EphMRA NEWS

European Pharmaceutical Market Research Association Issue: December 2006

Welcome from the new EphMRA President...

WHAT'S INSIDE

I took over as EphMRA President on October 1 2006 and have already come into contact with many issues and initiatives relevant to our members.

It has been a busy time but first let me thank the out going President François Feig, Merck KGaA who did an outstanding job in keeping the Association in good shape over the past 12 months and is heading up the Adverse Events Working Party with Allan Bowditch. François put in an enormous amount of time and commitment during his year as President and I'd like to thank him very much. He remains on the Board as Past President now. The EphMRA Vice President is Rob Haynes, Schering Plough and we look forward to working with Rob over the next 12 months.

Other Board members voted into office are:

Barbara Ifflaender ..... Altana Pharma
Kurt Ebert ..... F.Hoffmann-La Roche
Kerstin Lilla..... Solvay
Paris Panayiotopoulos..... Serono
Ulrich Wuesten ..... Bayer Healthcare

Michel Bruguiere-Fontenille remains as Treasurer, keeping the Association on a good financial basis.

As President I am keen to show where EphMRA can bring added value to our members. EphMRA has an important event coming up - the Interim Members Meeting (IMM) on 8th February 2007 at the Sheraton Hotel, Frankfurt Airport.

Anne Loiselle

This is the third IMM - the two previous events were very well attended and we believe brought added value to members through discussion and exchange. It is a great opportunity to renew acquaintances and network and I believe meeting colleagues in a friendly informal meeting forges closer links between us.

I would encourage as many of our Full and Associate Members as possible to attend. You can find more details in this News on pages 13-14 and also please look on the web site at www.ephmra.org.

The results of the Members Survey are being disseminated now and have certainly provided very insightful information and I would like to thank all those who took the time to complete the survey.

The Executive has also had good collaboration with the Associate Members Board and has maintained open communication channels on a number of issues. We now have over 110 Associate Members and the Board is keen to listen and react to topics raised.

I mentioned the Adverse Events Working Party and I would encourage you all to read the update provided on page 2. It's a complex area but the progress which has been made since our conference in June is impressive. There's no quick solution to the issue and the Working Group have been working methodically and productively since their first telecall in July this year. We will all benefit from their output and there is more discussion on Adverse Events at the IMM.

As President I look forward to being in contact with many of our members - feel free to contact me!

Many thanks

Anne Loiselle

Abbott Laboratories
anne.loiselle@abbott.com
President 2006 - 07

Adverse Events and its Impact on Market Research Practice - An Update

October 30th 2006

The EphMRA Working Group has been in close touch with many other associations to ensure that a cohesive and acceptable approach is prepared that will have the broadest acceptance across the industry. Those that are involved in this exchange of information include: PBIRG; BHBIA and the ABPI in the UK; MRS; CASRO; PMRG; ADM and BVM in Germany.

In early September 2006 a provisional draft set of Guidelines were prepared for comment by members and other associations. Several IDI's were completed with Drug Safety Directors to obtain a better perspective of what would constitute an optimal solution. A modified document was subsequently produced at the end of September and it is anticipated that this will be evaluated by a wider sample of Drug Safety personnel. EphMRA and PBIRG members will assist in the interviewing process.

The emerging information from the IDI's has proven to be extremely valuable. On the one hand they have revealed the diversity of opinion which has made the process of arriving at an agreed set of guidelines difficult, but on the other it has enabled the Working Group to better understand what has to be addressed.

Since the EphMRA debate surrounding the issue of AE and marketing research which focused many peoples attention on the issue, there has been considerable progress. In summary the key points to emerge are as follows:-

What constitutes a reportable AE?

If in the course of a marketing research exercise information emerges relating to either an ADR (Adverse Drug Reaction) or an AE then the following action should be taken if the following 4 criteria are met.

i) The ADR/AE is identified as being linked to a specific drug
ii) The ADR/AE is a clearly identifiable reaction
iii) The ADR/AE is provided by an identifiable reporter (physician/patient)
iv) The ADR/AE is linked to an identifiable named patient.

The Action to be Taken

The physician or patient must be informed that they need to contact the manufacturer of the product about the ADR/AE they believe to be associated with the product at the time of the interview.

Company Considerations on Setting up the Interview

Several Pharma companies appear to accept the point that if a physician refuses to allow his name to be "passed on" to the Pharma Company if an AE issue needs to be followed up as a result of an interview, so long as the AE is reported by the MR agency this is acceptable.

Thus for many the following 2 possible approaches would seem to be agreeable:

1) If during the course of the interview an AE or ADR that meets the four criteria occurs, the physician (or patient) needs to be informed that as such information is required by the Pharma company as part of pharmacovigilance, permission is sought to provide these details and the respondent's details to the company. The respondent could accept the request or refuse to allow the information to be passed to the company. Three attempts are required to seek permission for the information to be passed on. If the physician refuses to become involved, the MR Agency should report the AE factually to the Pharma company providing as much detail as possible.

2) If during the course of the interview an AE or ADR that meets the four criteria occurs, the physician (or patient) needs to be informed that as such information is required by the Pharma company as part of pharmacovigilance, the respondent must be informed either at the time of the information being stated or at the end of the interview that they should inform their physician (in the case of a patient) or the drug company in the case of the physician about the AE or ADR in question. The company can then decide whether to follow this up or not depending on the circumstances. A simple pre-prepared statement along the following lines can be shown to explain the situation:

"I would like to thank you for your co operation today. During the course of our interview it is my understanding that you referred to (an) Adverse Event(s) that should be reported to – your doctor (if you are a patient) – to the manufacturers' Drug Safety Department or directly to the Medical Authorities (if you are a physician). I am required to point this out to you as part of an agreed protocol between manufacturers and market research companies due to enhanced vigilance on the part of the Medical Authorities for this country relating to drug safety"

This second position is one that several companies appear willing to adopt in countries where reporting by physicians is voluntary.

Some situations have arisen where a Pharma company has asked the MR Agency to request the physician's permission to allow his/her name to be passed on to the company if the situation of a reportable AE/ADR arose in the interview. This has resulted in several physicians refusing to take part in the interview and indicates that such circumstances could have far reaching implications. However, it is hoped that this situation can be avoided and that those companies that fall into this position will agree to accept the policy outlined in the above paragraphs. The following encouraging comment was made a member of the BHBIA in the UK on this issue recently.

