

FOUNDATION NEWS

The start of another year brings us to focus, once again, on our annual conference - this year in Brussels at the Sheraton Hotel. Full details are on our web site at <http://www.ephmra.org> with on-line registration now available. We have a comprehensive programme of training courses in Brussels as well as an exciting conference programme.

With regards to the Newsletter, for Agency Foundation members we can feature your company news - services/personnel/updates free of charge - just email them to EphMRA.

Many thanks

Bernadette Rogers

Foundation Administrator

In this Issue:

**PRM&T News
and
Training Courses**

■
Musing 4

■
**Add a 'Pinch' of
Opinion Leaders**

Contact Us

By phone, fax or email.....

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Visit the EphMRA web site
at <http://www.ephmra.org>

EARLY BIRD DISCOUNT
Register Before 28 March
No Increase in Registration or Agency Fair Fees

EphMRA

Staying Ahead

**PHARMACEUTICAL MARKETING RESEARCH
CONFERENCE, TRAINING WORKSHOPS
& 41ST ANNUAL EphMRA AGM**

**VENUE: SHERATON HOTEL AND TOWERS,
BRUSSELS, BELGIUM
JUNE 2002**



Conference Registration Hotline
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EphMRA Committee Meetings 24/25 June
EphMRA Training Workshops 24 June
EphMRA AGM 26 June am
EphMRA Agency Fair 27 June
EphMRA Conference 26-28 June

Briefbits

EphMRA Lexicon



The new and third edition of the Lexicon is available for purchase at 9 Swiss francs each.

Facts & Figures

about the Newsletter publication

Copy/Advertising Deadline: April 13th 2002.

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).

EphMRA

European Pharmaceutical
Marketing Research Association



25-26 April 2002

'Developing the Brand', EphMRA - PRM&T
Workshop, Geneva, Switzerland

In Brussels during the week of the conference

24/25 June Positioning - Getting it Right

24 June Segmentation - How to Effectively
Target & Promote to the Customer

24 June Internet research - Pushing
the Boundaries

Full details on the EphMRA Web Site
www.ephmra.org

TRAINING

STOP PRESS... STOP PRESS... STOP PRESS...

THIS YEAR GOODY BAG PICK-UP AT AGENCY FAIR

Company Delegate Goody Bag -
at the EphMRA Conference
Sheraton Hotel, Brussels,
June 2002

Why not insert your promotional item into
the company delegate Goody Bag?

- ✓ you can advertise your company
to all those attending from a
pharmaceutical company
- ✓ all those receiving the Goody Bag
are your potential customers
- ✓ your gift will serve as a nice aide
memoire
- ✓ this enables you to promote your
company and logo
- ✓ it costs you nothing to do this -
except provide 140 items



If you find this interesting then contact:
Bernadette Rogers, General Secretary on 0161 304 8262
or email to MrsBRogers@cs.com

FOUNDATION NEWS EDITOR WANTED

We are looking for a new Foundation News Editor - the
job lasts for 4 editions and so we would like to invite
applications for the post from agency executives.

Please contact EphMRA for an
application form.

PLEASE READ - AGENCY FAIR 2002 IMPORTANT

The 2002 Programme Committee has evaluated and discussed many suggestions from members and agencies about the conference for 2002. One important decision has been made about the agency fair for 2002.

A number of major conference sponsors and agency fair exhibitors asked the Committee, following the fair in Athens 2001, to consider opening the fair to pharmaceutical company delegates and agency exhibitors only. Thus agency delegates who have chosen not to book a booth space will not be able to attend the fair in 2002 but this does not affect attendance at any other event at the conference.

The agencies who approached EphMRA about this matter felt that the agency fair should be available only to those exhibiting. EphMRA has decided to support the idea and in 2002 the agency fair will be open only to those agencies who reserve a booth space. To facilitate booking there will in 2002 be 3 price levels for fair booths:

- the current standard single/double space
- the current small agency space fee (available to those agencies who qualify)
- a new (lowest) priced booth for one person consultants/freelancers.

We hope that most agencies will appreciate this new initiative - which has come about because of agency request. If you would like to discuss this further please feel free to contact your agency representatives on the committee Allan Bowditch - Martin Hamblin (bowditch@martinhamblin.com) or Julie Buis - Aequus Research (jbuis@aequusresearch.com)

Many thanks

Bernadette Rogers

EphMRA General Secretary

CONFERENCE SPONSORS

EphMRA are most grateful to the companies below who have generously supported the Conference and AGM.

