

EphMRA NEWS

EUROPEAN PHARMACEUTICAL MARKETING RESEARCH ASSOCIATION

Issue: June 2004

Looking Forward to Basel...

The next EphMRA conference is now upon us. It is too early to give precise numbers, but we can already announce that the level of attendance will be once again very high, and that we will hold the largest agency fair ever. Another great piece of news is the fact that we will also have a high number of first time attendees (more than 60!), which is very encouraging indeed.

To go on with numbers - and with records - the number of EphMRA members now amounts to 113, among which 41 Full members and 72 Associate members. Day after day, our association is strengthening its role as the unique platform to share our passion and develop our profession.

As a clear sign of this dynamism, several highly valuable initiatives have been carried out during the last few months, among which the Doctor Statistic project, the product Lifecycle Compendium, the web-based members survey, and the survey on the perception of market research by product managers. The results of some of these initiatives have not yet been made available because they are still being fine tuned, but they will be disclosed soon.

And we should also mention the continuous efforts of all the Committees, sometimes "in the shadow", but always bringing immediate and tangible benefits to our members.

Another topic that should remain high on our "radar screen" is Public Relations. As already mentioned several times, EphMRA is more than willing to support initiatives that will contribute to increase

the visibility of our profession. I received a lot of positive feedback after the publication of the article in European Pharmaceutical Executive a few weeks ago, many of them confirming that our profession is undervalued, all of them confirming that such articles strongly contribute to raise awareness on how critical - and challenging - our role is.

All the ingredients are there to make sure that the Basel conference will be a great success, so don't be shy in recommending the conference to friends and colleagues.

Georges Andre
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EphMRA President 2003 - 04
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Facts & Figures

about the Newsletter publication

Advertising Deadline for the Post Conference News is July 9th. The Post Conference News will be mailed end August 2004.

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	500 CHF	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
Associate Member 2003/04



JOIN EphMRA AS AN ASSOCIATE MEMBER

New membership brochure will be mailed in September 2004.
The current membership year ends 30th September and your current membership is automatically renewed

Register on-line
www.ephmra.org

EphMRA

EUROPEAN
PHARMACEUTICAL
MARKETING
RESEARCH
ASSOCIATION

Yearbook 2004

**Yearbook available
June 2004**

The EphMRA offices will be closed for Summer holidays
9-27 August incl.

EphMRA 2005 CONFERENCE CALL FOR SYNOPSIS



MR=

**MAXIMISING
REACH**

**INVITATION
FOR PAPERS**

DEADLINE
24th September 2004

22nd - 24th June 2005, Berlin

In conjunction with the 44th Annual EphMRA's General Meeting 20th - 22nd June 2005



DOCTOR STATISTICS REPORT

EphMRA and PBRG jointly funded project
— now available at www.ephmra.org -
use your password to access the report.
You can also order a paper copy on line.

This project fulfils a long-standing need of international pharmaceutical researchers for better access to doctor universe statistics. There has been tremendous support and enthusiasm for this project, particularly from agencies, reflecting how useful this guide could be. Many thanks to Schmitow Ubeira, Spain for conducting the study with such dedication.

The brief for the project was as follows:

**To establish Doctor number/populations -
across Canada, France, Germany,
Italy, Japan, Spain, UK and USA.**

The sources of the statistics should be given - e.g. addresses of associations, contact details for each country. Information to be included will be accurate total universe numbers as well as key demographics across 20-30 specialities - e.g. whether hospital or office based, age breakdowns. EphMRA/PBRG accept no liability for any errors in the report, nor from use of the data.

EphMRA would sincerely like to thank Peter Whiteman (EphMRA Foundation; Peter.W@Maddfield.com) for his sterling job on the project and he was ably assisted by Ruth Evans (EphMRA PRMT; REvans@uk.indhealth.com) and Maria Manabiz (PBRG; MManabiz@ra.steris.com).

Contact EphMRA www.ephmra.org
or MrsBRegan@aol.com

Project sponsored jointly
by EphMRA and PBRG

20 - 22 October 2004 - Brussels, Belgium

Value and Pricing: A Continuous Challenge.

The Research Toolbox.