"Within the ABPI, my understanding is that we will seek to avoid a situation where respondents who don't agree to their names being put forward to Drug Safety are excluded from Market Research, and hope to achieve this within the principle of 'best endeavors.' Clearly if EphMRA and the ABPI produce policy documents saying we don't need to do that, we may well be able to move back from an 'extreme' position."

As a consequence the EphMRA Working Group is considering leaving out of the Guidelines, the specific requirement of having to get a physician to agree, prior to the interview, to allow his/her name to be passed on to the Pharma company if the need arises.

Issues to be Considered by Pharma Companies and Market Intelligence Agencies

It is suggested that in order to reduce the above AE procedure having to be implemented, companies and agencies should carefully limit where possible the questions that could trigger a response which meets the 4 criteria mentioned above.

Questions that could give rise to information about the incidence of specific ADR's associated with a product in broad terms not specific to a patient would not trigger the above action. If there are any doubts about the wording of a questionnaire and the likely response it will trigger then those involved in the marketing research exercise should seek advice from their own company Drug Safety personnel.

Perhaps the greatest threat to the future of MR is the issue of having to seek agreement from the respondent beforehand to allow their name to be passed on if needed.

> It will increase the cost of MR
  - Increase the time for recruitment
  - Increase fees to respondents
  - More time will be incurred on administrative issues (within MR agencies)

> It will reduce the numbers willing to participate in MR over time.

> It could antagonize physicians, with many blaming MR for their increasing involvement on administrative issues.

Given the comments made previously, it is very much our hope that this situation can be avoided. The following comment was made by a senior executive in Drug Safety within a US based Pharma company and offers some hope that this will be feasible.

"I also agree with the concept that market research does not allow follow-up with respondents unless permission is sought. In market research, confidentiality is of key importance. That is a dilemma with the market research AE report because the quality of the report would be very limited. Having said that, if you do have the basic elements of adverse events report, it still does constitute something that needs to be collected by the appropriate pharmacovigilance department and then reported to government agencies accordingly.

I should add that this scenario is not just true for market research. It holds true with AE reports provided by outside individuals, in particular, consumers who contact the pharmaceutical company directly. Consumers often wish to remain anonymous and often refuse to provide the ability or permission to contact their treating or prescribing physician. So, what you are left with at the end of the day is generally a report with very limited information and not having a lot of medical context. Nonetheless, it constitutes an AE report and it is collected and appropriately communicated to agencies according to the required legislation".

continued over>

One aspect that has recently been discussed by the Working Group is whether to include within the Guidelines the suggestion that Pharma Companies and MR agencies should consider avoiding questions that are likely to give rise to AE or ADR's being mentioned. Such a statement we now feel should NOT be incorporated into the Guidelines as it could potentially give rise to bias and/or compromise the correct "balance" of an investigation. While some companies might think of doing this, the EphMRA team agrees that the practice should not be encouraged.

It is anticipated that in conjunction with other associations, a formal set of Guidelines will be issued ASAP, once the proposed interviews have been completed with the additional sample of DS Directors which is planned for November. The comments from other Associations will also be considered prior to finalization of the documents.

While EphMRA has concentrated its initial efforts on Custom Research, it is acknowledged that there is a considerable need to also ensure that those involved in Syndicated Research e.g. those involving Diary Studies, Patient Satisfaction etc are given support and guidance too.

Another issue for consideration is the aspect of training in relation to how to identify ADR's and AE's during the course of an interview. The Working Group will be discussing the possible means of assisting companies with this aspect. However, we will need to seek the views of several Pharma companies on this, as it may be a legal requirement for individuals to have been exposed to the specific training programs offered by a Pharma company before the MR agency can be considered for a project.

EphMRA believes that if a suitable basis for agreement is reached on all above matters, then the Guidelines will be appropriate for all types of companies Pharma and MR Agencies.

This update has been prepared by Allan Bowditch Strategic Advisor The Ziment Group and Joint Chairman of the EphMRA Working Group on AE and its impact on MR. allan.bowditch@ziment.com

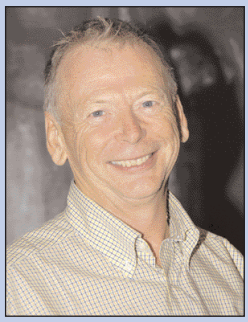
The Adverse Events Working Party is:

Lead by:
François Feig - Merck KGaA and EphMRA Past President
Allan Bowditch - Ziment

Members:
Branimir Brankov - Merck & Co and PBIRG President
Dan Fitzgerald - GfK V2
Rob Haynes - Schering Plough
Pia Nicolini - Brintnall & Nicolini
Wayne Phillips - Double Helix Development
Alice Burstein - Pfizer
Erich Wiegand - ADM

Minutes and Administration:
Bernadette Rogers, General Secretary

Thanks to Allan Bowditch - Joint Chair, Adverse Events Working Party

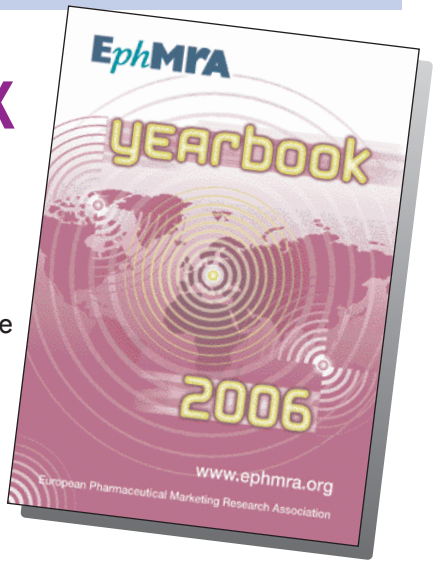


Allan Bowditch

EphMRA would like to take this opportunity to thank Allan Bowditch, Ziment for his tremendous commitment, enthusiasm and drive in supporting the Adverse Events Working Party. He has put in an enormous amount of time and effort and this is shown in the resulting progress made. It has been a pleasure working with him on this.

Many thanks!
François Feig, Merck KGaA, EphMRA Past President

Yearbook 2006



We still have a few spare copies available (free) for members. Please contact Bernadette Rogers - MrsBRogers@aol.com if you would like any.

