

Conference **NEWS**

Issue: June 2006



Welcome to Athens

Here are some of the many events taking place in Athens - Do Join Us!

EphMRA AGM

Wednesday 21 June - hear what the Association has achieved over the past year, reports and updates from the Committees

Committee Poster Session

Opens on Tuesday 20 June in the coffee areas
- read in more detail the topics committees have been addressing on behalf of the members

PRM&T Masterclass - Presenting Market Research - From Data to Storyline

- Tuesday 20 June

PRM&T Masterclass NLP - Applications in Market Research

- Tuesday 20 June

EphMRA Welcome Reception

7pm - Tuesday 20 June
- Network and meet colleagues

Facts & Figures about the Newsletter publication

Deadline for Advertising in the Post Conference News issue is July 14th 2006 (see page 3 inside).

François Feig
Merck KGaA
Vice President - Head of Portfolio
Integration & Commercial Services,
Pharma Ethicals
EphMRA President 05 - 06
francois.feig@merck.de



Agency Fair

Wednesday 21 June at 12.40pm.
- make time to visit the Exhibitors and learn about new services and meet suppliers

IMS Health Gala Greek Evening

Wednesday 21 June - 8.30pm onwards
- a memorable evening to relax and unwind (cocktail at 7.30pm)

Keynote Speaker - Prof David Foot - The World of Demographics and the Demographics of the World? A Pharmaceutical Opportunity?

Thursday 22 June - 9.05am
- a stimulating start to the conference with food for thought

Breakout Session - Reporting Adverse Events and Market Research

Thursday 22 June
- contribute to the debate on this important topic

Breakout Session - Is Procurement Jeopardising the relationship between Market Researcher and the Agency?

Thursday 22 June
- listen to speakers from a pharma company

See you at the Intercontinental Hotel in Athens!

Ethnographic Research: Getting Closer to Healthcare

Last issue I talked about Ethnographic research as a mechanism for adding further insight into the research process, particularly in the earlier phases of market development and brand development research.

I looked at how the variety of different approaches that fall under the ethnographic banner offer to add insight by getting closer to the real life experience of people in their everyday lives.

Ethnography differs from most other market research forms in the absence of a pre-meditated agenda; there is no questionnaire or discussion guide to impose a hierarchy of order or significance. Letting patients talk about their conditions and experiences is to give voice to the patient, to allow them to express in their own language what their issues are. Letting Doctors talk about their lives and their daily jobs is also to grasp their 'bigger picture' in which there is only limited room and time available to understand the complexities of the latest pharmaceutical innovation.

Letting Doctors and Patients speak in their own voice is clearly desirable if this tells us more than we knew before, if it generates deeper insight. However, from some perspectives it leaves us with some serious challenges.

Most obviously the challenges are analytic:

- If we are capturing the patients' true voice by allowing them to set their own agenda, how can we compare one of these voices with another?
- This basic analytic conundrum becomes dramatically multiplied in an international setting, when our authentic voices are speaking different languages

There are two ways of addressing this analytic challenge:

- One is to accept the difficulty and work as best we can with the analytic problem.
- The other is to say that the 'problem' does not exist, or more reasonably it is not so much of an issue here as it is elsewhere.

Working with the difficulty of analysing ethnographic work is in truth simply an extension of, and magnification of, issues confronted in all qualitative research. Comparability between different qualitative interviews is always relative rather than absolute, this is always something that qualitative research has to address and the more truly 'qualitative' the approach the greater will be the problem. There are however, ways of managing this:

- One way is to revert to use of some of the time honoured techniques of the ethnographer. For example, the 'field notes' book for capturing observations and key thoughts as these arise or are witnessed is a vital 'tool'. Dramatically simple, this nevertheless does capture a record of things happening and leads us away from too heavy a reliance on the verbatim response to questions as the source of all wisdom.

- Working on cross cultural studies teams of ethnographic researchers can share their observations and insights. Here the most dangerous trap is to try to seek an agreement and accommodation between different researchers working in different cultures. It is far more reasonable and productive to seek a pooling of insights without insisting that we should be able to compare and contrast these.
- The key here is to demand that ethnographic work should generate insights, not measure these. This is where ethnography fits with other research forms. If there is a need to test hypotheses developed then this is the province of other approaches.

In part the response to the analytic challenges posed against ethnographic approaches is to reject the legitimacy of the challenge. If we seek some form of precise analytic comparability then we are trying to apply an analytic straight-jacket that does not fit and is unnecessary. The point about ethnographic approaches is that they are different and have to be judged differently.

What ethnography and observation can do well is provide us with insight: allowing us to see things that we had not seen before or see them in ways that we had not seen before. Important insights that we have seen recently have focussed around the patients' experience of illness and particularly chronic illness; from dealing with learning difficulties to living with Multiple Sclerosis, from living with chronic pain to depression.

We have seen that for many chronically ill patients some of the most damaging aspects of illness are not physical, they are about emotional and psychological stress. By listening to chronically ill people talk about themselves in their own vocabulary we hear that many of them use language and descriptions indicating alienation from their physical self. They talk about their own bodies as if these were separate entities from themselves.

If we listen to their accounts or witness their everyday lives we also have a glimpse into the experience of exclusion. The real agony of chronic illness is that patients feel distress at no longer being engaged with the mainstream of life. Time and time again we hear patients declare that 'no-one understands'. What we are hearing and seeing here is real evidence that as social animals the desire for mutual empathy, understanding and connection is a profound driver perhaps as fundamental as the drive for food or sex. What we hear and see with the chronically ill is the psychological and emotional pain of social starvation.

These insights do not arise from a systematic analysis of content, they do not arise from putting things in their qualitative boxes. They arise from an immersion in the lives of patients. They arise from listening to that true patient voice without interrogating it or directing it. They arise from the realisation that can come from immersion.