EphMRA European Pharmaceutical Marketing Research Association
www.ephmra.org

PRIMARY RESEARCH METHODS & TRAINING COMMITTEE (PRMT)

Module Six: Intermediate Level Course
Value and Pricing: A Continuous Challenge

Advance Programme & Registration Form

October 20-22 2004
Venue - Sheraton Brussels Hotel and Towers - Belgium

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PRIMARY RESEARCH METHODS & TRAINING COMMITTEE (PRMT)

Module Three:
Intermediate Pharmaceutical Marketing
Research Training Course:
The Research Toolbox

Advance Programme & Registration Form

October 20-22 2004
Venue - Sheraton Brussels Hotel and Towers - Belgium

Register online -
www.ephmra.org

or

Contact EphMRA -
MrsBRogers@aol.com

Save money register before 1st July 2004 - After 1st July registrations are subject to an additional late booking fee
10% discount is available to two or more delegates attending from the same company booked at the same time

Post Conference News

The Post Conference News will be mailed out at the end of August 2004. This gives a comprehensive overview of all the Conference papers as well as reports from the Training courses.

If you would like to advertise in the News please let EphMRA know by 9th July - contact MrsBRogers@aol.com

Advertising Specification

	No bleed	With bleed	Type area
Full page	297mm x 210mm	307mm x 220mm	277mm x 190mm
Half page horizontal	148mm x 210mm	158mm x 220mm	128mm x 190mm
Half page vertical	297mm x 105mm	307mm x 115mm	227mm x 185mm
Quarter page	148mm x 105mm	158mm x 115mm	128mm x 185mm

Resolution/Artwork

If using photoshop or software dependent on resolution please ensure that it is set at the correct size and that the resolution is set to no less than 300dpi. Finished artwork needs to be supplied in CMYK (unless in Black & White) with embedded fonts, or text should be converted to outlines/paths and supplied as an EPS. PDF files are also acceptable. PLEASE NOTE: We cannot be held responsible for any misprint, if fonts are not embedded/converted and the file is not in CMYK.

Operating System

Apple Mac

Programmes used

Quark Xpress, Adobe Illustrator, Freehand, Adobe Photoshop

Media

Compact Disc, Zip Disc, Floppy Disc and Email are available.

File Formats

Graphics should be supplied (CMYK) in the following formats EPS, TIF, JPEGS.

Prices (CHF)

	B & W	Colour
Quarter page	300	500
Half page	500	750
Full page	800	1200

CHF = swiss francs

To Epi or not to Epi - is that the question?

In his article in the last issue, Gary Johnson, Inpharmation, covered the risks of using Epi based databases for projections without the understanding of the way these databases are structured, and the resultant compounding of errors that is possible. It is worth reviewing why Epi based databases have become the essential requirement of the Pharmaceutical Industry for not only Clinical research but also Marketing research.

Epidemiology is the study of the distribution of diseases in the population. Pharmacoepidemiology the study of the influences of the drugs on these disease areas.

The study of disease, and the development of Epi databases, owes its origin to the string of tragedies throughout the mid part of the 20th century. Starting with the infamous Massengill event, where over 100 people died from renal failure due to toxic effects of sulphonamides and diethylene glycol, through to the thalidomide disaster in the 60's, it was clearly evident that although clinical and pre-marketing studies met the requirements of the then regulators, there was insufficient depth to the information being gained and the time studied to show the toxic effects. Whilst databases built up by investigators and the industry were useful, in general the population types and the population numbers were insufficient to gain credible results.

In the mid 80's new technology enabled the first of several accurate primary and secondary care databases to be formed. These differed from any other approach in that in general they covered the whole population and were observational (non-interventional) in nature using the whole patient record as the basis of the data, whether this patient was being treated or not. This gave good evidence in large populations on both treated and untreated groups, and thus was exponentially more useful. These databases are large, and because of the basis of the record being the patient medical record, each offers the ability to drill down into the information as well as look at large numbers, providing the statistical power to study the rarer disease areas. Internationally several databases of this type now exist and many have been the source material for published articles, and some are used routinely as the basis for studies and monitoring by the regulators in various countries.