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IMS Health

CO-SPONSORS - EphMRA MEDIEVAL EVENING 27 JUNE

EphMRA, SSRI (Social Survey Research Information Co., Ltd)

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Psyma International Medical Marketing Research GmbH

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Martin Hamblin GfK



MEDI-PRAGMA
FROM INFORMATION TO KNOWLEDGE

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Internet: www.medipragma.com



MUSING 4

Dear Colleague,

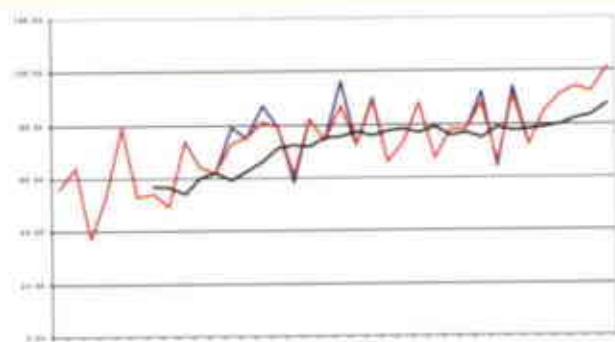
You have now looked at the background issues related to the forecast you are about to generate. Now all that is required is the simple task of creating the forecast. Which technique should you use?

If you look at the average forecasting package it will offer you a number of methodologies for example:

Single exponential Smoothing
Double exponential Smoothing
Holt-Winters
Box-Jenkins
Curve fitting

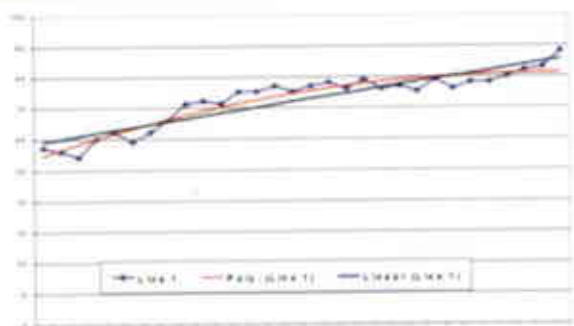
There may be many more, but which is best. You may have noticed that (with the exception of curve fitting) these are all described as linear forecasting methods, this just means that they are all based upon projecting a straight line!

Before you can begin to judge which method will produce the best results you need to consider one final item - How straight is a curve? The definition of a curve is "a line or outline which gradually deviates from a straight line for some or all of its length."



In the above graph the average line passing through the data clearly deviates from a straight line, this would suggest that creating a forecast based upon projecting a straight line would not produce a satisfactory result. However, how straight is the curve?

The average line in the above chart contains 30 observations. If you put the numbers into Excel and graph the results you can then curve fit. Make the graph active, select chart, add trend line, options tick, show equation and R squared. You can now test the straightness of the curve. The results for two curves are illustrated below.



Whilst the data appear to have two clear curves the polynomial line (red line) only gives an 89.8% fit whilst the linear trend over the same period provides a fit of 83.2%. Moreover the polynomial is tracking level at the end of the series, whilst the actual is clearly increasing.

The answer to this situation is to change the time period on which the forecast will be based. In our graph there is a prolonged plateau in the centre of the series with growth at either end. Since the product is now growing again it would be wise to concentrate your efforts on the latter part of the series. However a linear trend fitted to the last 11 observations will produce a fit of 73.8%, worse than the fit for the overall data set. In this simple illustration you can see that even over a 30-month period of time the curve does not deviate significantly from the straight line. In general this is true for a very high percentage of short term forecasts. The methodologies available in your software help you to deal with this slight variation. A simple explanation of each is given below.

Single Exponential Smoothing.

This method weights the data in the time series giving most weight to the most recent data. This is called a "Level" and applies the following equation to generate the forecast $Y_t = a$.

This means that the sales level yesterday will be the same tomorrow or a horizontal straight line. In over two decades of pharmaceutical forecasting I have not yet found a use for this method!

Double Exponential Smoothing.

This is a useful understandable method. It calculates a level in the same way as Single Exponential Smoothing. A weighted moving trend is also calculated and the combination of the two methods is projected forward. The result is more flexible than a simple trend and whilst classed as linear over a period a curve may be generated due to the weighting of the trend. By selecting the best historical time period this will give very good stable results.

The equation for this method is $Y_t = a + bt$

Holt-Winters.