EphMRA News
Copy Deadline Schedule 2007

For inclusion in the EphMRA News please ensure we have your copy/text/ads as follows:

Deadline	News issued
15 February 2007	April 2007
15 April 2007	June 2007

Guide to the EphMRA website

www.ephmra.org

UPDATE ON PRM&T ACTIVITIES

Janet Henson
janet.henson@wanadoo.fr

PRM&T Training Course Review

Following the result of the PRM&T survey the PRM&T committee have formed a working group to review a series of options on how to better meet members training needs including courses run by external bodies and revising the courses offered by PRM&T members.

Previous courses were skills focused; the committee would like to consider alternative courses focused on key business issues.

Working Party Objectives
To identify training courses focused on business issues that meet the needs and capture the enthusiasm of Pharma researchers in both agencies and companies. It is not the remit of this group to write those courses.

Timing
Course recommendations to be presented to PRM&T February 7, 2007

Working Party Project Plan

1. Scope (complete mid Nov 06):
   - Identify key business issues requiring Market Research support
   - Outline skills required to address each key business issue

2. Validate (complete mid Dec 06): (On-line survey)
   - Business issues are recognized by all EphMRA members as key issues.
   - How future training needs are anticipated to be met and which resources are to be accessed
   - Training MR teams on skills to address these issues is required

3. Gap analysis (complete mid Jan 06):
   - Review how these skills can be addressed by currently available courses
   - Prioritize business issues and MR skills required to fill gaps

4. Draft course program and recommend their delivery format
   - Different skill levels to be factored into each course
   - How to deliver impactful results is also to be part of every course

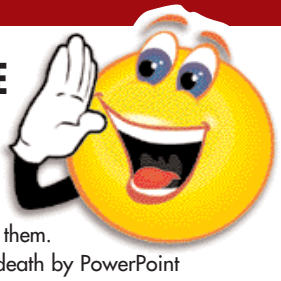
EphMRA would like to thank the working party members:-

Steve Burrows, Novartis Pharma AG
Alexander Rummel, Psyma International Medical Marketing Research GmbH
Werner Gorath, Altana Pharma AG
Anna Garofalo, ESSENSE Health Limited

On-Line Course Review

The member's survey clearly identified a need to offer on-line courses and an evaluation of how to proceed with on-line courses is taking place. The objectives are to decide the best way forward technically, time wise and of course selecting the option that offers most flexibility to EphMRA in order to offer a wide variety of courses in a cost effective manner for our members. If you have any contributions to make to this review please contact Janet Henson or Rob Haynes.

2007 - STOP PRESS - PRE-CONFERENCE PRM&T MASTERCLASS WORKSHOPS



The pre-conference masterclass workshops for 2007 in Malta will be
- Mapping: Where is our product's position, and where are the others?
- The 6 biggest mistakes in Pharma Forecasting and how not to make them.
- Presenting Market Research Data - ThinkStoryLine - How to avoid death by PowerPoint

See website in January for more details

Up and Coming Courses

Introduction to International Pharmaceutical Marketing Research & Segmentation How to Target and Promote to the Customer Effectively

These courses will be run in parallel in Spring 2007 - dates to be announced shortly - see website for updates

Introduction to International Pharmaceutical Marketing Research

Introduction

The aim of this course is to enable delegates to understand the basic principles and practices of Pharmaceutical Marketing Research.

At the end of the course all delegates should have a basic grounding in the course sessions topics below:-

Session One	The Role and Scope of International Pharmaceutical Marketing Research
Session Two	International Sources of Data
Session Three	The Product Lifecycle - the Role of Marketing Research
Session Four	Types of Primary Market Research and Translating Business Objectives into Research Objectives.
Session Five	Commissioning Marketing Research and optimal utilisation of Marketing Research within the company.

Course Objectives

On completion of this course delegates should have an understanding of:-

- Pharmaceutical MR and its uses
- Different types of MR
- The scope of MR, clearly differentiating between the role and character of qualitative and quantitative research methodology
- The role of MR and its clients
- The role of MR in business decisions
- The fundamental elements within research practice
- Using research findings to make a difference

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 12 to 18 months.

Course Convenors

Xander Raymakers from NV Organon, Julie Buis from Aequus Research Ltd and Peter Caley from Branding Science.

Segmentation - How to Target and Promote to the Customer Effectively

Workshop Background

For success it is essential to understand your customers and their needs in detail. Segmentation is a valuable tool; enabling "insights" and "foresights" for portfolio development and marketing to consumers, patients, prescribers, opinion leaders and other health-care professionals alike.

"…. The opportunity to identify commercially viable segments of a market, where customer needs differ from the norm and to develop a competitive advantage exists…"

Segmentation is both a strategic and tactical tool that researchers have long had in their "toolbox". However, despite the above factors, it has only recently come to prominence in some Healthcare companies. Marketeers from our sector are now finally following the lead of successful consumer-based companies; making a serious attempt to understand their customers' true needs - as opposed to merely selling products. Furthermore, funding pressures within the healthcare environment, coupled with scientific progress towards genetic identification of potential responders to therapy are leading payors to consider targeted therapy favourably. Patient segmentation may become a 'must-have'.

As to 'why?', there is a school of thought stating segmentation only limits marketing opportunities – why segment at all? As to 'how?', there is still a great deal of debate on best practice in segmentation and disagreement as to "how it should be done". The options would appear to be limitless.

- When should segmentation be carried out (i.e. when along the product's development cycle, in which therapy areas/circumstances?)
- Who should you segment?
- What parameters should be used for effective segmentation?
- How should effective segmentation be performed?
- How can it be implemented to maximise strategic and tactical effectiveness, what is its real value?

continued over>

In this newly developed program, delegates will be given the opportunity to hear some industry experts and also, via several workshop sessions, develop their own thoughts, consolidate learning on new materials, and present findings back to the wider group. Finally - they will learn how to create a competitive advantage for their product(s) using segmentation.

The seminar will be truly lively and interactive!

Workshop Objectives

The aim will be to give delegates a thorough grounding in segmentation within the unique environment of the healthcare industry. The need to consider consumer, patient and healthcare professionals will be reviewed and the additional challenges to healthcare segmentation, which are not encountered in traditional consumer segmentation, will be exposed.

