes 15.30hrs on 17th November.

City : Brussels

Venue : Crowne Plaza Hotel, Brussels.

Full programme and registration form featuring the course fee and rates for hotel accommodation is available on the web site at <http://www.ephmra.org/>

Further details can be obtained from :

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PHARMA & INTERNET

A recent survey carried out by Medi Pragma in March 2000 (over 10,547 respondents) has found that usage of the internet in Italy has approximately a 10% penetration. This sample has been calculated as being representative of the Italian population. GPs represent 16% of the actual users, they use the internet mainly for medical updating purposes (25%), followed by getting information on products (20%), the results of scientific research (16%), out of curiosity (13%), for gathering more details on pathologies or for having an opinion exchange with colleagues(7%). 92% of the respondents declare that the internet contributes to their medical speciality with news and information (29%), followed by providing the opportunity to be continuously updated (27%), to download professional software, to get information about international Meetings and Congresses, and for a networking (forum) itself (4.5%). The attractiveness of web sites is determined through their ease of surfing, the range of news and the specific focus of the site, and also by an on line medical support able to guarantee opportunities for opinion exchanges. The support and information given about products scored 31% of the sample - giving a high value to the information which they can then apply to their daily practice. Reasons why respondents go to these sites include the seriousness/competence of the information provided and the opportunity to deepen their knowledge on different subjects. The top 10 pharmaceutical web sites most frequently visited were MS&D, Menarini, Glaxo, Novartis, Yamanouchi, Fournier, Astra, Schering, Medical Associations and Medical syndicates sites. Finally, GPs declare that approximately 3% of their patients ask for further details about products which they have seen while net surfing.

A Classification of Market Research Presenters

Classifications are very much en vogue in our profession. As a serious researcher one cannot help but wonder why so few classifications of researchers and research are published. This paper aims to fill the gap...

Having experienced quite a few presentations from colleagues within the company, agencies, and consultants (plus those I did myself) I developed this classification. It helps to determine just how much to look forward to one of these events and to prepare. Each of these is represented by at least $n=1$, for I have seen them all myself!

Shy academic

May know the data, but not how to present them. Sits down at the beginning of the presentation, starts to read, and does not stop until saying "Thank you for your attention". Avoids eye contact with the audience.

► Small cluster. Avoid at all cost.

Methodological worrier

Spends most of the time explaining what was measured how and why with which tailored instrument and its subtleties. Makes sure to water down implications and recommendations by stating all possible methodological limitations. Uses sophisticated statistical tests whenever feasible.

► Small to medium sized cluster. Should be followed by CEO or the like.

CEO

Never had a look at the project except when getting the contract in the very beginning and looking at the final charts in the very end. Presents brilliantly, bluffs the way through questions about details.

► Medium sized cluster. Impresses bigwigs in the audience. Worthless for working sessions.

TECHNO GEEK

Loves the options of modern presentation packages and uses them to the full. Animated cartoons, a variety of sound effects and shrilly coloured backgrounds from the Internet impress all software fans and make the presentation memorable. The audience talks about the presentation for months, though they are not sure what it was about.

► Small cluster. To be used sparingly, like spice.

Enthusiast

Gets lost in the fun and would talk for a full day about the results. Tries to cram as many details as possible into the presentation and increases speed towards the end, but can't keep to the time lines all the same. Makes all those dizzy who just wanted to know main results and the implications.

► Large cluster. Position presentation close to an accepted endpoint, like lunch or last flight home.

You can't classify a specific presenter you have in mind? There is still the

Average grey mouse

Medium presentation skills and average market research knowledge. Impact of the presentation is at "4" on a 7- point scale. No significant deviations from the population.

► Indeterminate cluster size.

No recommendations, really.

Briefbits

EphMRA Lexicon



Hope members of the Foundation received their pack of 10 complimentary Lexicons. It is a very useful booklet - over 50 pages long - and is available to non members at 10 Swiss francs each - 6 Swiss francs each to Foundation members.