Both of the above methods produce a straight line forecast, but you may need to forecast the monthly variation about that line. The Holt-Winters method uses Double Exponential Smoothing as a base, and then calculates seasonality in the historical data and applies this to the straight line. The technique allows for a percentage of the trend to be applied (multiplicative), or an absolute figure to be applied (additive) as the seasonal component. When the multiplicative option is selected the forecast should NOT be projected forward more than 24 months at the maximum. This method is most accurate in the 12 to 18 month range.

Since all data is seasonal, remember your accounting period and Christmas, this is a most appropriate method to use. Similar results will be obtained from Classical decomposition which features in some software.

Again the equation for this method is $Y_t = St(a + bt)$

In each of the above equations Y_t equals the forecast at each time period, a equals the Level, bt is the weighted trend and St is seasonality at each time period.

Box-Jenkins.

This is similar to Holt-Winters but it allows additional seasonality calculations and some modelling facilities.

There are obviously many more methodologies, but these are the common ones and will serve you well for short term forecasting of existing product. Longer range forecasting and forecasting of new products requires modelling techniques to obtain good results.

The only thing you have to do now is check the accuracy of your forecasts regularly as actual data become available over the forecast period. In this way you will gradually improve your skill and develop accurate unbiased forecasts.

May I wish you many years of good forecasting.

Terry Hardy
Radmos Ltd
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Verification of the Internet as a Research Tool

The value of the EphMRA Foundation Award for 2001
"For me, it's all a question of reliability! Before commissioning an Internet study, I need to be convinced that I would be able to rely on the results. We need to make our decisions with confidence!"

Such was the opinion of one market research manager from a German pharmaceutical company when I asked him about why he was interested in the results of this project. In recent years, many market analysts have recognized the need to measure the value of the Internet as a research tool for their organizations. Some of these analysts have initiated studies to do just this, and naturally enough the results have usually remained confidential to the pharmaceutical companies which paid for them.

The annual EphMRA Foundation Award enables such projects to be placed in a more open arena. The intention behind this sponsorship by the EphMRA Foundation is to bring together pharmaceutical market researchers as well as research professionals from the agency side who have a common interest in pushing the limits of our research knowledge and experience.

The project for 2001, awarded to PISIL Research, was designed to consider how the results from an Internet study compared with an equivalent study conducted by phone. There were two overall objectives to the study - the first was to consider how the "question quality" compared between the two methodologies, and the second was to compare "sample quality" issues.

Thanks are also due to Novartis (and thanks are particularly due to Jean-Michel Courat for his contribution) who provided a product profile in the area of diabetes, which was tested amongst matched quantitative samples amongst a total sample of 600 GPs in France, Germany, Italy, the UK and the US. The Internet research was conducted by PISIL Research and phone fieldwork by Martin Hamblin.

The project should be useful to anyone considering conducting an Internet study amongst physicians. Maybe you are considering how best to switch an existing service from a phone methodology to an Internet methodology, maybe you need to do some forecasting based on a product concept or maybe you are considering a hybrid approach of part-Internet and part-phone interviews with a particular study. In such cases, the results from this study will make a positive contribution to your deliberations.

This study is not going to answer all the questions. Further research needs to be done! Yet the study does provide a useful foundation for understanding the value of the Internet as a market research tool for pharmaceutical research. This study indicated that the results from both methodologies were equivalent for certain types of question. Yet for other types of questions there were some differences and, intuitively, many of these differences are not surprising!

EphMRA members and EphMRA Foundation members should already have received a copy of the results on a CD, which was distributed at the end of 2001. A short summary of the results will be presented at the EphMRA AGM in Brussels this June and we hope that this will provide another forum for discussion.

The topic for the 2002 Award is currently under discussion. This time it will be jointly sponsored by both EphMRA and PBIRG and the grant will be increased to 70,000 Euros.

Peter Winters
PISIL Research

Peter Winters welcomes queries & can be contacted on
PeterW@pslgroup.com

Does The Evolution Of The Virtual Exhibition At A Healthcare Conference Mean The Demise Of Conference Research?

The Virtual Exhibition is a new feature of the modern day medical conference. Conference researchers can hear the alarm bells ringing. If doctors no longer attend the exhibition, or indeed the conference, but merely e-tend the event, how are we to conduct market research studies with them?