Delegates will leave the workshop with a better understanding of

- Why segment - Business issues which segmentation can help address
- When to segment
- Who to segment – physician, patient, consumer or other
- How to segment – quantitatively or qualitatively using needs attitudes, behaviour, demographics, psychographics etc.
- Statistical options – key strengths and weaknesses
- How to implement the outputs from segmentation and create a competitive advantage for their company

Who should attend?

The course is aimed at experienced Market Researchers, Business Analysts and Marketing personnel from companies and agencies. Anyone can attend, but EphMRA Full and Associate members have priority for places. Agencies must be Associate members of EphMRA at the time of the course in order to attend and qualify for the reduced fee. The interactive format of the workshop will allow for a maximum of 30 people to attend.

Convenors & Organiser

Representatives from the EphMRA Primary Research Methods and Training (PRM&T) Committee are convening and organising the workshop as follows:

Steve Grundy - Marketing Sciences - UK
Carolyn Fenwick - AstraZeneca - UK
Dorothy Parker - Fast Forward Research - UK

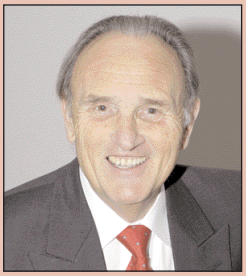
FAQ How can I become a member of the PRM&T committee and how can I become involved in the training programme and other activities?

Normally throughout the year there are at least 2 vacancies on average for the committee. These vacancies are advertised in the Newsletter, via an email alert from the EphMRA General Secretary, and of course you can call any time and ask. There is an application form available on the EphMRA website to join and the guidelines to membership of the PRM&T committee are also on the website.

As well as being a member there are many other ways you can be involved in the activities of the PRM&T Committee - here are just some:-

- We are always looking for course and workshop speakers
- We are always willing to consider ideas for our pre-conference workshops - so please put forward any contributions.
- We regularly update and extend our publications - contributors are always welcome

Richard Denny Lifestyle Business Programme


Richard Denny

We have had some news of Richard Denny. Do you recall he gave a very invigorating presentation to us in Brussels on 8 February 2006, on leadership and management. Let me remind you of some of his highly practical and useable, albeit common sense, tips. "What sort of manager would you like to be managed by?... are you that sort of manager?"... "Praise will grow people faster than criticism."... "Don't use email as a management tool ... speak to people."... "Lead by example, judge by results."... "Management is redundant, become a leader. People want to be lead not managed."... "Set your goals and visualise what you want."

The Richard Denny Group has recently launched Denny Executive Resourcing (DER), a unique concept in recruiting, searching for and placing executives in and for companies. DER do all the normal search and selection but once the candidate receives the job offer and has accepted they are then put through the Richard Denny Lifestyle Business Programme. Let me explain how this works. The executive has a two to three hour upskilling session on the latest leadership, management and business skills. They are required to read three of the Group's international business best-sellers. Once they have joined their new company the new executive is mentored for one year by one of the Group's senior consultants. They have the opportunity to attend two free business master classes during their first year and receive a number of support items throughout the first year.

DER also has specialists placing interim executives for a variety of organisations. This as we all know is becoming very popular where there is a need for short term assignments, i.e. maternity leave, new projects, executives departing suddenly etc. The DER website is www.denny.co.uk. Richard is also available for keynote presentations anywhere in the world and can be contacted at success@denny.co.uk.

The following article was published in the September 2006 edition of Pharmaceutical Executive Europe

The Challenges of **Change**

In an increasingly complex environment and competitive situation, most European pharmaceutical marketers are constantly looking for new tools to help them achieve their objectives. Yet one, well-tested tool is often overlooked. Market research can reduce the risk in their decision making and goes far beyond just number crunching with spreadsheets.

As a marketing tool, it is very versatile and can be employed in many ways. For example, it can provide input very early in a long-term, decision-making process.

"Market researchers work for a cross selection of internal stakeholders on a very wide range of topics and, in these days of increased return on investment, need to deliver optimum value, that is why they are a very reliable source of information," says François Feig, Merck KGaA and President of the European Pharmaceutical Marketing Research Association (EphMRA).

However, in their increasingly complex role, market researchers need to be able to rely on the support of an established professional body. For European market researchers it is EphMRA, which prides itself on being a dedicated forum for strategic business intelligence and market research professionals.

It brings together research-based pharmaceutical companies operating on a global perspective as well as the suppliers of pharmaceutical market research services and academia.

Quality control

Part of the remit of EphMRA is to provide recognised standards for market research by continuously establishing, supporting and encouraging high standards and quality control in pharmaceutical market research. Within the association, EphMRA has a number of committees which identify and address issues, initiate projects and undertake training workshops both in the primary and secondary market research fields.

Anatomical Classification – Chair: Hans Christer Kakve (AZ)
This committee works on developing and improving the Anatomical Classification system (ATC) - a method of grouping pharmaceutical products - as well reclassifying products at the end of the year in line with any changes in markets. This is done through the input of EphMRA members with strong links to WHO and PBRG.

Database & Systems – Chair: Jacky Gossage (GSK)
The aim of this committee is to investigate and monitor technologies and systems that may have an impact on the way secondary numerical data is retrieved, stored and manipulated.

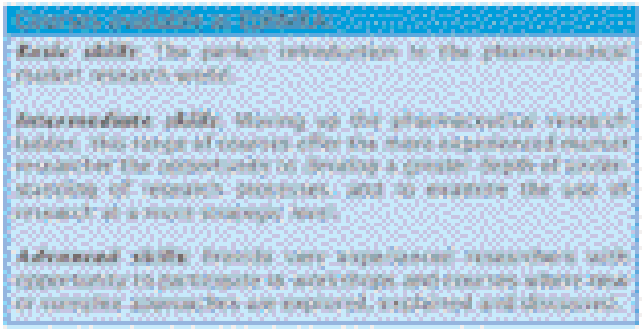
Foundation Committee – Chair: Sir Maddis (AZ)
This committee's remit is to support and fund original projects in the international healthcare market research and business intelligence fields. EphMRA member companies will be able to benefit from these added value projects.

Market Intelligence – Chair: Christoph Petersen (Aforma)
This committee has a single aim and that is to get the most out of secondary market information, both quantitative and qualitative, on the pharmaceutical industry.

New Form Codes - Chair: Johannes Nitzing (BI)
The main objective of this committee is to maintain an international uniformity of the coding structure for audits and databases; it is important that the classification remains simple and easy to understand.