Jon Chandler
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Visit the 2006 EphMRA Poster Session



Ask Questions
Find out how you can help!

Come and see the work of the Committees and Working Groups

Facts & Figures about the Newsletter publication

Deadline for Advertising in the Post Conference News issue is July 14th 2006
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).

CONTACT US

By phone, fax or email...

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Telephone: +44 161 304 8262 • Fax: +44 161 304 8104

E-mail: MrsBRogers@aol.com

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

Report on the Interim Members Meeting - 2006

Once again the Sheraton Hotel at Brussels Airport hosted the second Interim Members Meeting on 8th February 2006. Overall around 55 people attended on the day which made for an excellent ratio for the meetings and Networking event.

As in 2005, the aim of the day was to have both a Members meeting (for Full and Associates) and to combine this with a Networking event so that exchanges with new and familiar contacts could be forged. The successful formula initiated in 2005 was developed and refined for this year's event and Full and Associate members met in separate forums in the morning for discussions on topics of relevance to each group. These meetings were productive and wide ranging, focussing on the issues important to each member type.

The newly formed Associate Members Board led the Associates' meeting and François Feig, EphMRA President co-ordinated the Full Members meeting.

The overall value of these individual Members meetings were rated highly (score 4.1)* and the range of topics covered in each meeting was appreciated (score 4.2)*.

The Members meetings were stimulating and insightful, with the exchange of thoughts and ideas particularly welcomed. The mix of those attending was highly valued by both Full (4.3)* and Associate members (3.9)*.



The Full Members also had a presentation from David Trower, Chief Privacy Officer from IMS Health entitled 'EU Privacy – ethical and legal aspects for pharmaceutical marketing research'. David covered a number of hot topics with regards to data privacy in relation to market research data collection and data 'ownership' in the planning stages of a project and this proved to be an interesting topic to members (score 3.5)*.



Richard's presentation was very interesting to all those attending (score 4.6)* and certainly gave all attending much to think about with regards to management styles and concerns in the workplace. The quality of this presentation was highly rated (score 4.5)*.

After a networking coffee with Associate Members, all attended a most invigorating and dynamic talk by Richard Denny entitled 'Leadership and Teamwork – motivate, communicate, succeed and inspire'. It was an uplifting and motivating talk from a gifted and humorous presenter.

Richard Denny
scores 4.5 out of 5
for presentation
quality

* - a scale was used throughout the evaluation questionnaire. 1=low score/poor, 5=high score/very good.

Overall thoughts on the Event:

For networking, the Full members particularly welcomed the event (4.1) along with the Associate members (3.7), and overall prior expectations of the event were fulfilled amongst those attending (4.0).

In conclusion the second Interim Members Meeting received enthusiastic feedback from all parties and the evaluations showed the event was well received and enjoyed by all.

Photo Round-up



Online Members Survey 2006

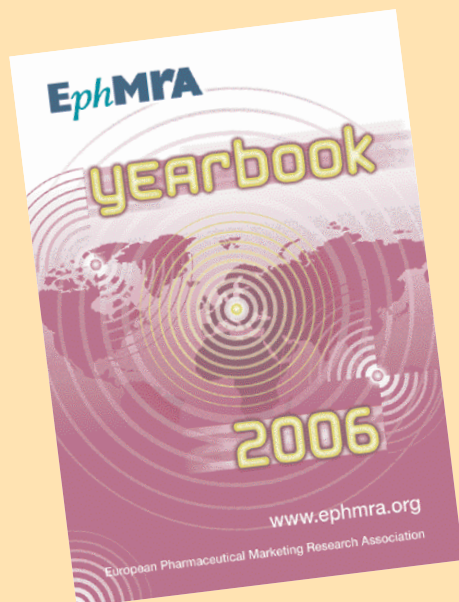
EphMRA has been undertaking in May and June, the 2006 web-based survey with the Full and Associate members in order to assess views on EphMRA, its mission and priorities, and to identify new expectations and priorities vis-a-vis the committees.

Informed Insight were commissioned with the project following a review of proposals received.



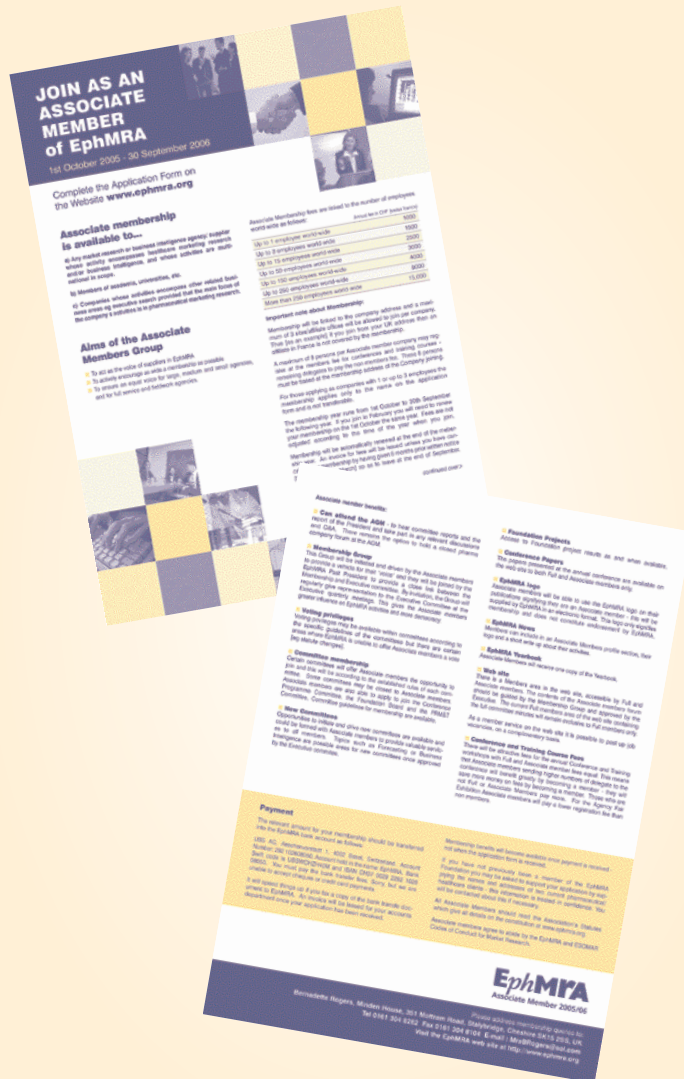
Top line results are being presented at the conference and full results will be available later on in the year.