The development of e-communications has decreased the need for face-to-face meetings. A sign of this is the evolution of the virtual exhibition. Online exhibitions are a convenient way to attend without geographical or time limitations. Exhibitors are presented with the opportunity to communicate to a wider audience, including those without the funds or time to attend. Additionally, those attending the conference can use the virtual exhibition to

pre-plan their visit to the exhibition halls and those delegates with limited time can catch up on anything they've missed online at a later date.

So, with the attractions of the virtual event, why are doctors still visiting the exhibition halls and will they continue to visit in the future? Well, let's consider the reasons why doctors attend exhibitions, key amongst them is the personal interaction with the exhibitors. It is an inescapable fact that the exhibition hall provides a rich, fertile breeding ground for both social and professional interaction promoting both knowledge sharing and professional bonding. This is particularly important as doctors have more time available to talk to company representatives at a congress than they have when they are in their hospital or

office. Compare this to the more sanitised, purile information exchange in "e-world".

Far from leading to the demise of the traditional exhibition format, the virtual exhibition will not replace the live event, merely enhance it and increase the value of the exhibition beyond the few days of the conference.

Doctors will always have the desire for interaction. So those of us providing conference research services should not consider the virtual exhibition a threat. In tandem it will be an asset to conference research, providing the opportunity to reach a new group of potential e-interviewees.

Vanessa Wee and Geraldine Hessan
Time Research
info@timeresearch.co.uk

Identifying the most effective messages for new pharmaceutical brands

More rigorous brand planning processes are being introduced by many pharmaceutical companies and we would like to focus on a couple of issues relating to brand communication which can be overlooked in the rush to formalise brand development.

The first is one of the fundamentals for good communication - realising that the response and the message are different, as shown in the example below.

A comedian does not stand on this stage and tell the audience he is the greatest, he tells jokes and the response follows. So it is with brands we can define the desired response but we need to use our research to help us understand which messages will achieve that response.



A second and related issue is that marketers are sometimes overly optimistic about the receptiveness of the audience to the key messages. We have a unique opportunity in the pharmaceutical world to use premarketing to mould the receptiveness of the audience to our message.

One example is from when the ACE inhibitors were first launched. It became necessary to create change in the clinician's views of the mechanisms involved in hypertension.

For some brands the importance of these two issues when planning communication are underestimated.

A combination of workshops and research is often the most effective way to develop good communication. The workshops should be in conjunction with the premarketing communications agency.

Good brand planning processes - in our case Horizon Planning - contain some fundamental steps outlined below but prior to starting Horizon Planning it is essential that the target groups and their needs have been identified and that in itself requires sensitive needs research.

The first step in Horizon Planning is to define the ideal state of mind that target group needs to hold for a successful launch. For each element of this desired future we then need to define the present situation using research or sometimes just common sense.

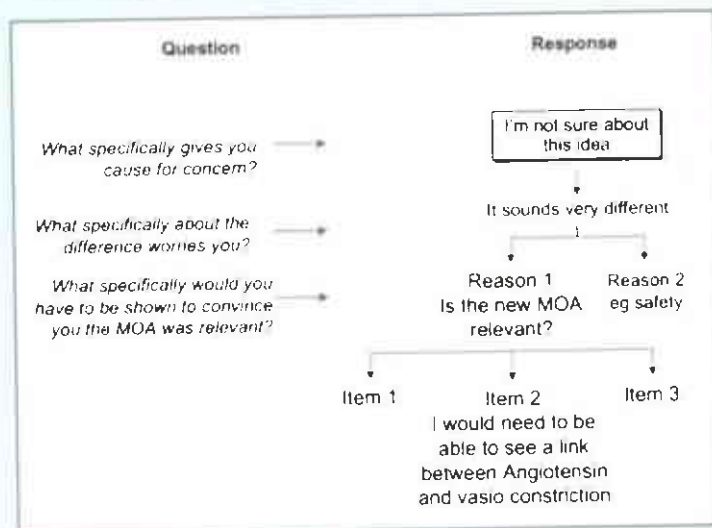
In plotting the transition into the future state, Horizon Planning considers that we will not leap the gap from present to desired future in one go with one message, but rather than that there maybe a need for sequential learning.

In the case of our ACE inhibitor example, in order for clinicians to readily accept eg Zestril as a first line treatment for hypertension they had to understand the pivotal role of the renin-angiotensin-aldosterone system in the control of blood pressure, and in particular the potent vasoconstrictor effect of angiotensin II.

For the research stage we would normally use a two-stage qual/quant approach. The qualitative stage uses techniques which help respondents to deconstruct the future desired state such as downward laddering. This helps us to understand what needs to be achieved by careful deconstruction of the reasons for rejection and from that to prioritise what it is really important to change through premarketing.