Primary Research Methods & Training - Chair: Janet Honion (EphMRA)
This committee aims to maximise the potential of new methods and techniques in primary marketing research.

Treatment Information - Chair: Jayne Shuffleworthom (AZ)
The challenge for this group is to build awareness of medical data sources through partnerships with suppliers and to ensure these services continue to meet industry's needs.



The committees comprise pharmaceutical company personnel as well as those from the agency side. The work is all undertaken on a voluntary basis with regular committee meetings being held to tackle the issues affecting each area. An Executive Committee co-ordinates all committee activities and drives the Association forward.

"Not only do the committees deliver added value to the whole industry by bringing topics forward but they also directly benefit the companies from which committee members come by allowing them direct and early involvement in tackling key issues," said François Feig, Merck KGaA and President of EphMRA.

Knowledge is power

As well as the work done by its committees, EphMRA knows that it is no good identifying and developing improved methods of market research without having the training support infrastructure behind it to spread the key learning points. That is why EphMRA also initiates professional development and training with a range of training courses (See box).

All the courses are designed to be as dynamic and interactive as possible, encouraging participation to develop new skills that will be drawn upon throughout the delegate's careers thereby increasing their value to their companies. It is this support that makes EphMRA an integral part of the market research circuit in the European pharmaceutical industry.

François Feig
President, EphMRA
Merck KGaA
www.ephmra.org

Update on Treatment Information Committee

Our priority this year is to update the Review of Medical and Patient Data Services, we have finalised the questionnaire and this has recently been piloted with two suppliers. We would like to express our thanks to Double Helix Development who have very kindly designed and formatted the questionnaire for the committee and will be consolidating the results.

Following feedback from the pilot, we will field the questionnaire in January and the final report in its new format will be launched at the AGM in June 2007.

Many thanks, to those of you who have sent us names of suppliers to include in the research. There is still time if you would like to send us contact details for medical and patient data service providers in your country. Please forward to Jayne Shufflebotham (details right).

EphMRA Email Communications

EphMRA is continuing to build up its database of email contacts. If you would like to receive email communications from EphMRA but don't currently do so - it's because we do not have your email address on file. Please email your contact details to Bernadette Rogers at MrsBRogers@aol.com

WANTED - NEW RECRUITS TO JOIN THE TREATMENT INFORMATION COMMITTEE

The objective of the committee...
Investigate and monitor sources of medical and patient information and work with suppliers to improve the quality and availability of the information globally.

Activities of the committee include...

- Designing and project managing publications such as the 'Review of Medical and Patient Data Services'
- Gathering feedback from clients on the issues they face with medical and patient data
- Work with suppliers to improve the medical and patient information services to meet pharma industry needs

What would you need to do...
Attend 1-2 meetings per year (with telephone and vc discussions where possible) bringing your enthusiasm for using and wanting to improve the availability of medical and patient data services.

What should I do if I want to join the committee...?
Contact Jayne Shufflebotham
tel +44(0) 1625 516534 or email
Jayne.Shufflebotham@astrazeneca.com

Both full Company members and Associate members with relevant experience can apply to join the committee.

FOUNDATION UPDATE

News from the Foundation Committee

The EphMRA Foundation has been established to support and fund original projects in the international healthcare marketing research and business intelligence fields. EphMRA Member companies will be able to benefit from these added value projects since they will provide incisive information and knowledge and address important issues - relevant to the Industry today and tomorrow.

Committee Vacancies

There is currently 1 vacancy on the Committee for a Full company member. We are looking for interested and motivated members to support the Foundation in its role. Applications are invited - please contact Bernadette Rogers, General Secretary.

The Foundation Committee Members are:

Name	Company	Member since
Su Meddis	AstraZeneca, UK - Chair	January 2005
Joao Saraiva	Chugai Pharma Europe, UK	September 2006
Dorothy Parker	Fast Forward Research	PRM&T representative
Dan Fitzgerald	GfK US Healthcare Companies (Associate Members Group Contact)	April 2005
Angela Duffy	The Research Partnership, UK	June 2005
Dr Philip Stern	Senior Lecturer in Marketing and Strategic Management at Warwick Business School and Academic Director of the Executive MBA programme. Academic Foundation Board	October 2005
Ruth Sambrook	Aequus Research	April 2006
Bernadette Rogers	EphMRA General Secretary	

How You can Help the Foundation Committee

1. Proactively make Suggestions for topics and projects
2. Apply to join the Committee when vacancies are advertised
3. Work as part of a Foundation Project Team - we email out asking for volunteers to help work on our projects. This means that you can become involved in the work of the Foundation but do not have to commit to being a full Committee member.
4. Give feedback and input on the value and utility of current projects

2006 Completed Projects

Doctor Statistics - featuring China, South Korea, Taiwan, Australia undertaken by Warwick University.

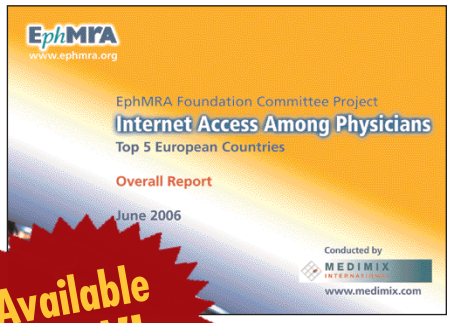
This report is almost 80 pages long and gives a huge range of information - statistics on doctor numbers as well as qualitative information on the healthcare structure.

Available on the EphMRA web site - web page 1640

Research through the Product Lifecycle - Update Complete

J. Wagster Consulting has updated the Research through the Product Lifecycle. This is a valuable tool which contains information which can support you in your daily jobs. The aim of this project was to create a web based compendium of lists of useful articles, books, websites and other reference materials so that when researchers wish to find information on say Pricing Research or Segmentation etc you can go to the Research References and web link to relevant information.

Available on the EphMRA web site - web page 1502.



Available NOW!

Internet Access Amongst Physicians

This project, undertaken by Medimix Europe, is completed and 6 reports available - an overall summary report as well as 5 individual country reports (France, Germany, Italy, Spain, UK).

Available on the EphMRA web site - page 1639

Projects Nearing Completion

1. **Doctor Statistics in Latin America** - including Argentina, Mexico, Chile, Brazil. Project awarded to Brintnall & Nicolini, Pia Nicolini

BRINTNALL & NICOLINI, INC.