Yearbook 2006



The EphMRA Yearbook will be mailed out after the conference this year. Full and Associate Members can have up to 5 free copies per company.

Join as an Associate Member 2006 - 07



The new Associate Membership brochure will be mailed in September 2006. The current membership year ends on 30th September and you automatically have your membership renewed with the new invoice being sent out in October 2006.

The EphMRA Award for Contribution to Pharmaceutical Marketing Research

Winner to be announced – Thursday 22nd June in Athens

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.

Previous Winners and Runners Up:

Year	Winner	Runner-Up
2005	Colin Maitland, Synovate Healthcare	Hans-Christer Kahre, AstraZeneca
2004	Isidoro Rossi, Novartis Pharma	Dick Beasley
2003	Janet Henson and Bernadette Rogers	Dick Beasley
2002	Allan Bowditch from Martin Hamblin GfK Inc	Rainer Breitfeld
2001	Panos Kontzalis from Novartis	Allan Bowditch from Martin Hamblin GfK

The 2006 Nominations are:

Database & Systems Committee

Françoise Forissier IMS Health
Barbara Ifflaender Altana Pharma
Hans-Christer Kahre AstraZeneca
Marianne Schiller Schering AG
Gilles Pajot IMS Health

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

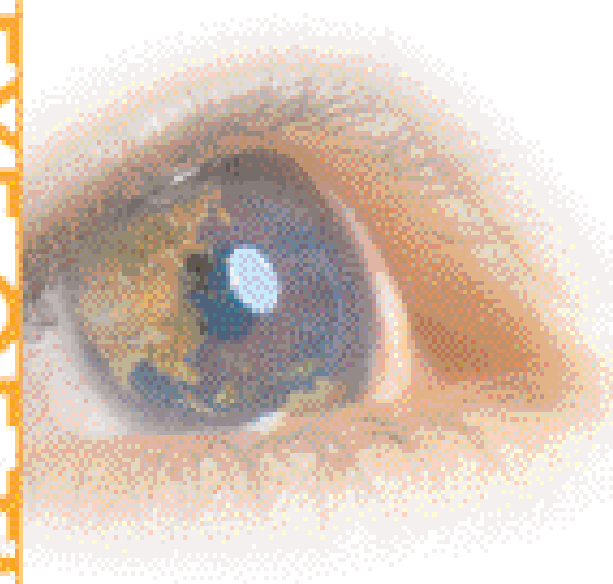
Examples of such a contribution are:

- 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 a token memento.



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Post Conference News 2006

The Post Conference News will be mailed out at the end of September 2006. 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 14th 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

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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



European Pharmaceutical Marketing Research Association
www.ephmra.org

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.

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Update on PRM&T activities

Janet Henson – Committee Chair – janet.henson@wanadoo.fr



VACANCY

We have a vacancy for both an EphMRA Full and Associate Member to join the committee – if you are interested please contact Janet Henson

Training Courses – Evolution of the PRM&T Committee

The PRMT committee historically organised a yearly PRMT Spring Annual workshop, featuring a new theme each year. This initiative was started in the 1980's and continues today.

In 2000 EphMRA launched a full training programme in response to member demand, since then EphMRA has continued to augment its range of courses and workshops. Over 400 delegates have attended our courses and workshops since 2000, from 95 different companies and all over the world.

How do delegates rate our courses and workshops?

EphMRA evaluates all courses and workshops and the valuable feedback is analysed by the PRMT committee. We actively incorporate feedback in future courses. Overall we are proud of the positive feedback and ratings. Here are some highlights:-

Basic Level Courses

Introduction to Pharmaceutical Marketing Research – our first course ran in November 2000, we have repeated the course 5 times.

Overall Views – Scale 1 = low score 5 = high score

	Nov 2000 Base 25	Mar 2001 Base 24	Feb 2002 Base 10	Nov 2003 Base 12	Jan/Feb 2006 Base 21
Quality of Speakers	4.1	4.1	3.8	4.0	4.1
Value to me in my job	3.9	3.8	3.5	3.9	3.4
Value for money	3.8	3.6	2.9	3.8	3.4
Choice of Brussels	3.9	3.8	4.1	4.2	4.1
Choice of hotel	3.8	3.8	4.1	4.2	3.9
Organisation	4.3	4.3	4.4	4.4	4.4
To what extent would you recommend	3.8	4.0	3.0	3.9	3.7
Range of subjects covered	4.3	3.9	3.2	3.9	3.8

Pre Conference Workshops

In 1999 we introduced for the first time pre-conference workshops, which are normally pitched at an intermediate level, for the first time in 2005 we launched the Masterclass series of advanced courses for highly experienced market researchers:-

Overall Views – Scale 1 = low score 5 = high score

	2001 Portfolio Base 15	2000 Internet Base 23
Interest in the subject presented	4.1	4.5
Relevance to my job	3.9	4.1
Overall value to me	3.6	4.0
Overall structure of the workshop	3.3	3.8
Overall organisation	4.0	4.3

Intermediate Level Courses

Positive feedback is also received for our intermediate courses.