Downward laddering interrogates using "What specifically?" type questions (see Illustration).

An example of the style of questioning in downward laddering



The findings from this type of qualitative research are then quantified to confirm the steps in the communication programme. Having established these the progress towards the desired future can be easily monitored.

As we become more aware of the need for processes such as Horizon Planning then the message can truly be accepted as the response we achieve.

Kim Hughes

The Planning Shop International
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Add a 'pinch' of Opinion Leaders.....

All of us have talked about finding the best Opinion Leaders and working with them to mutual advantage. If it works well it will be a symbiotic relationship lasting many years - from molecular discovery to the eventual decline and fall in the market place. Rarely do they work with a single drug company (for fear of being seen 'in the pockets' of that company), but will associate regularly with three or four. Whether they are sought for Advisory Boards, clinical trials, publications, communications programmes or marketing research, their views are valued and incorporated in the development plan. And all being well their views will be sought post-launch - with a positive effect on prescribing.

Many drug companies aim to develop international communication programmes, whereas others tailor the programmes to take advantage of local requirements. Is it right to assume that our chosen Opinion Leader, like salt, can be sprinkled liberally over all problems to enhance their flavour?

Take Advisory Boards, for example. During the early stages of drug development when the strategic direction has yet to be defined, it is important to have a mix of experience covering a range of topics. And it is not just experts that see patients. Scientists with experi-

ence of laboratory work contribute to a greater understanding of brand potential. Later, the focus moves to include clinical development where experts with trial 'know how' are needed. During launch planning, the focus changes yet again to marketing communications where broadly-based Opinion Leaders with specific knowledge of the chosen therapy area become appropriate.

And at this point 'spheres of influence' become important. Opinion Leader spheres of influence are like a set of concentric circles - each circle reaching further than the one before. Centrally we see Opinion Leaders whose influence extends only as far as the local health authority. In the middle we see those whose influence is limited by the boundary of their own country. And at the perimeter we see Opinion Leaders whose influence extends internationally.

As far as Opinion Leaders are concerned, one size does not fit all, and any manufacturer worth its salt must work with an extensive team of carefully selected Opinion Leaders.

Ian Dunham

MMR International

Ian.Dunham@mmr-international.com

The EphMRA General Secretary will be on holiday from 22nd March until 4th April inclusive - ie over Easter. Any queries about the conference during this period over Easter then please contact Janet Henson telephone 00 41 26 402 5881 and email hensonschnee@bluewin.ch

UPCOMING MEETINGS AND EDUCATIONAL WORKSHOPS

2002 PBIRG Annual General Meeting, May 18-22
The Adam's Mark Riverwalk • San Antonio

SUSTAINING CORPORATE HEALTH: Is Innovation Enough?

Now is *not* the time for "business as usual" for the pharmaceutical industry. Even before the tragic events of September 11, the industry has been under increasing pressure to recognize their position in the quest for improvement in human health on a worldwide basis.

The industry faces new and different opportunities, new standards and new behaviours, increased regulatory scrutiny. Plan to join your colleagues and industry experts as we:

- Capture, discuss, and debate these critical changes and the implications for our industry and companies;
- Hear leading industry experts challenge the industry's status quo posture;
- Work with peers and customers in developing tactics and key decision processes as the industry positions itself for the future.

**Featuring PBIRG Pre-Conference Education Series,
PBIRG Interactive Workshops, and PBIRG Agency Fair.**

2002 Industry Networking Reception, September 23

2002 PBIRG Fall Education Workshop, October 21-23
The Nassau Inn • Princeton, NJ

PBIRG Headquarters, P. O. Box 755, Langhorne, PA 19047
215/337-9301 • FX 215/337-9303 • WWW.PBIRG.COM

Primary Research, Methods & Training Committee, the current members of the committee are: -

Mrs Janet Henson	EphMRA	Chair
Mr Gilles Relave	Novartis	Switzerland
Mr Erwin Douwes	NV Organon	The Netherlands
Ms Catherine Franeau	UCB	Belgium
Ms Semra Grundy	Allergan	UK
Mr Geoff Kretzschmar	Eli Lilly & Co	UK
Mrs Cathy Clerinx	Adelphi	Belgium
Mr Bob Douglas	Taylor Nelson Sofres	UK
Mr Stephen Grundy	Martin Hamblin	UK
Ms Bärbel Matiaske	I+G	Germany
Mr Peter Winters	PISL Research	UK

Ms Carolyn Fenwick of Astra Zeneca is considering joining the committee.