2. **Doctor Statistics in India.** This report features a qualitative overview of the healthcare structure in India and comments on reasons why statistics vary across specialities as well as a comprehensive quantitative report on doctor statistics following the established structure of the existing report.

   Project Awarded to GRAM, Santosh Gupta.

Doctor Statistics in Scandinavia - Norway, Sweden, Denmark & Finland.
Project awarded to GfK Sweden.

Project Just Commissioned

This report (available in 2007) will give qualitative insight into these markets as well as the physician numbers per country.

Reminder - Completed Foundation Projects

2003
Doctor Statistics Report - conducted by Schmitow Ubeira, Spain.

2003 - 2005
What makes Market Research Useful [or not] to Product Managers - conducted by Synovate Healthcare

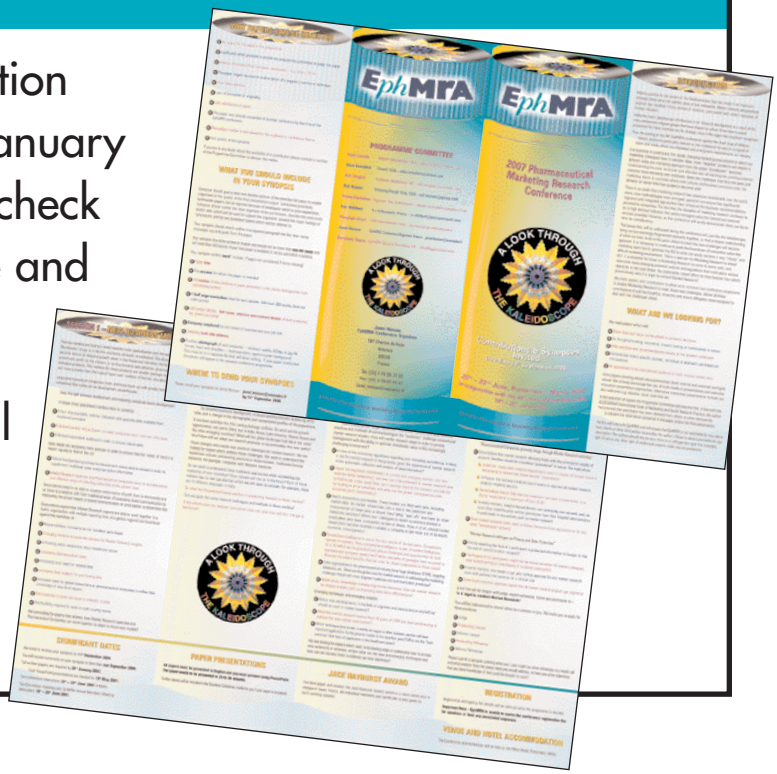
2001
Verification of the Internet as a Research Tool - conducted by P\S\L Research

2003
Assessing the Cultural Impact on How Questions are Answered: An Application of Bias Correction - Conducted by Total Research

2001
Perception and Reality in Prescribing - conducted by Warwick University, Dr Philip Stern

2007 EphMRA Conference in Malta - Programme and Registration details

Registration opens January 2007 - check web site and you will receive an email alert.



EphMRA

Interim Members Meeting and Networking Event

Bringing us together

STOP PRESS

Register on-line now - www.ephmra.org attendance is free to full and associate members.

Mark 8 February 2007 in your diaries.
Venue - Frankfurt Sheraton Hotel and Towers - Frankfurt Airport - See full event logistics

EphMRA Members Meetings

10.00 - 12.00	Full Members Meeting - Full Members only - Agenda will be circulated
10.00 - 12.00	Associate Members Meeting - Associate Members only - Agenda will be circulated by Associate Members Board

EphMRA Networking Event - see full agenda

Full and Associate Members Only

09.30 - 10.00	Networking Welcome Coffee
12.00 - 13.00	Waggle Like a Bee - Jim Lawless
13.00 - 14.00	Networking Lunch
14.00 - 16.30	Adverse Events Presentation and workshops - A path through the minefield
16.30 - 18.00	Networking Cocktail

Waggle Like a Bee - Speaker - Jim Lawless

55% of our communication is non-verbal. In a great hour of fun you can learn how to waggle too!

Think about it!

You already perform a "waggle dance" in every meeting you attend. Isn't it time you knew the steps?

Can you tell if a buyer is in the palm of your hand? What are the five signs that a senior member of staff is biting at your ideas and plans? Did you know that you can increase or decrease tension in a room without opening your mouth or leaving your chair? And of course, how can you tell when "your luck is in"?

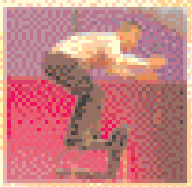
More and more people are aware that up to 55% of our communication is non-verbal. But that counts for little if you can't speak or read the language! In an hour of interactive fun and insight Jim demonstrates that we already know how to speak the language but most of it has been forgotten. Not for long!

EphMRA is proud to announce Jim Lawless as the 2007 networking event guest speaker. Jim Lawless is an inspirational business speaker and an acknowledged expert on self and team motivation plus leadership communications. His presentations are motivating and inspiring and his audiences are able to take away and use practical tools that will enhance performance. Unlike most business coaches, Jim has extensive knowledge of the pressures of peak performance from a corporate and an agency perspective.

Jim's journey into business began with several years as a City M&A lawyer in London after which, at the age of 30, Jim made the radical switch to train as an actor. He worked successfully in international television and stage productions for a number of years and became increasingly fascinated by the power of persuasive and inspiring communication in achieving success.

During this time Jim studied the relationship between communication and leadership and with his unusual combination of experience Jim was being asked to speak to and advise corporate audiences.

Eager to continue developing his theories about motivation and change, Jim recently embarked on a new and dangerous journey with a new aim in mind - to shift from being an 11 stone non-riding, overweight smoker to become a leading licensed amateur jockey - in less than 1 year!



Jim will leave you with an inspiring sense of your own capacity for achievement and change and practical hints to make your own goals highly achievable.

What previous audiences thought:

"I have worked with Jim onstage at three high profile conferences. Not only is he engaging, challenging, inspiring and very funny but he delivers a practical, compelling model for achieving results - which he has mixed his life on the racecourse to prove."