EphMRA dates for



your diary

Foundation Workshop -
Wednesday 27 September 2000

Venue: Sheraton Hotel Frankfurt Airport.
Following on from last year's successful workshop attended by EphMRA members and agency foundation members another workshop will be held this year to discuss the results and implications of the project commissioned with Total research (as described in

this newsletter). More details will be issued at a later date.

"Introduction to International Pharmaceutical Marketing Research" - basic training course.
15 - 17 November 2000, Brussels.

EphMRA Annual Conference
- Athens -
27 - 29 June 2001

"The Cost of Co-Promotion"

Companies have recognized that to maximize the return on new product investment, help may be required when marketing a new product. This can be achieved in a number of ways, such as:

- ◆ Licensing the product to another company for sole marketing with a royalty being collected on the arrangement;
- ◆ Co-marketing, where two companies launch two separate brands of the same active ingredient;
- ◆ Contracting with a marketing and sales organization;
- ◆ Formal joint ventures for a wide range of marketing purposes;
- ◆ Co-promotion.

This article will focus on the specific aspects relating to co-promotion, and the difficulties that can be created when embarking upon what should be a sound marketing arrangement. When a senior director in one of the world's top five companies says:

*"8 or 9 times out of 10
the co-promotional agreements end in failure,"*

it seems about time that the industry examined more carefully what can be done to reduce the difficulties and problems which can arise. In an article written in the Financial Times (USA) on November 23, 1999, a number of specific arrangements were cited which had caused problems:

- ◆ Losec/Prilosec: 1999 sales equals \$5.6 billion.
In 1998, Astra had to buy its way out of a restrictive joint venture with Merck in order to merge ultimately with Zeneca.
- ◆ Epogen: 1999 sales of \$4.2 billion.
AmGen and J&J's arrangement has been fraught with legal difficulties over who has the rights to which market.
- ◆ Prevacid: 1999 sales of \$2.0 billion.
Takeda's US joint venture with Abbott may have served Takeda's purpose, but extraction may be difficult.
- ◆ Procardia/Adalat: 1999 sales \$1.98 billion.
Bayer licensed Pfizer US rights to nifedipine, which was marketed as Procardia. Bayer has since launched it as Adalat in the same market as competition against Procardia.

When co-promotional agreements are drawn up, it seems that many have a clause that allows either party to walk away from the arrangement after five years. This is not always the case, however. For Celebrex and Lipitor the arrangement was for the life of the product. It is not too difficult to appreciate the sensitivities which can occur, given the range of mergers and acquisitions which are taking place. In the same Financial Times article referred to earlier, the following comment was made:

"The fight between Warner Lambert and Pfizer over rights to Lipitor has taken the industry by surprise."

"If Warner Lambert's board, which meets today, carries out its threat to reclaim Lipitor, it could force companies to re-examine the whole alliance concept."

This issue is now of course history, and Pfizer apparently felt it was worth paying \$90 billion for Warner Lambert and Lipitor too! Lipitor sales in 1999 were estimated at \$3.2 billion.

Co-promotional arrangements are not set up merely to ensure that a product is "backed" by a far greater promotional resource than one company alone can provide. While this may be a common objective, other factors such as:

- ◆ Access to certain target customers, e.g., specific specialists;
- ◆ Geographical: giving rise to the ability of one company to market more efficiently in a country in which it is only partially or not at all represented;
- ◆ Credibility: improving the company's credibility within a given therapy area.

Although the co-promotional aim is often to leverage sales, sadly the full benefits of companies that embark upon these arrangements are rarely achieved. At the heart of the problem seems to be communication or the "lack of it."

"From my own experience in speaking to other representatives, you are basically on your own! You might meet up with other company representatives, but management involvement is kept to a minimum!"
(company representative)

"Because in the USA there are 3 or 4 reps working one territory, everyone is specialized and everyone is on a call cycle. When you bring in another company's reps with their call cycles and you try to coordinate them, it causes a lot of disruption - there is no clear management guideline. It is very confusing for the doctor, as they start questioning 'who is my representative for such a product?'"
(company representative)

Even with regard to product positioning and how this is communicated, a wide range of difficulties can be caused when there is no clear cut lines of communication, or even when these are put in place, they are ignored.