Overall Views – Scale 1 = low score 5 = high score

	Forecasting Jan 2002 Base 15	Conjoint Nov 2001 Base 21	Research Toolbox Nov 2002 Base 27	Desk Research Nov 2003 Base 16	Research Toolbox Oct 2004 Base 8	Segmen- tation Mar 2005 Base 9	Desk Research Feb 2006 Base 10	Role of MR in Pharma Forecasting April 2006 Base 18
Quality of the Speakers	4.3	4.1	3.8	3.8	4.3	4.4	3.9	4.5
Range of subjects covered	3.6	3.8	4.0	3.9	4.5	4.2	4.1	4.1
Value to me in my job	3.6	3.6	3.8	3.8	4.3	4.4	4.0	4.0
Value for money	3.6	3.6	3.8	3.8	4.1	4.1	3.9	3.9
Choice of city	4.3	3.8	4.2	4.1	4.1	4.2	3.8	4.1
Choice of hotel	4.3	3.9	4.0	4.0	4.1	4.3	3.8	4.4
Overall organisation	4.6	4.5	4.5	4.3	4.4	4.8	4.2	4.7
Overall structure of workshop	3.5	4.0	3.8	3.9	4.1	4.2	3.7	4.3
To what extent would you recommend	3.5	3.9	4.0	3.8	4.4	4.2	3.9	4.3

Intermediate Level Courses – Positioning – Getting it Right

This is the most popular intermediate course, repeated 4 times and incorporating branding for the first time in 2005.

Overall Views – Scale 1 = low score 5 = high score

	Positioning Oct 2001	Positioning June 2002	Positioning February 2004	Positioning & Branding Nov 2005
Interest in the subject presented	4.8	4.5	N/A	N/A
Quality of the lectures	4.7	4.1	4.3	4.1
Relevance to my job	4.7	4.3	3.8	N/A
Overall value to me	4.6	4.1	3.7	4.3
Overall organisation	4.6	4.3	4.5	4.5

2001 Internet Base 28	2002 Internet Base 12	2002 Segmentation Base 13	2003 Value & Pricing Base 14	2003 Brand Equity Management Base 18	2004 Internet Base 16	2004 Licensing Base 15	2005 Semiotics Base 20	2005 Conjoint Base 10
4.4	4.2	4.4	4.0	4.6	3.9	4.3	4.5	4.5
4.0	3.8	4.1	4.0	4.0	3.7	3.4	3.4	4.3
4.0	4.2	3.8	3.9	3.7	3.5	3.5	3.7	4.3
4.1	3.9	4.1	3.7	3.9	3.9	3.6	4.0	3.7
4.3	4.1	4.2	3.9	4.0	4.1	4.0	4.4	4.5

DIARY DATES

The Research Toolbox - Intermediate Course - Module Three

See the website for full details.

**Sheraton Brussels Hotel
and Towers – Belgium
November 28 – 30 2006**



**EARLY BIRD deadline ends
1st September 2006**

Course Aim

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.

Delegates will leave the course 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

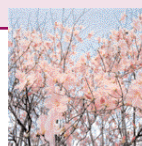
Who should register for the Course?

Researchers who have either attended the Introduction to Pharmaceutical Marketing Research Course, or who have over 1 year's market research experience.

Venue

The course will take place at the Sheraton Brussels Hotel and Towers: - 3 Place Rogier, B-1210 Brussels, Belgium.

COURSE IN THE PLANNING STAGE



PRMT Spring Workshop 2007 - Spring 2007

Details to follow see EphMRA
website for updates



Introduction to International Pharmaceutical Marketing Research

**Next Course March 2007. See EphMRA website for
update on exact date & venue**

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 session 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.

PUBLICATIONS

The three PRMT publications – **Research Through the Lifecycle**, **Managing a Research Project** and the **Lexicon** are available. If you need copies please contact Janet Henson or Bernadette Rogers. If you have any comments on these publications which would help our updating please let us know.

Managing a Research Project

Introduction

This guide has been 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.

This document was prepared by the PRM&T Committee, who have updated and expanded an earlier document, prepared by Kevin Mahoney on behalf of EphMRA, which was substantially revised by the PRM&T Committee with the assistance of Martin Hamblin GfK and Taylor Nelson Sofres Healthcare, in 2002.

In 2005 the document has been updated and revised with the assistance of Aequus Research and Brand Health International.

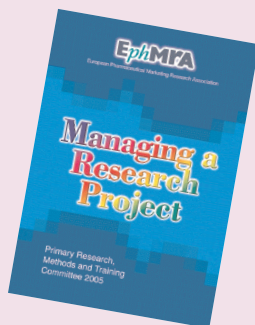
Pharmaceutical companies are always facing new situations. The competitive business environment in which they operate is constantly changing. Companies develop new products and new promotional strategies. Prescribers and users respond to changes in the economic, social and legislative systems by changing their product use patterns. New organisations, affiliations and initiatives are continually being born.

All these provoke management to ask questions about:

“Who...?” “Which...?” “How...?” “Why...?” “When...?”

The questions frequently pass across the desks of market researchers and you, as a marketing researcher, are expected to have specialised knowledge about acquiring the information required by your management. Our aim in developing this guide is to help you to improve the quality of the research you do, avoiding the common pitfalls that lie between taking a brief from your in-house client and reporting the results of your research.

Section I Defining Information Needs covers the process of defining exactly what you need to find out, by when, and by what means. This helps you define the best process, its cost and the reliability of the information. It also helps you to decide whether you need to use a market research agency and what they can do for you.