Because of the inherent depth of the data in the available Epi based databases, and because of the three dimensional nature of the data results in exponential growth in the data, gaining a good understanding of the database is harder with each passing day as the databases expand. Asking a simple question, whilst both desirable and seemingly easy (eg "How many patients are there being treated with Anti-Asthma drugs in the UK") becomes a complex task.

There are for example over a hundred different Read or Oxmis terms relating to Asthma and its differing presentations in General Practice. Some of these will be relevant to the question under study and some not. Unless you are able to control and ask the 'right' question the answer you get may be erroneous. In addition, once a question has been asked the resultant answer will have to be projected to a national level, assuming that there is an acceptable statistical significance in the answer, and this projection method must reflect the source of the data forming the answer. That is you cannot just multiply the resultant figure by 20 to get a national picture because the prevalence may vary according to population dynamics in the country coupled with the population dynamics of the source data.

Thus a good understanding of the data and its structure is essential to get maximum value.

Epi based databases are now a required tool in not only Clinical Research and Drug Safety, but also in Health Outcomes, Health monitoring and planning and Strategic Market planning. Remember, however, they are complex and not necessarily simple to use - powerful tools rarely are!

Martin Fagan











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 <p>V2 GfK Bart Vleiter Dan Fitzgerald</p>	<p>V2 GfK, 587 Skippack Pike, Blue Bell, PA, 19422, USA Tel: +1 215 263 3200 Fax: +1 215 263 3201</p>	<p>V2 GfK is the largest provider of primary pharmaceutical marketing research services in the United States. And as a member of the GfK Group, V2 GfK offers clients a unique capacity for global project management through GfK's top-ranked worldwide network of market research resources and facilities in 50 countries on five continents.</p>
 <p>Wood Mackenzie Vikki Sinclair Stuart Bowman</p>	<p>Wood Mackenzie Ltd, Kinross House, 74-77 Queen Street, Edinburgh, EH2 4AN, UK Tel: +44 131 243 4535 Fax: +44 131 243 4537</p>	<p>Wood Mackenzie has a longstanding reputation for its detailed knowledge/insight and the consequent delivery of objective advice and analysis in the shape of both research and consulting services.</p>
<p>WWMR Inc Troy Finney Susan Ogan</p>	<p>WWMR Inc, 20000 Campus Drive, Suite 200, CA 94403, USA Tel: +1 650 513 0300 Tel: +1 650 312 1570</p>	<p>WWMR Inc. is a full service pharmaceutical research and consulting firm with over 25 years of experience in the pharmaceutical industry. We represent the worldwide healthcare research platform for the Kantar Group, WPP's Information and Consultancy Division.</p>
<p>Ziment Mark Nissenfeld Howard Ziment</p>	<p>Ziment, 162 Fifth Avenue, 11th Floor, NY 10010, USA Tel: +1 212 693 0600 Fax: +1 212 693 0600</p>	<p>Full-service, global marketing research company servicing the healthcare and pharmaceutical industries for over 25 years. We represent the worldwide healthcare research platform for the Kantar Group, WPP's Information and Consultancy Division.</p>
<p>ZS Associates Kurt Kessler Becky Fosam</p>	<p>ZS Associates, 10000 Route Road West, Suite 250, Princeton, NJ 08540, USA Tel: +1 609 419 3972 Fax: +1 609 951 9009</p>	<p>ZS is a global management consulting firm dedicated to helping our clients achieve success in Sales and Marketing. Our particular focus is the pharmaceutical industry where we have worked with over 400 firms, in more than 60 countries, implementing solutions to increase sales force and marketing productivity.</p>
<p>ZS Associates Brian LeFebvre Dean Summerfield</p>	<p>ZS Associates, Oriel House, 10000 Route Road West, Suite 250, Princeton, NJ 08540, USA Tel: +1 609 419 3972 Fax: +1 609 951 9009</p>	<p>ZS is a global management consulting firm dedicated to helping our clients achieve success in Sales and Marketing. Our particular focus is the pharmaceutical industry where we have worked with over 400 firms, in more than 60 countries, implementing solutions to increase sales force and marketing productivity.</p>

In 2003 the EphMRA Executive took the decision to completely overhaul the EphMRA web site in 2004. It was felt that the web site needed to be modernised and given a fresh look, incorporating new technology and web features. EphMRA extensively uses its web site as a major communication tool and it holds information on most of the Association's current activities.