"There is a need for a third party to arbitrate on promotional issues." (senior manager)

"There are always problems when we get around to reviewing sales aids or journal advertising." (product manager)

While the problems above have been highlighted in relation to promotional issues both at the representative

level and within companies, the harmony of other professional groups which should work closely together, such as medical and clinical, also cause additional problems when no clear guidance from top management is provided.

In a recent conference paper developed by Paul Habegger (Advantis Research and Consulting, USA) and Allan Bowditch (CEO Global Healthcare, Martin Hamblin), the point was made that very little in the way of marketing research is carried out to examine how such arrangements can be made to work more effectively. Some internal market research investigations have been carried out across several companies, and this has helped to identify a number of key issues that need to be put into place prior to and during such arrangements. There is a need to establish best practice across a number of critical factors. These can be itemized as:

- ◆ Cultural agreement - understanding the partner;
- ◆ Agreeing the mission - product objectives;
- ◆ Identify the decision making process;
- ◆ Sales, marketing and medical team structure;
- ◆ Promotional strategy - implementation;
- ◆ Management coordination;
- ◆ Communication;
- ◆ Establishing an advisory board strategy;
- ◆ Sales force/representative coordination;
- ◆ The boundaries - what are they?
- ◆ A joint compensation strategy;
- ◆ Conflict resolution - agree the process.

Within each of the above elements, there is a need to identify a clear structure and methodologies/procedures for developing smooth working relationships and addressing conflicts which might arise.

There are a number of roles in which marketing research, which has not previously been utilized to any considerable extent in the field of co-promotional agreements, can benefit from such arrangements.

First, market research and market intelligence should be more widely used when assessing the most appropriate partner for the co-promotional agreement. From discussions already held with senior managers within the industry, it is evident that some companies take this assessment process to a much more rigorous level than others. One senior executive within Merck mentioned that there had been far more instances where the company had not considered such arrangements because the cultural fit was inappropriate than there was a real possibility of the arrangement working.

It is at this early stage of assessment where the discipline of market intelligence and market research should have a major role to play. It is important to undertake a process of "due diligence" which involves an exhaustive assessment of the potential partner, e.g.:

- ◆ How is the partner company perceived by their customers?
- ◆ What is the behavioral style of promotion?
- ◆ What are the strengths and weaknesses?
- ◆ What are the competitive products?
- ◆ What is the company's point line like?
- ◆ How is it structured?
- ◆ What is the management style?
- ◆ How successful have they been with other product launches, etc.?

Marketing research can also be used to establish a definitive set of arrangements that should be incorporated into best practice as a result of internal market research conducted within the two partner companies. Such investigations will not only help to break down areas of potential ownership which one team may feel they have over the other, but will help to develop good communications at various points between the companies which will help to smooth relationships over the long term. Hopefully such arrangements can minimize comments like the following:

"District managers often feel they have their hands tied. They cannot go to the managers of the other company and say that there are problems - they do not have the authority to do that," (senior representative)

"The product manager of the other company briefed the advertising agency to make some minor changes, but I was not kept informed. It created significant recriminations," (product manager)

A third area for the use of marketing research in such arrangements is to monitor and track the positive and negative issues which may be developing once the new product is launched. This monitoring process can be achieved both qualitatively and quantitatively using objective measurements. Many of the respondents who took part in the survey carried out by Allan Bowditch and Paul Habegger felt that they had much to contribute with regard to the issue of co-promotion, but had never been asked for their input before! As a result of helping to avoid pitfalls when setting objectives, identifying the decision making process, marketing and sales structure, strategy, coordination, communication, etc., it is hoped that the future for co-promotional arrangements will be improved. Let us hope that future arrangements can minimize the following comments:

"Reps and district managers from both companies must be on the same playing field. A problem has been that reps get different literature - they have had something I have never seen! Sometimes you have no samples and they do! We had to adhere to a schedule where we could not leave more than 10 small packs per week, and doctors do not want to start a patient on them then," (representative)

"The budget allocation for meetings and entertainment was much different in the other company. This made me feel embarrassed and inferior and unable to do my job so well," (representative)

Allan Bowditch, Martin Hamblin

Foundation promotes unique research programme

The EphMRA Foundation has awarded TOTAL Research's Global Life Sciences Division a grant of €24,800 towards a unique and original €290,750 research programme to investigate the effects of cultural differences on multi-country marketing research data.

The two-phased project will involve, initially, meta analysis of around 5,000 responses to numeric and semantic scaling exercises obtained from healthcare professionals across the UK, France, Germany and Italy. A follow-up phase of primary research will be undertaken among European consumers and general practitioners to validate and consolidate the findings of the meta analysis. Three, or all four, of the markets examined in the meta analysis will be included in the second phase, depending on the findings of the initial investigation.

The objectives of the research will be to expose and quantify cross-country and inter-segmental differences in the ways in which informants use both numeric and semantic rating scales - with the ultimate aim of elaborating algorithms capable of compensating for bias in global marketing research where respondent assessments take place across different geographical market places. Taken as a whole, it is hoped that this original project will answer some questions which have tantalised researchers for many years, including:

- How real is our qualitative sense regarding the cultural differences in how physicians respond to a quantitative battery of questions when assessing impressions and prescribing intent after

concept exposure?

- If significant differences do exist, can they be quantified and adjusted to provide more accurate interpretation of intended behaviour?

- Do the cultural nuances that describe these response behaviours differ greatly between physicians and consumers, in general? That is, can algorithms developed to adjust for cultural differences observed in consumer research be applied to physician studies in ethical pharmaceuticals? Alternatively, is there some systematic way in which algorithms developed among consumers can be adjusted or modified for use among physicians?

The results of the first phase of this project will be presented at the EphMRA AGM, in Madrid, in June this year, along with an outline of the follow-up research. The final results of the completed survey will be published and

made available to all members of the EphMRA Foundation. In the words of Brian Benedetti, TOTAL's Director co-managing the project, "Foundation members will then be able to make use of the algorithms developed by TOTAL Research, or create their own, for use in future projects where elimination of bias is critical to research outcomes. Either way, this exciting project will answer some very fundamental questions which have dogged researchers for years and provide our industry with new tools for addressing them."

Already, the meta analysis has yielded some intriguing results, as the figure above shows. These data may confirm suspicions that continental Europeans, and the Italians in particular, may tend to appear as 'early adopters' while their Anglo-Saxon counterparts seem rather less sanguine. However, the figures need to be compared both to real uptake curves for new products and to the results of the complete meta analysis to determine whether this is simply an example of inter-cultural scaling bias.

5-point semantic scale comparison: Totals across 3 different surveys n. = per market

Initials (F, G, I, UK) indicate statistically differences to the 99% confidence level

Q: Which of the following best describes you?

I tend to try out a promising new drug a) before it is approved for general use
b) as soon as it is approved for general use, c) after a few colleagues have tried it successfully
d) once it is in fairly common use or e) only after it becomes a standard drug

	France	Germany	Italy	UK
Before it is approved for general use	27.5% ^{UK}	28.0% ^{UK}	14.9% ^{F,G}	15.5% ^{F,G}
As soon as it is approved for general use	36.3% ^I	43.4% ^{UK}	56.0% ^{F,UK}	27.4% ^{G,I}
After a few colleagues have tried it successfully	22.2% ^I	12.6% ^{UK}	11.3% ^{F,UK}	29.2% ^{G,I}
Once it is in fairly common use	8.8% ^{UK}	9.8% ^{UK}	8.3% ^{UK}	20.8% ^{F,G,I}
Only after it becomes a standard drug	5.3%	6.3%	9.5%	7.1%

GP 200 Internet Panel UK Acquisition

Taylor Nelson Sofres Healthcare are delighted to announce the acquisition from Le Ber Associates of their GP 200 Internet Panel.