"Jim is a Stimulating and Motivating speaker of the highest order."

Interim Members Meeting and Networking Event

Full and Associate Members Meeting Agenda - 8th February 2007

09.30-10.00	Full and Associate Members Networking Welcome Coffee
10.00-12.00	Full Members Meeting
10.00-12.00	Associate Members Meeting
12.00-13.00	Full and Associate Members Networking Presentation - Waggle like a Bee - Jim Lawless - 55% of our communication is non-verbal. In a great hour of fun, you can learn how to waggle too!
13.00-14.00	Full and Associate Members Networking Lunch
14.00-14.30	Full and Associate Members Meeting - A path through the minefield! - Presentation by Adverse Events Working Group
14.30-15.45	Adverse Events Workshops - Four groups running in parallel
15.45-16.00	Feedback from Workshops
16.00-16.30	Summary of the issues emerging - 'Take-Away messages' - next steps
16.30-18.00	Full and Associate Members Networking Cocktail

Associate Members

From the EphMRA Board

The EphMRA Board (Executive) and the Associate Members Board (AMB) have recently been engaged in open and productive discussions about the role of Associate Members within EphMRA.

In a recent telecall with the AMB the EphMRA President Anne Loiselle, Abbott Laboratories along with the entire Board emphasised that EphMRA is committed to offering Associate Members an opportunity for playing a full role within EphMRA on a collaborative basis. The areas where AMs want to have a voice and have more influence should be discussed and then solutions outlined and assessed. The EphMRA Board also needs more opportunity to discuss these issues with the aim being to have a productive relationship with AMs.

Following on from this, the AMB was invited to attend an Executive Committee meeting which will take place on Wednesday 7 February 2007 in Frankfurt - the day before the IMM (8 February).

During this February meeting the Board hopes to discuss in detail the AMB ideas about where the AMs would bring incremental value to EphMRA with further active participation to benefit the organisation. An open and collaborative discussion is envisaged and the Board looks forward tomeeting the AMB then.

Communication and update to all AM's from the AMB (Associate Members Board)

The AMB thought that the AM's might like to read a brief update of what our involvement is with respect to EphMRA committees and working groups, and how we contribute.

The Committees and Working Groups where Full and Associate Members can get involved together, irrespective of whether they are full service, fieldwork or syndicated service providers are as follows:

1. PRM&T Committee (Primary Research Methods & Training). This Committee has recently established a Training Review Working Party to identify training courses focused on business issues that meet the needs and capture the enthusiasm of Pharma researchers in both agencies and companies.
2. Conference Programme Committee which shapes the format and content of the annual meeting.
3. Foundation Committee which initiates new and original projects
4. Adverse Events Working Party which is an example of excellent collaboration between the Full and Associate members, and which is working diligently to address many issues of profound import to all parties.

Other Committees also have roles for Associate Members (eg Database & Systems, Treatment Information Committee, NFC) with the remit of these Committees being more specialised.

The AMB believes it is especially important for AMs to show involvement and support for EphMRA, and to be involved as much as possible in a wide variety of areas of the organisation. To this end we are looking forward to meeting with the EphMRA Board in February and outlining our ideas as to how the AM's greater involvement would benefit all parties and improve the organisation as it moves forward through the next decade.

We hope that many of you will make the effort to attend the IMM - Interim Members Meeting on February 8th in Frankfurt. The EphMRA Board are certainly interested in looking for ideas that will bring more engagement from the AM's.

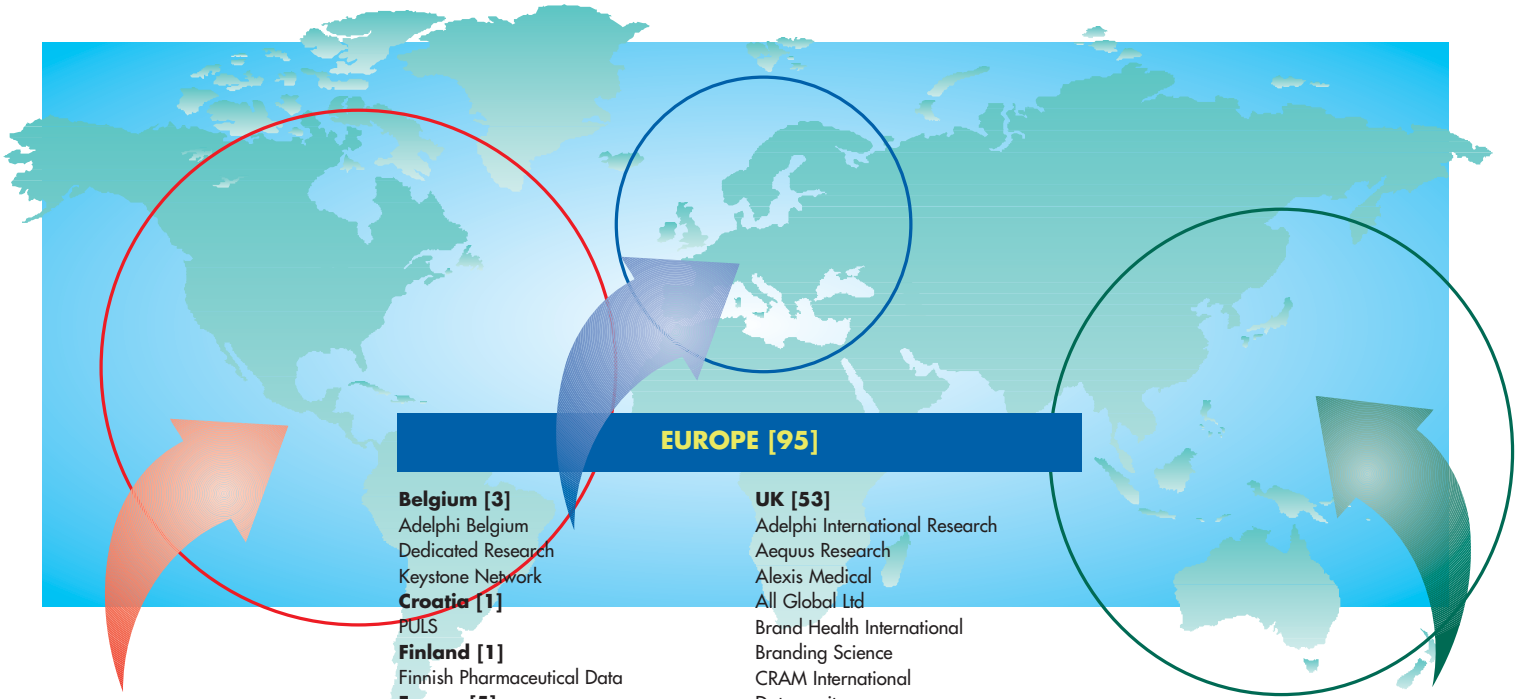
You will all have seen the presentation sent out to the Board, for their deliberation regarding a greater role for the AM's, and this was discussed with them at a TC on October 7th. This discussion has led to an invitation to the AMB to attend the next Board meeting and to present our views on where we would bring value to EphMRA and how our active participation would benefit the organisation - which is a great opportunity.