Over the last 18 months site traffic has been increasing and visitors are actively seeking information on our activities. The current architecture of the site will not accommodate more up to date site features and so the Executive has committed considerable investment to a new site.

In Autumn 2003 EphMRA contacted the Associate members to ask for their recommendations in terms of web managers and designers. About 10 company names were generated from this and a Request for Proposals sent to these companies. This RFP described what EphMRA was aiming to achieve with its web site and asked companies to make appropriate recommendations for re-design and redevelopment.

Eventually 2 companies emerged as front runners to take over the site and after extensive consultation and evaluation the Executive commissioned Unified Solutions to take over the site. Unified were chosen based on their impressive portfolio of clients, their technical expertise and the web site development plan they submitted was felt to be progressive and innovative.



In February 2004 the EphMRA web site was migrated to the Unified server – this was not without problems and for a short period of time certain aspects of the site did not function correctly. For example the Members Forum had to be suspended on a few occasions because Unified were not able to control the access via password. However these problems have largely now been ironed out.

The site will have a new look design, will no longer be frames based and incorporate a site Search Engine. The aim will be to eventually incorporate new features such as email alerts and bulletin boards.

One more useful feature will be the deployment of ClickTracks – a web log analysis package which will enable EphMRA to track more closely visitors to specific areas of the site. This will enable us to determine site traffic and visits to certain areas.

Launch – the new site will be launched in Q4 2004. The site will then be based on a content management system called Immediacy, meaning that EphMRA will be able to update the site content more effectively.

In the meantime the web site is being intensively worked on 'behind the scenes'. Updating of the current web site will be kept to a relative minimum during this time since the aim is to launch the new site with the most up to date information.

Once the new site is available on line then Phase 2 of the development will begin – eg E-mail alerts, Jobs/recruitment, bulletin board facilities.

EphMRA is looking forward to the launch of the new web site and will alert everyone when it is available.

Bernadette Rogers
General Secretary

On Line Survey Update

The members on-line survey was conducted by GfK HealthCare earlier in the year.

Overall response was good – a final sample of 70 respondents was achieved. Many thanks to GfK Healthcare for their input and timeliness. You can hear the results at the AGM – presented by Baerbel Matiaske and then Georges Andre, EphMRA President will summarise the Recommendations and Actions. [Time: Wednesday 30 June, 8.45am - 9.15am].

June 2004



Dear Colleagues

Dates of Future EphMRA Conferences

We all appreciate the need to be organised and get dates in the diary, and indeed planning for future EphMRA Conferences starts well in advance - we already looking at venues for 2007 and beyond.

In terms of the conference dates, EphMRA always plans to hold its conferences in the 3rd or 4th week of June - as late as feasible in the month. The Executive has discussed moving our annual event to an Autumn date but this would present the Association with a number of challenges:

- > The EphMRA financial year would need to change
- > Most of the organisation would fall in the summer months of July and August which would not be feasible
- > Travel cuts and budget reviews occur more in the Autumn which could affect overall conference attendance

Thus we have decided to keep our conference in the month of June - as late as practical before the summer holidays.

Many thanks and best wishes

Georges Andre
UCB Pharma
EphMRA President 2003 – 04
Georges.Andre@UCB-Group.com



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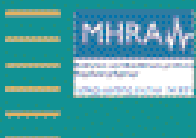
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2004 - Basel Conference Update

SPONSORS

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

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EphMRA

JOIN US IN BASEL FOR THE EphMRA AGM

[Annual General Meeting]

All Full and Associate members are invited to attend - you are welcome.

Please come and hear what the Association has achieved over the last year and the valuable work of the Committees. Also hear our plans for the next 12 months across a range of activities. Ask questions... have a debate about issues important to our Members.