The GP 200 Internet panel has been running in the UK for well over 12 months and is a proven product with committed client support.

The GP 200 Internet panel will be complementary to the already

successful Omnimed, Comtest and Comtrack businesses. This acquisition is an important one for TNS Healthcare as it is in line with the company strategy of being a leading provider of Internet research not only in the UK but Internationally.

NEWS - AIDS IN ITALY

Deaths caused by AIDS are decreasing in Italy although new cases are increasing. This is what was detected by SGR International through a piece of research carried out twice a year in centres authorised for prescription of drugs for treatment of AIDS. Results achieved with this survey are in line with what is detected by the COA Service of the ISS (Istituto Superiore della Sanità = National Health Institute).

The survey was conducted on a representative sample of 100 of the centres dealing with clear AIDS treatment as well as with HIV-seropositivity (both asymptomatic and symptomatic). Physicians involved in each centre reported about 10 patients seen in the last week making the total patients add up to 1,000.

Through this piece of research is data which prove to be useful for a marketing operator who has an interest in the specific sector. In particular, data of interest are the following:

Drugs employed in new patients and related reasons for use;

Knowledge and experience with new antiretroviral drugs;

Most used products;

Comparison between drugs currently available in terms of advantages and disadvantages;

Percentage of success meant as a stabilisation of disease achieved with various protocols foreseeing inclusion of the different products;

Level of satisfaction and compliance with various antiretroviral drugs;

It is clear from the respondents how reasons for reduction of mortality are to be found mainly in the greater availability of drugs - either antiretrovirals or protease inhibitors - which has made protocols more fitting with therapeutic and tolerability requirements of individual patient. Protocols employed by respondents include 3 drugs in the majority of cases, 4 drugs in fewer cases and 2 drugs in rare cases.

The variety of the drugs available allows you to face up to many negative experiences that are encountered throughout treatment. By this respondents refer primarily to replacement of one or more drugs within a protocol due to manifestation of resistances of the virus or to evident efficacy. Onset of side-effects or toxicity-related phenomena that can make patient's quality of life even poorer is also curbed by using products which are well-known to be missing such events.

It is worth considering how it is side-effects which actually put patients' resistance to the test for a really precarious life condition. Most frequent reasons for discontinuing and replacing a drug treatment are actually those patient complains about:

GI disorders;

Allergies;

Headache;

Vertigo;

Insomnia

They make the patient's condition unbearable.

As far as the physician is concerned - in addition to what the patient complains about - resistance and lack of efficacy are said to be amongst the objective parameters which lead to replacement of a therapy. From the survey it is clear how hierarchy of the drugs employed in the various treatment patterns reflect what is to be noticed by analysing market data related to individual products.

Dr Silvestro Rossi - SGR International

Facts and Figures

about the Newsletter publication in 2000

Copy/Advertising Deadline : 11th August Newsletter Issued : September
Copy/Advertising Deadline : 10th November Newsletter Issued : December

Advertising rates and details are as follows.

Four colour and B&W ads can be carried. Prices are quoted in Swiss francs.

	Quarter page	Half Page	Full Page
B&W	300 CHF	500 CHF	800 CHF
Four colour	N/A	750 CHF	1200 CHF

Prices do not carry VAT (EphMRA is a Swiss based Association) and invoices will be issued in Swiss francs - you transfer the relevant amount into our bank account (details of which will be on the invoice).

Agency News

Adelphi International Research

TRAINING AND STAFF DEVELOPMENT 'To Learn is to Live'

In the drive to continually improve quality and client service, Adelphi has channelled a great deal of time and energy into staff training during the past year. The Quality Management Team has developed a customised accreditation programme which has been designed to bring all new staff up to speed on 'tools of the trade' competencies as well as further developing the knowledge of more experienced staff. The programme takes a hands-on approach, which incorporates workshop sessions as well as assessment of case study exercise and ultimately project-based work. The three levels of accreditation work in harmony with the career path of research and support staff cover a broad range of skills including questionnaire design, report writing and IT.