WE STILL NEED MORE MEMBERS

If you are interested then please contact Janet Henson
00 41 26 402 58 81 - hensonsschnee@bluewin.ch

COMMITTEE OBJECTIVES - to maximise the potential of new methods and techniques in Pharmaceutical Primary Marketing Research.

THE COMMITTEE IS ORGANISING AND PLANNING THE FOLLOWING COURSES:

See EphMRA website for more details of all courses or call Janet Henson or Bernadette Rogers.



April 25-26 2002 - Geneva - Developing and Evolving the Brand - At the end of the workshop, delegates will understand:-

- The key terms which marketers use in talking about and developing a brand
- How to gather information needed to assess any particular market
- Why understanding patient needs states is important in developing a brand
- How product positioning is supported by message development & delivery
- The importance of post launch tracking

November 6-8 2002 - Brussels - Intermediate Pharmaceutical Marketing Research Course - 'The Research Toolbox'

Workshop Objectives

This course is designed as an intermediate course for research practitioners who want to develop their skills beyond a basic understanding. The course will focus on a variety of research techniques and applications required by the professional market researcher.

November 6-8 2002 - Brussels (Continued)

Delegates will leave the workshop with a better understanding of

- Questionnaire design and scaling techniques
- Translating research objectives into methodology
- Sampling theory and statistics
- Cultural differences influencing research design
- The application of projective and enabling techniques
- Analysing and interpreting data
- Working with agencies

Who should attend?

The training course is aimed at researchers who have either attended the Basic Training Course, or who have over 1 year's market research experience.

Convenors & Organiser

Representatives are convening and organising the workshop from the EphMRA Primary Research Methods and Training (PRM&T) Committee: - Bob Douglas from Taylor Nelson Sofres, Catherine Franeau from UCB Pharma, Janet Henson, Workshop Organiser.

February/March 2003 - Repeat of Intermediate Pharmaceutical Marketing Research Course - Conjoint and Pricing

10-11 April 2003 - Annual PMR&T Spring Training Workshop, Brussels

2003 - Repeat of Basic Introduction to Pharmaceutical Marketing Research

AT THE 2002 CONFERENCE IN BRUSSELS WE ARE ALSO ORGANISING THE FOLLOWING WORKSHOPS:

June 24 - Internet Research: Pushing the Boundaries

Internet workshops have become an established part of the EphMRA AGM agenda over the last few years. The focus for this year is more participative than in previous years involving delegates completing an online questionnaire, break out discussion, and live debate. Fresh topics such as advanced methods, Paradata and emarketing will also be covered. Emphasis will also be given to case study material.

June 24-25 - Positioning Getting It Right - this is a repeat of the PRM&T autumn 2001 workshop - see later for summary of this workshop.

IN ADDITION THE COMMITTEE HAS JUST COMPLETED THE FOLLOWING PUBLICATIONS

Publication 1 -

'Managing A Market Research Project'

The document was drawn up to give guidance to both pharmaceutical company market researchers and agency researchers, as to good practice in running research projects. The aim is to improve communication, working practice and to ensure that projects are run to the satisfaction of all parties. The PRM&T Committee drew up this brief with particular assistance from Martin Hamblin GfK, and Taylor Nelson Sofres Healthcare.

To give an idea of the contents we have included as a separate insert an invaluable checklist from Section II of the document - to be used when you prepare a market research brief.



(PRIMARY RESEARCH METHODS & TRAINING)

(Continued from opposite page)

Publication 2 -

'Research through the Product Lifecycle'

This is an update of the previously named 'Strategic Guide to Identifying and Researching the Influencers on Pharmaceutical Prescription Products'. The publication and accompanying wall chart is designed to be a guide that illustrates the main groups of influencers on prescribing a pharmaceutical product. It also highlights the types of marketing research projects that could be conducted during the life cycle of a prescription pharmaceutical product.

The two documents will be sent to all EphMRA members and Foundation members.

Options for Training

We are currently in the process of updating the "Options For Training" database; agencies will have probably received a mailing regarding this. This comprises of a list of Marketing Research courses with content, venues, length, pricing and target audience. This will be published prior to the AGM in June. If your agency offers any courses and would like to receive a questionnaire please contact Bernadette Rogers.