Wednesday 30 June - starting at 08.30am

EphMRA AGM - Open Session (For Full and Associate EphMRA members/PBPG only - except by invitation)

0830 - 0845	EphMRA Presidents Report	1110 - 1115	2005 AGM & Conference Announcement
0845 - 0900	Members Survey Findings	1115 - 1125	Associate Members Group Report
0900 - 0915	Members Survey Conclusions, Recommendations & Actions	1125 - 1135	EphMRA Treasurer's Report and Vote
0915 - 0925	Address by PBPG President	1135 - 1140	Discharge of Executive Committee
0925 - 0945	Classification Committee Report	1140 - 1150	Discussion & Questions
0945 - 0955	Database & Systems Committee Report		Election of Officers: President, Vice President
0955 - 1005	Medical Data Committee Report		& Executive Committee Members
1005 - 1020	AGM Delegate Coffee (sponsored by EphMRA Paper 3rd floor)	1150 - 1155	Incoming President's & Vice President's Address
1020 - 1030	NFC Committee Report	1155 - 1200	Discussion & Questions
1030 - 1040	Sales Data Committee Report	1200 - 1230	EphMRA Foundation Project Presentation
1040 - 1050	Strategic Business Analysis Committee Report	1230 - 1400	Delegate Lunch - Sponsored by EphMRA - open to all delegates - San Francisco
1050 - 1100	PR&M Committee Report		
1100 - 1110	EphMRA Website		

Results of the On-Line Survey

As you can see from the above programme the results of the On-line survey amongst the members will be presented in full for the first time.

Voting

All Full member companies are eligible to vote at the AGM. If you are unable to attend the AGM please contact another Full member and give them your proxy vote. It is important that your vote counts and is not lost.

Your vote counts:

- > Approve the Treasurer's budget
- > Discharge of the Executive
- > Vote in the next President and Vice President

EphMRA
Hawaiian Evening

Wednesday June 30
Dress Code - Hawaiian

JOIN IN THE FUN !!

FOR SALE ON SITE



Hawaiian Shirt
100% polyester. Heavy front buttoning.
One size - up to XL. Excludes perle.
Price: 30 euros francs



Hawaiian Lady Dress
One size - small to medium
(includes flower adornments)
Price: 40 euros francs



Hawaiian Bikini Top
Front & Back
One size - small to medium
Price: 30 euros francs



Silly Flower Top
One size - small to medium
Floral head band not included.
Price: 8 euros francs



Beachcomber Hat One size
Price: 8 euros francs



Multicolour Hula Skirt
21" long
Flower waist - one size
Price: 25 euros francs

The EphMRA Award for Contribution to Pharmaceutical Marketing Research

Winner to be announced - Wednesday 30 June in Basel

In 2001 EphMRA initiated an award which was first presented at the Athens 2001 conference. This award is a recognition of a person's outstanding contribution to pharmaceutical marketing research.

In 2001 the winner was Panos Kontzalis from Novartis and runner up was Allan Bowditch from Martin Hamblin GfK.

In 2002 the winner was Allan Bowditch from Martin Hamblin GfK Inc and the runner up was Rainer Breitfeld.

In 2003 the joint winners were Janet Henson and Bernadette Rogers and the runner up was Dick Beasley.

Both Full and Associate members can make nominations and then vote.

The award recipient can be from a pharmaceutical company or supplier/agency and will receive the award based upon:-

- having made an outstanding/recognisable contribution to EphMRA
- having made an outstanding/recognisable contribution to pharmaceutical marketing research

Examples of such a contribution are:

- New technique developed
- Strengthened the role of marketing research in pharmaceutical companies
- Done much more than agreed and contracted
- Representation of EphMRA to other associations or organisations
- Strengthened the role of EphMRA
- Lifetime achievement etc

The award recipient will receive a certificate plus memento.

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New People/ Promotions



The Research Partnership is pleased to announce that **Meron Drofiak** joins the company as Director, Research & Strategic Planning.

Meron brings over 20 years experience from GlaxoSmithKline, of which a large part has been involved in strategic planning covering product launch planning, positioning, portfolio review, forecasting and disease management initiatives.



Dr. Omar Shibier recently joined PROPHARES - Professional Pharmaceutical Research as Director of Business Development. Omar has more than 15 years of corporate commercial experience spans many areas of the healthcare industry including pharmaceuticals, diagnostics, clinical services, and healthcare information.



Alastair Bruce takes on the role of General Manager at Martin Hamblin GfK Inc, USA. the US-based office of Martin Hamblin GfK Global HealthCare. For the past year Alastair has led the business development effort as Research Director at Martin Hamblin GfK Inc and has over 16 years of professional and managerial experience in marketing research.