In addition to this initiative, all research staff are working towards gaining the Marketing Research Society certificate, recognised as the 'gold standard' within the industry. These qualifications provide yet another dimension to our base of knowledge and experience, and further encourage individuals to extend their skill set and vision.

This gives clients the benefit of a highly motivated team sitting very comfortably at the cutting edge of marketing research skills and technology. The real output, of course, is higher standards and even better quality, and that must surely be great news for us all.

If you have any suggestion regarding training and development initiatives, contact Training Director Vas Georgiou.

APRIL 2000 SEES THE LAUNCH OF ADELPHI RESEARCH UK

Adelphi has now strengthened their position in the UK following the successful launch of a dedicated UK unit at this year's BPMRG Conference.

Focusing on their strengths in strategic market research, senior expertise and breadth of understanding, Adelphi Research UK offers appropriately tailored solutions to UK clients and brings along the benefits of International Research, Marketing Communications and Health Outcomes capabilities from the Adelphi Group.

"enhancing
strategic
performance"

- The Very Best People
- Breadth of Strategic Thinking

- Depth of Therapy Knowledge
- Innovative Techniques

The unit is headed by Rachel Medcalf, who joined Adelphi in 1997 following her previous role as Head of Business Information and Development at Rache UK and supported by Mike Benford who has continued to play an active role in the UK.

This will provide both opportunities for staff development as part of our continued investment in people and support in more depth for UK operating companies.

New Taylor Nelson Sofres personnel

Taylor Nelson Sofres Healthcare
announces two new Directors

Debbie Higham has recently joined TNS Healthcare as a divisional director in the International Ad-Hoc team. Debbie, who has previously worked for NOP and MORI, has eight years' experience in healthcare research. In her new role she will be responsible for project direction on international studies.

Mark Phillips has joined TNS Healthcare as board director. His main responsibility is to develop the division's Web/ Internet capabilities, and to look at internal and external communications as well as global information sharing. Mark was previously a director at ATP Ltd, an IT consultancy to the market research industry in charge of web/ Internet and Computer Aided (CAI) services. Prior to that he was Vice President of Quantime Corp, the market research software company now SPSS-MR.

New Californian Office for Isis Research

Isis Research has taken on the leases of the Menlo Biomedical properties in Santa Cruz, California. Horst Wolf who has been with Menlo Biomedical for the last 10 years is now working for Isis as Manager, e-Research. Based in Santa Cruz he will be working with Rebecca Aziz, who has moved from International Conference Research to become Manager, e-Research based in London. In their new posts in California and London they will be responsible for maximising Isis' use of the internet.

The Foundation now has 20 agency members - all committed to making the Foundation a success and supporting the work of EphMRA.

All agencies are encouraged to join and benefit from being able to participate in exclusive workshops and training courses as well as advertising in the

Newsletter.

Members are:

Adelphi Group

Pentor - Institute for Opinion and Market Research (Poland)

Complete Market Research

Datamonitor

Perleberg Pharma Partner

I + G Suisse

psyma international medical marketing research

I + G Germany

Isis Research

Quality Medical Field

Martin Hamblin

SGR International

Marketing Resources International

Skim Analytical

Medi Mark

Strategic Marketing Europe

Medi Pragma

Taylor Nelson Sofres Healthcare

Medicare Audits

Total Research

Any other agencies interested in joining should
Contact Us.

News About Your Company?

It would be great to feature updates here - just send them to the Newsletter (see Contact Us) for the next edition. Mugshots and photos welcome.

Letters

The Newsletter is happy to receive letters and comments from readers - these will be published if appropriate.

The EphMRA Foundation Newsletter is available to all EphMRA contacts. Articles are accepted from EphMRA Foundation members (unless by invitation) - these articles do not necessarily reflect the views of EphMRA.

News about agency personnel can be included free of charge for Foundation members.