REVIEWS OF COURSES RECENTLY CONVENED BY PRM&T

"Positioning... Getting it Right"

This was the theme of the PRMT Autumn Workshop, which took place in Zurich early October 2001. September 11th was still fresh in everyone's mind. Nevertheless, 25 delegates and 7 speakers managed to surmount travel restrictions, Swissair strikes and other adversities to be able to attend this event, which was characterised by excellent presentations and lively debates and discussions.

While it was clear that nobody debated the importance of positioning, a good part of the first session was spent, delegates and speakers alike, agreeing on an adequate definition of positioning. But also other questions were discussed at length, such as:

- The importance of positioning
- The interrelationships between positioning and brand development
- Where positioning fits within the product lifecycle
- Creating the building blocks to arrive at a positioning
- What do we mean if we want to do positioning generation research?
- Writing a positioning statement
- What are the roles of various qualitative and quantitative techniques in the process of positioning?
- How to measure whether your positioning works

- The importance of internal communication in the positioning process and the role of marketing research

The workshop did not give a foolproof recipe of the types of research to conduct in order to arrive at a positioning for a new product in development. Thankfully, life is more complicated than that, and hence more exciting for our professions in marketing and marketing research. However, the workshop clearly identified patterns and critical success factors. Positioning remains a delicate art, which is built on solid foundations of information. This delicate art requires skills such as insight, lateral thinking, and true communication to make it work.

In order to give more marketing and marketing research professionals a chance to continue the debate, the workshop will be run again at the EphMRA Annual Conference in Brussels commencing on Monday 24 June at 10.00 and ending on Tuesday 25 June at 13.00. We hope to see you there! Please see the EphMRA Website for registration for the conference, which includes registration forms for the workshop. The workshop is also open to marketing personnel, so please pass on the details to your Marketing Departments.

Cathy Clerinx (joint course convenor with Caroline Sagaert of UCB Pharma)
Adelphi Research
cathy.clerinx@adelphi.co.uk

The "trade off" decision - to attend or not to attend the Pricing and Conjoint Educational Course?

Given the increased difficulty of European travel to Brussels in the light of the Sabena collapse, delegates that had expressed an interest in attending the Pricing and Conjoint Educational Seminar were faced with the daunting prospect of significantly increased travel complexities when considering whether to attend the above meeting. In the event, virtually everyone who indicated their intention to attend did in fact do so and on the basis of the course assessment forms the "trade off" to attend was fully justified.

Many aspects of the course were rated exceptionally highly. While all of the speakers received a particularly high rating, Roger Brice's review of the different pricing techniques available and when to use them was certainly much appreciated. In addition, despite some last minute changes which needed to be made to the conjoint review, David Hanlon's initial explanation of conjoint and the importance of carefully evaluating and checking the attributes and, where necessary, levels within attributes that need to be tested was also highly regarded.

Despite the complexity of the subjects covered and the need for a high degree of concentration, all the speakers introduced a variety of different audiovisual aids which helped maintain a high level of interest and even provided a high level of

"entertainment" none more so than the excellent exercise set by Volker Janssen. This was an interactive case study, which was a "war games" exercise on how to compete with a competitive company that decides to adjust price in an effort to gain market share. The "second guessing" that went on between the competing teams illustrated the commitment and intensity associated with the "will to win." As a result of the "agony and the ecstasy" which came from the final verdict, all were able to commiserate and/or congratulate the winners at the bar! The exercise demonstrated the dangers of aggressive price reduction in an aim to capture volume!

It is naturally pleasing for the committee and the organizers to find that the efforts put into such a course to make it successful were much appreciated by those who attended. Indeed, Bernd Grobe, an experienced and senior researcher in the industry commented that the course was one of the best that he had attended which EphMRA had organized, praise indeed!

Anyone who missed out on attending this course in November 2001 will have another opportunity to either attend themselves or to send other colleagues as a similar course will be reconvened in 2003.

Allan Bowditch (joint course convenor with Dan Lockhart of Eli Lilly & Co)
Martin Hamblin GfK
bowditch@martinhamblin.com

Medi Pragma - Dr Grazia Mereu joins the Company

As of November 2001 Dr Grazia Mereu joined Medi Pragma in the International Department. Dr Mereu obtained a BA (Hons) Degree in Modern Languages & International Business from an English University. Over the last two years, Dr Mereu has been employed by British Airways, and she has now joined Medi Pragma as an International Researcher.