Section II Choosing and Briefing an Agency covers the process of selecting an agency, and the many considerations involved in arriving at a decision about which agency to use. In this section you will find an invaluable checklist to be used every time you prepare a market research brief.

Section III Working with an Agency addresses the development of a professional working relationship with a chosen agency to ensure that a market research project progresses smoothly.

Finally, in **Section IV, Reporting the Results**, we present a series of points you should consider in deciding how to make the information available to your in-house clients. Remember - information only has value by being acted upon, so effective communication to your in-house clients is vital.

Research through the Product Lifecycle

Introduction

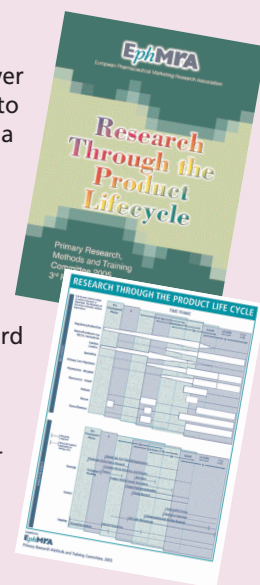
This guide has been designed to cover the Product Life Cycle. It is not meant to be a fully comprehensive manual, but a general guide.

The original guide was produced in 1996. In 2002 and in 2005 the PRM&T committee updated the document, with the assistance of Taylor Nelson Sofres (2002), IMS, Fast Forward Research and Psyma International Medical (2005)

The wall chart is designed to be a practical 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 gap conducted during the life cycle of a prescription pharmaceutical product. We do not suggest that every influencer and marketing research approach needs to be contacted/conducted for every situation.

The wall chart only shows influencers and marketing research up to one-year post launch; however, it should be assumed that similar post launch issues apply throughout the full product life cycle, although to a greater or lesser extent. Soon after launch, close monitoring is called for. Later in the product's life cycle the research pro-gramme will depend on, for example, whether the product is to be relaunched, repositioned etc.

This document provides more information and attempts to clarify some of the issues involved. Within the document a summary table shows what type of marketing research could be conducted using the different groups of influencers as a sample at each stage in the product's life cycle.



continued on page 16

Guide to the **EphMRA** website

Join EphMRA

- Click on here to see what is about how to join as a full or Associate Member
- Also here is a full list of the full and Associate Members
- EpMRA Services - list of the Services

About us

- Executive Committee - who is in the Executive
- Officers and Agents - Click about being on the Executive Committee
- Committee Board - a list of all officers

Recruitment

- Find up a vacancy

EphMRA Committees

- The Executive Committee
- AGC - Agricultural Classification
- Medical Data Committee
- Animals and Welfare Committee
- New Farm Cuts Committee
- Market Intelligence Committee
- PMEST Committee

Training Workshops

- Dates of all the current training courses planned



Publications

- Epi-ETRA Epidemiological Monitoring Research - Guide of Content
- Synthesis - EPHG Internal Research Conference
- Guidance
- Epi-ETRA Newsletter
- Epi-ETRA Newsletter 2005
- Publications available in full and Abstracts databases
- Press & Publications

Annual Conferences

- Register here for the 2006 Conference: Truths, Myths and the Future 2006
- Also details about previous conferences

The Research Toolbox November 2006

- Register on line

Calendar of Events

- List of upcoming Conferences meetings and Epi-ETRA events



Foundation

- The Board - Epi-ETRA Ltd
- Foundation Projects - Projects funded
- Foundation Projects - Privately funded
- Applications for the Foundation

IFPC Classification

- Includes the 2005 IFPC

Anatomical Classification

- Includes the 2005 AIC

Training

Drop Zone

- Publications covering the first three years' Training Course

www.ephmra.org

Lexicon

The Lexicon is a pocket guide to pharmaceutical marketing research terms and definitions.

HOW YOU CAN BECOME INVOLVED IN THE PRM&T COMMITTEE WITHOUT BEING A MEMBER



There are many 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
- Course and workshop convenors is another way to become involved
- We regularly update and extend our publications – contributors are always welcome

If you are interested in any of the above, or other ways to become involved please see visit the PRM&T poster session at the EphMRA Conference, or speak to any PRM&T member.

PRM&T & The Foundation Board

The PRM&T and the Foundation Board have a permanent link via the representation of a PRM&T committee member on the Foundation Board. We work closely together and work together on some projects and always obtain feedback for each others projects.

PRM&T Committee Member Profiles



Steve Burrows – Senior Insights Manager – Novartis Pharma AG. Joined in September 2005.

Convenor of: - Using and Understanding Desk Research in 2006 and also assisted with the PRMT 2006 survey.



Bob Douglas – Managing Director – Synovate Healthcare, Europe and Asia Pacific. Joined in June 1999.

Convenor of: The Research Toolbox, Harnessing the Potential of the Internet, The Online Research Revolution, Internet Research, Pushing the Boundaries, How Internet Research has Changed our Lives, and Brand Equity Management. Bob also presents at the Introduction to Pharmaceutical Marketing Research, The Research Toolbox, Brand Equity Management and many of the Internet workshops. Bob was also a previous member of the working party to update Research Through the Product Lifecycle. Bob also assisted with the PRMT 2006 survey.



Kurt Ebert – Market Research Manager – F. Hoffmann – La Roche Ltd. Joined in June 2002.

Convenor of: Brand Equity Management, Gaining understanding and Insight with Conjoint and Discrete Choice Models. Kurt is also a speaker at Introduction to Pharmaceutical Marketing Research.



Ruth Evans – Vice President Client Services Europe – IMS Health. Joined in June 2002.