Allan Bowditch, who is currently Global CEO of HealthCare, will be stepping down from this role in May but retaining some involvement in the group. As non-executive Chairman, he will continue to provide valuable part-time support for the Global HealthCare operation, including training, advice and consultancy on various marketing research matters.

Continued top of next column

Also in the US office:

- **Jila Bick** has been promoted to Senior International Research Director of Strategic Accounts
- **Sharon Paik** has been promoted to Associate Director.
- **Chris Monos** joins the US team as Director of Forecasting and Modeling. He was previously Vice President at Copernicus Marketing Consulting in Westport and he has developed targeting, positioning and pricing strategies for a variety of companies and developed forecasted growth for key brands in different market sectors.



CAM Group Reorganizes with Worldwide Expansion

As the CAM Group continues to expand, the following organization was announced from January 2004 to offer clients even better service:

Milena Brankova

Appointed Regional Director USA

Enzo Cerpolini

Appointed CAM Group Vice President and Regional Director for Southern Europe

Steve Jones

Appointed CAM Group Vice President and Regional Director for Asia/Pacific

Heinz-Jürgen OHDE

Appointed CAM Group Vice President and Regional Director for Northern Europe

Pascal Perrin

Appointed CAM Group Vice President and Regional Director for Eastern Europe

Pascal Perron

Appointed Executive Area Manager for Northern Europe

Joao Saraiva

Appointed Deputy Chief Operating Officer

Christopher Wooden

Appointed CAM Group Vice President and Regional Director for Japan, Canada and other Europe

This new management team reports to CAM Group CEO Antoine Minkowski and COO Eric Moirand.



Double Helix Development

Jim Goldenberg, Senior VP joins Double Helix US Inc. from TNS Healthcare, and has extensive project direction and account management expertise in the pharmaceutical sector, in both global and domestic projects, with a background in the Rx and consumer marketplaces.

Andrea Stoltz, Project Director, also joins the U.S team and has 7 years experience in pharmaceutical project management and direction. She has co-ordinated both Global and US Domestic, Rx and consumer ad-hoc research.

Marianne MacDonell joins the London office of Double Helix as International Market Research Director. Her previous role was Research Director at MMR International. Marianne has 20 years experience in pharmaceutical market research and brings considerable experience in advanced qualitative methodologies, and patient based research.



John Grime joins Fast Forward Research



John joins us from Vision 21, (a social research agency) where he had experience as a Research Executive and Fieldwork Manager. He was responsible for managing both quantitative and qualitative projects, as well as heading-up a team of research interviewers. John has also conducted sensitive research amongst 'hard-to-reach' groups such as asylum seekers, drug users and the homeless.

Interested in submitting copy for the news?

If you would like to submit copy for possible publication in a future Newsletter then contact EphMRA at MrsBRogers@aol.com.

Guidelines for articles and copy are available.

EphMRA reserves the right to edit/adjust material submitted.

Articles published in the EphMRA news do not necessarily reflect the opinions of EphMRA.

Services



PROPHARES - Professional Pharmaceutical Research, based in Basel / Switzerland, and INTRINSIQ RESEARCH, based in Waltham, MA, have recently joined forces to produce the Global Cancer Patient Monitor covering the key markets of the USA, Europe, and Japan.



Context Research has become a European Founding Member of the Medefield Network. This will allow them to leverage their expertise in branding research combined with Medefield capabilities, including access to 300,000 physicians, to conduct insightful, fast and global branding projects.



A+A Research's Syndicated Department is about to launch 4 new tools: IMAAX Sales Force Effectiveness, Colorectal Cancer Audit, Metastatic Breast Cancer Audit, and Chronic Renal Failure Audit.



Ziment announces the launch of TAGZ, their proprietary approach to segmentation research. By merging psychographic data with other attitudinal data, and then producing an algorithm, TAGZ assigns a segment classification to your entire call deck of physicians.



SoHealthAsia & GMI agree Asia Development with Medical Professionals SoHealthAsia and GMI have entered into an agreement to develop online market research services with medical professionals in Asia. A series of trials for web based omnibus services is underway amongst physicians in Hong Kong.

Information is a thing of the past.

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