Grazia's languages knowledge (English, French and Spanish) will contribute to strengthen further the company's International Department, and her area of work will be focused in particular on our European Clients. Medi Pragma believe that Grazia's professional experience as well as her knowledge in the qualitative field, in particular on behavioural analysis, will be a strong asset for the company.

ALTIS Research International and ACS

ALTIS Research International and ACS merged on Jan 1st 2002 to become A+A, a leading global Healthcare Market Research agency. Both market research companies have more than 12 years experience in global Healthcare Market Research. The newly formed company, A+A, is a powerful International Healthcare Research Group with sales of over 8 M USD, a permanent staff of 60 and offices in Europe (Lyons and Paris) and in the USA (Martinsville New Jersey).

PISL Research

Colin Boylan has recently joined PISL Research's expanding e-Research Europe Practice as a Research Executive in the UK office. He holds a degree in Psychology from University College Dublin and a Masters degree in Psychological Research Methods from the University of Plymouth. Prior to joining PISL Research he worked as a Data Manager in Quintiles.

New appointments and promotions at Medical Marketing Research International

MMRI are delighted to announce the arrival of **Phil Howe** as Research Director. Phil has responsibilities within both qualitative and quantitative global market research across a wide range of therapy areas. Phil's previous positions include Head of Business Information at Sanofi and prior to joining MMRI he was a Director at Martin Hamblin.

MMRI also has an international field and lab division (GMRC-Global Marketing Research and Consulting) and Phil Howe will be responsible for the pharmaceutical sector. Phil is supported by Claire Ajdukiewicz who has also just joined MMRI from Martin Hamblin. The non-pharmaceutical sector of GMRC is headed up by Paul Donnelly, Paul was Head of Global Data Collection at Research Europe (the European Data Collection arm of Total Research).

William Russell BSc MSc PhD has recently been promoted within MMRI to Head of Qualitative Research Management. William's previous role was Research Manager at MMRI.

TNS Healthcare expands its client service office in Princeton

Taylor Nelson Sofres Healthcare announces new team members and some team movers.

Following the successful launch of the TNS Healthcare office in Princeton NJ, during 2001 - **Kate Marlar** will be joining the Princeton based team on a six-month secondment starting in January 2002; she will be replacing Stephen Godwin who launched the office in June 2001 and who now returns to the UK.

David Luery has joined the TNS international healthcare team in the US as Senior Vice President from Intersearch. David brings with him 15 years of market research experience, he is known for his expertise in the application of advanced statistical methods to help solve healthcare clients marketing and market research needs.

Patricia Davis also joins the US team as Senior Vice President based in the Princeton office, she brings with her a wealth of healthcare experience having previously worked for TargetRx, Merck-Medco Managed Care and the Total Research Organisation amongst others. Patricia's new role will utilise her key experience in strategic marketing research, sales and consulting to the pharmaceutical industry.

Martin Hamblin GfK acquires additional healthcare market research services

Martin Hamblin GfK is pleased to announce that on 31st December 2001 it acquired the following PMSI services based at High Wycombe from IMS HEALTH:

- Generator, the face-to-face monthly GP and Specialist Omnibus
- MARS, the advertising assessment tool
- Detail Follow Ups

These services and the research staff who manage them will now be merging with Martin Hamblin GfK's Healthcare Division, operating in the UK and globally. PMSI and its Scriptrac and Prospector services remain with IMS HEALTH.

The acquisition gives Martin Hamblin GfK one of the key omnibus services in UK healthcare. The established services of MARS and Detail Follow-up test (DFU) include databases with years of normative data.

This acquisition follows Martin Hamblin GfK's recent purchase from IMS HEALTH of its Veterinary research business including the British Veterinary Index and the Veterinary Sales Territory Services a few months ago.

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.

Agency Foundation Members 2002

The following agencies have joined the Foundation since the membership year started again in October 2001:



Radmos Ltd



Other agencies joining are:
Arpo, Quality Medical Field, I+G Nürnberg.

Omni M^eD
INTERNATIONAL



Looking for online research solutions?

...we prescribe Omnimed International, online, every week.

Now includes
access to
US doctors

Omnimed: quality online research at a click

With the introduction of the new weekly Omnimed service from TNS, at last you have a way to get quality results on-line from a representative sample of healthcare professionals. Omnimed International is designed as the ultimate weekly resource for researchers who need to know the opinions of doctors on a variety of topics across major European markets.

For more information, call Bob Douglas on +44 (0)1372 825 825, email us at healthcare@tnsofres.com or visit our website at www.tnsofres.com/omnimed



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