Convenor of: Introduction to Pharmaceutical Marketing Research, Evaluating Licensing Opportunities, Global Significance of Customer Satisfaction. Working Party Member for the update of Research through the Product Lifecycle. Ruth is also a speaker at the Introduction to Pharmaceutical Marketing Research. Ruth was a member of the working party for the Foundation Doctors Statistics project and also assisted with the PRMT 2006 survey.



Carolyn Fenwick – Business Analyst – AstraZeneca. Joined in March 2002.

Convenor of: Segmentation – How to Target and Promote to the Customer Effectively, The Research Toolbox, NLP and How Internet Research has Changed our Lives. Carolyn is also a presenter at the Segmentation – How to Target and Promote to the Customer Effectively and The Research Toolbox. Carolyn also assisted with the PRMT 2006 survey.



Werner Gorath – Group Manager – Altana Pharma. Joined in September 2003.

Convenor of: Role of Marketing Research In Pharmaceutical Forecasting and Global Significance of Customer Satisfaction.



Semra Grundy – Director – Global Marketing Information – Allergan, Europe & Africa Middle East Region. Joined in March 2002.

Convenor of: Developing and Evolving Brand Workshop and Using and Understanding Desk Research Course and also assisted with the PRMT 2006 survey.



Stephen Grundy – Director – Marketing Sciences Ltd. Joined in March 2002.

Convenor of: Positioning and Branding Getting it Right, Forecasting, Segmentation – How to Target and Promote to the Customer Effectively, Gaining Understanding & Insight with Conjoint and Discrete Choice Models, Value and Pricing: A Continuous Challenge, Developing and Evolving the Brand, Evaluating Licensing Opportunities, and How can Market Research help in Effective Portfolio Planning. Steve also presents at the Introduction to Pharmaceutical Marketing Research, Segmentation Course, Conjoint, Forecasting and Developing the Brand, Evaluating Licensing Opportunities, The Research Toolbox and Value and Pricing.



Janet Henson – PRM&T Chair. Appointed by EphMRA in June 2001.

Janet is a previous President of EphMRA, and previous Executive Committee Member. She also chaired the former MIDAS committee and served on the Classification Committee, Medical Data Committee and Former Members Council. Janet has over 20 years International Pharmaceutical Market Research experience gained in Pharma companies and Agencies.



Jeremy Lonsdale – Director – Aequus Research. Joined in June 2002.

Convenor of: Global Significance of Customer Satisfaction and Brand Equity Management. Jeremy also serves as the PRMT representative on the Foundation board. Working Party Member for the update of How to Run a Research Project and also assisted with the PRMT 2006 survey.



Baerbel Matiaske – Business Development Manager - GfK Global HealthCare Germany. Joined in June 1999.

Convenor of: Four Introduction to Pharmaceutical Marketing Research Courses, How Internet Research has changed our lives and Positioning and Branding – Getting it Right. Baerbel also presents at the Introduction to Pharmaceutical Marketing Research Course, Segmentation – How to Target and Promote to the Customer Effectively, Internet workshops and The Research Toolbox.



Paris Panayiotopoulos – Global Director of Business Intelligence - Serono. Joined in December 2005.

Convenor of: Introduction to Pharmaceutical Marketing Research, co-organiser of PRMT 2006 survey.



Dorothy Parker – Managing Director – Fast Forward Research. Joined in September 2003.

Convenor of: The Research Toolbox, NLP and Segmentation – How to Target and Promote to the Customer Effectively. Dorothy also presents at the Toolbox and Segmentation Courses. She was also a working Party Member for the update of Research through the Product Lifecycle. Dorothy also assisted with the PRMT 2006 survey.



Xander Raymakers – Associate Director Market Intelligence - NV Organon. Joined in June 2002.

Convenor of: Introduction to Pharmaceutical Marketing Research, Evaluating Licensing Opportunities, Positioning and Branding – Getting it Right and Masterclass – Beyond the Norm – Advanced Qualitative Research Techniques. Xander also presents at the Introduction to Pharmaceutical Marketing Research Course, Using and Understanding Desk Research course and Evaluating Licensing Opportunities Workshop and also assisted with the PRMT 2006 survey.



Alexander Rummel – Managing Director – Psyma International Medical Marketing Research. Joined in October 2004.

Convenor of: Role of Marketing Research in Pharmaceutical Forecasting, and convenor of Gaining understanding and Insight with Conjoint and Discrete Choice Models. Working Party Member for the update of Research through the Product Lifecycle and also assisted with the PRMT 2006 survey.



Peter Winters – Managing Director – Brand Health International. Joined in June 2003.

Convenor of: Using and Understanding Desk Research Course, Positioning and Branding – Getting it Right, Masterclass – Beyond the Norm – Advanced Qualitative Research Techniques. Peter also was the previous PRM&T representative on the Foundation Board. Peter was a member of the working party for the Foundation Doctors Statistics project and lead author of the foundation project 2001, Verification of the Internet as a Research Tool. Peter is a co-organiser of PRMT 2006 survey.