Please contact the AMB (via wphillips@doublehelixdevelopment.co.uk) with any further views you may have about the above, or if you would like to volunteer to assist with our next steps.

113 Associate Members

New members in 2006-07 in red

www.ephmra.org



AMERICAs [12]

Canada [1]
East to West Medical Market Research
USA [9]
Back Bay Strategies
Brintnall & Nicolini
dtw Marketing Research
Facta Research Inc
GfK V2
Pennside Partners
Research Technologies
SynergyLines
ZS Associates
Mexico [1]
Knobloch Information Group
Brazil [1]
Market Analysis Brasil

EUROPE [95]

Belgium [3]
Adelphi Belgium
Dedicated Research
Keystone Network
Croatia [1]
PULS
Finland [1]
Finnish Pharmaceutical Data
France [5]
A+A Healthcare Marketing Research
Cegedim strategic data
ConsuMed
Genactis
TNS
Germany [12]
AnswerS Pharmaceutical Marketing Research
Bever Medizin Marktforschung
Concentra
DocCheck
Eumara AG
GfK HealthCare
Leyhausen International Services
Link Institut
Maritz Research
Perleberg Pharma Partner
Produkt & Markt
Psyma international medical marketing research
Greece [2]
Medi Mark
Pavlopoulou Group
Italy [6]
Adacta International
ALES market research
Medi Pragma
Meta Research
Monitor Team
SGR International
Spain [4]
Amber Marketing Research & Consulting
Block de Ideas
MG Business Solutions
Nueva Investigacion
Sweden [2]
GfK Sweden
QQFS
Switzerland [2]
Research Matters
rxmark
The Netherlands [4]
Blueprint Partnership
Farminform
Jan Schipper Compagnie
SKIM Analytical
UK [53]
Adelphi International Research
Aequus Research
Alexis Medical
All Global Ltd
Brand Health International
Branding Science
CRAM International
Datamonitor
Double Helix Development
English International
EQ Healthcare
Essense Health
EvaluatePharma Ltd
Fast Forward Research
Fieldwork International
Fiori Nash
FocusVision Europe
GfK
Gillian Kenny Associates
GO
HI Europe
ICM Research
IMS
Informed Insight
Insight International
J.Wagster Consulting
Lifescience Dynamics
Marketing Sciences
Marketing Solutions International
Medefield
Medicys
Medimix Europe
MMR International
Pope Woodhead & Associates
P\S\L Research Europe
The Planning Shop International
Praxis Research & Consulting
Research International
The Research Partnership
Ripple Research
Ronin Corp
Sharpstream Lifesciences
Silver Fern Research International
Stethos International
Synovate Healthcare
The Patient Connections
Themis
Time Research
TNS
Wood Mackenzie
Zaicom Research Plus
Ziment
ZS Associates

AUSTRALIA/ASIA [6]

Australia [1]
Jigsaw Healthcare
China [1]
Sinotrust Marketing Research & Consulting
India [1]
RNB Group
Japan [3]
AC Nielsen
SSRI
TM Marketing

PEOPLE NEWS

Kitcha Ingudomnoogoon

Synovate Healthcare has appointed Kitcha Ingudomnoogoon to spearhead the creation of a dedicated research team in Thailand. Kitcha brings extensive experience in research and business consulting.

MEDI-PRAGMA

Germana Labate has joined Medi Pragma. She is 29, has an English Language and Literature degree and is expert translator. Germana joined Medi Pragma after working for 2 years for the Vatican Cultural Organisation.

Sam Hamilton-Stent

Insight Associates, part of Insight Research Group, has promoted Samantha Hamilton-Stent to the post of Research Director. Samantha has broad experience in healthcare marketing research, focusing in particular on sales force effectiveness and sales campaign evaluation research. Samantha joined Insight in 2001.

Branding Science

Branding Science appoints Matthew Newmans as Research Director. He was formerly Account Director at Insight Research Group and his experience spans eight years working in pharmaceutical and consumer market research.

Gunther Meert has been appointed Associate Research Director and he has more than ten years qualitative and quantitative pharmaceutical market research experience to the company. He also holds a BA Hons in Corporate Communication and an MA in International Business.

Thomas Burdick

Thomas Burdick has been appointed Field Director in the new US office of Fieldwork International.

Interested in submitting copy for the News?

If you would like to submit copy for possible publication in this Newsletter then contact EphMRA at MrsBRogers@aol.com. Guidelines for articles and copy are available. EphMRA reserves the right to edit/adjust any material submitted.

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

COMPANY NEWS

Fieldwork International has launched an office in France to offer a service to both domestic and international clients.

SERVICES NEWS

FocusVision Worldwide announces the creation of the first European Viewing Facilities Directory. The directory profiles viewing facilities in the five biggest European markets: UK, Germany, France, Italy, and Spain. There are two hundred and eighty nine facilities profiled in the directory; seventy one are members of FocusVision's global facility network.

Synovate Healthcare's portfolio of syndicated services now includes the Japanese Rheumatoid Arthritis Monitor, the European, Canadian and US Ankylosing Spondylitis Monitors, the European and US Psoriatic Arthritis Monitors and the European Hepatitis C Monitor.

CONTACT US By phone, fax or email...

Bernadette Rogers, Minden House, 351 Mottram Road, Stalybridge, Cheshire SK15 2SS, UK. Tel: +44 161 304 8262 Fax: +44 161 304 8104
E-mail: MrsBRogers@aol.com Visit the EphMRA web site at http://www.ephmra.org