EphMRA Training Courses - Delegates

Basic Introduction to Pharmaceutical Marketing Research - February 2006, Brussels



Sarah Allan
Fast Forward Research



Anette Harbo
Novo Nordisk



Guy Nuyts
Johnson & Johnson



Gabrielle Benjamin
F.Hoffmann-La Roche



Martin Heidecker
Solvay Pharmaceuticals



Ravi Rauniyar
Abbott Laboratories



Anouk Chavel
UCB



Sebastien Kroener
Sanofi Pasteur



Janek Richter
Solvay Pharmaceuticals



Ferenc Fodor
EGIS Pharmaceuticals



Evelien Leegwater
TNS NIPO



Esben Rosenberg
SynergyLines



Andrea Glogger
GfK Healthcare



Anneloes Lubbinge
TNS NIPO



Chantal Schmit Chiesi
Novartis Pharma



Jessica Hedlund
Orion Pharma



David Milne
Shire Pharmaceuticals



Paw Trebbien
Nycomed Group



Marianne Hald
Nycomed Group



Diana Mueller
GfK AG



Sydney West
International Partnership
for Microbicides



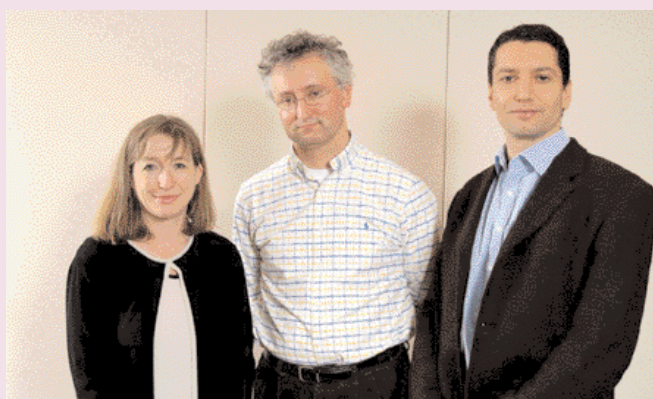
Heajeong Han
TNS Korea



Beatrice Moolaert
UCB



Arne Wilkins
Gruenthal



Course Convenors

left to right: Ruth Evans – IMS Health
Xander Raymakers – NV Organon
Paris Panayiotopoulos – Sersono



EphMRA Training Courses - Delegates

Using and Understanding Desk Research - February 2006, Brussels



Chantal Buitendijk-Van Duijn
NV Organon



Helen Griffiths
AstraZeneca



Ann-Carolina Nars
Orion Pharma



Nicola Fletcher
AstraZeneca



Judith Heuer
Solvay Pharmaceuticals



Jim Stanworth
NV Organon



Ira Haberstroh
Altana Pharma



Marco Koch
Schwarz BioSciences



Emmy Van Woerden
NV Organon



Sarah Merchant
Allergan
Pharmaceuticals



Course Convenors left to right: Janet Wagster – JW Consulting, Semra Grundy – Allergan, Steve Burrows – Novartis Pharma.



WANTED – NEW RECRUITS TO JOIN THE MEDICAL DATA COMMITTEE

The objective of the committee...

Investigate and monitor sources of medical information and work with suppliers to improve the quality and availability of medical data globally.

Activities of the committee include...

Designing and project managing the 'Review of Medical Data Services'. Gathering feedback from clients on the issues they face with medical data. Discussing issues/projects/new services with suppliers.

What would you need to do...?

Attend 1-2 meetings per year (with phone and VC discussions where possible). Bring your enthusiasm for using and wanting to improve the availability of medical data.

What should I do if I want to join the committee...?

Contact Jayne Shufflebotham – Tel +44 (0) 1625 516 534 or email: Jayne.shufflebotham@astrazeneca.com. We plan to have our first face to face meeting in June prior to the EphMRA conference

Both Full company Members and Associate members with relevant experience can apply to join this committee.

EphMRA Training Courses - Delegates

The Role of Market Research in Pharmaceutical Forecasting - April 2006, Germany



Dirk Bernhardt
Nycomed Pharma



Margit Knoblauch
Solvay Pharmaceuticals



Irina Makarenko
Nycomed Russia-CIS



Cengiz Celiktuerk
Altana Pharma



Antje Kruth
Altana Pharma



Nina Markkula
SKIM Group



Ksenja Chelnokova
Nycomed Russia-CIS



Brigitte Kuijpers
SKIM Group



Erika Miyakawa
Abbott Laboratories



Rupesh Chudasama
IMS Health



Catherine Leduc
SKIM Group



Rüdiger Papsch
GfK AG



Manuela Deike
Solvay Pharmaceuticals



Kerstin Lilla
Solvay Pharmaceuticals



Jina Park
Boehringer Ingelheim



Oleg Feldman
COMCON-Pharma



Dagmar Lüdtke
Altana Pharma



Susannah Sapienza
UCB



Hervé Flaceliere
Norgine



Armin Maier
ZS Associates



Ann Van Ganse
UCB



YunKyong Kim
MSD Korea



Course Convenors

Left to right: Ulrich Wuesten - Bayer Healthcare,
Alexander Rummel - psyma international medical
marketing research



FOUNDATION UPDATE - News from the Foundation Board

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.

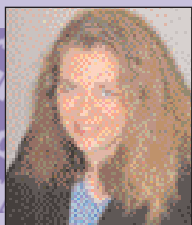
Board Vacancy

There is currently 1 vacancy on the Board 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.

Foundation Board is currently:



Su Meddis
AstraZeneca, UK - Chair
Business Analyst
Member since January 2005

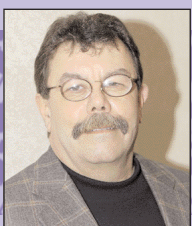


Sally Birchall
Chugai Pharma Europe, UK
Associate Director, Business
Intelligence Division
Member since January 2005



Jeremy Lonsdale
Aequus Research, UK
Director
PRM&T representative

Thanks and goodbye to Jeremy who now leaves the Foundation Board after having been the PRM&T representative for 2 years. Jeremy has contributed enormously to the success of Foundation projects and we wish him well.



Dan Fitzgerald
GfK US Healthcare Companies
Group Executive Vice President,
Associate Members Group Contact
Member since April 2005



Angela Duffy
The Research Partnership, UK
Director
Member since June 2005



Dr Philip Stern BSc (Sussex), MSc, PhD
(London), Senior Lecturer in Marketing
and Strategic Management at Warwick
Business School and Academic Director
of the Executive MBA programme.
Academic Foundation Board member
since October 2005



Ruth Sambrook
Aequus Research
Associate Director
Member since April 2006

**Latest
Member**

Ruth has experience from Strategic Marketing Europe where she spent 2 years supporting Directors on European qualitative and quantitative research projects and then moved to TNS as a Senior Research Executive in the international healthcare division. In 2003, she joined Aequus Research and is responsible for the design, management and execution of global healthcare market research studies.



Bernadette Rogers
EphMRA General Secretary

Support role involves:

- support and liaise with the Board Chair re Foundation activities
- organise and initiate meetings for Board and projects undertaken, but not actively run projects
- take and issue meeting minutes
- write and produce any RFPs following Board outlines
- liaise with the PRM&T rep to ensure smooth interaction and translation of suggestions into practice
- ensure the Chair makes appropriate PBIRG contact and maintains links which are appropriate and productive
- help to recruit members when Board vacancies arise
- organise the Foundation section on web site
- write a Foundation Update for the EphMRA News to increase awareness of the Foundation's work

continued over>

FOUNDATION UPDATE - News from the Foundation Board

How You can Help the Foundation

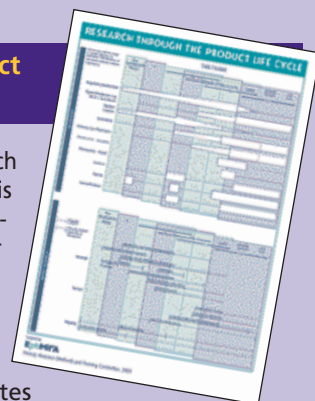
1. Proactively make suggestions for topics and projects
2. Apply to join the Board when vacancies are advertised
3. Work as part of a Foundation Project Team – we email out asking for volunteers to help work on our projects. This means that you can become involved in the work of the Foundation but do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

2. Research through the Product Lifecycle - Update complete

JW 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, web sites 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.

The members of the Foundation Board are reviewing the update now and hope to make it live on the web site soon.



Projects being Undertaken

1. Doctor Statistics Report Update - EphMRA/PBIRG Project

EphMRA/PBIRG have commissioned 3 Doctor Statistics projects as follows:

Project 3

A new report on Doctor Statistics - featuring Argentina, Mexico, Chile, Brazil – grant of 7000 euros.

Project awarded to Brintnall & Nicolini, Pia Nicolini



Project 5

A new report on Doctor Statistics in India – grant of 2500 euros. This report will be in two parts: 1. a qualitative overview of the healthcare structure in India and comments on reasons why statistics vary across specialities; 2. a comprehensive quantitative report on doctor statistics following the established structure of the existing report.

Project Awarded to GRAM, Santosh Gupta.

Project 4

A new report on Doctor Statistics – featuring China, South Korea, Taiwan, Australia – grant of 7000 euros. Warwick University – a team of students completing their MSc in Marketing and Strategy have been commissioned.

3. Internet Access Amongst Physicians

This project, undertaken by Medimix Europe, is nearing completion and the full results available in 2006.



Project details:

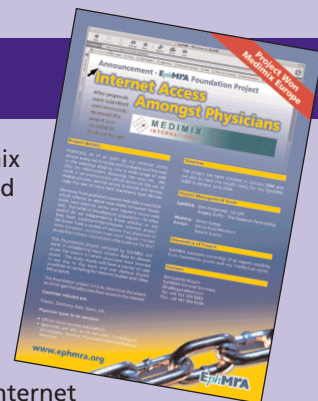
Practically all of us open up our Internet access almost every working day and probably surf the web in the evenings dipping into a wide range of web-sites for information, shopping, the news etc. We work in an environment which demands the use of mobile phones, remote access to emails and increasingly the use of hand held Blackberry type devices.

We know from published sources that data is available which informs us about how many consumer house-holds have Internet access and regularly access websites. But what of the physician population – to what extent do we independently know whether or not they have any/intermittent/regular Internet access? We know from a variety of sources that physicians in some European countries have more regular internet access than others – but where is the evidence for this?

This Foundation project initiated by EphMRA will assist in establishing more reliable data to demonstrate the extent to which physicians have Internet access. The study results will have a myriad of uses in our day to day work and one obvious impact would be on sampling for Internet studies and other MR projects.

This Foundation project aims to determine the extent to which specified physicians have access to the Internet.

Countries included are:
France, Germany, Italy, Spain, UK.



Physician types to be sampled:

- GPs (or local country equivalent).
- Specialists are also to be included, Cardiologists, Oncologists, General Physicians/Internists/General Medicine.

Timeline

The project has been initiated in January 2006 and we aim to have the results ready for the EphMRA AGM in Athens, June 2006.

Project Management Team

EphMRA: Dan Fitzgerald - GfK V2
Angela Duffy - The Research Partnership

Medimix Henry Gazay
Europe: Sylvia Rossi-Montero
Susana Suarez

Ownership of Project

EphMRA maintains ownership of all reports resulting from Foundation grants and any intellectual rights.

Reminder - Completed Foundation Projects

2003

Research Through the Product Lifecycle - Research References Compendium/Wallchart - conducted by J.Wagster Consulting

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 PSL Research

1999

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

1998

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

How can EphMRA Build Its Future on State of the Art Training and Education?

The PRM&T committee is finalising a survey to guide the vision of building the EphMRA future on state of the art training and education. The survey has two key objectives.

The first objective is to understand how EphMRA can improve its training and education to meet members' needs to the fullest. The second is to understand how EphMRA can improve the communication of its activities so that members are informed of EphMRA's training and education options clearly and regularly.

The PRM&T committee members are so engaged in the survey that they have taken the time to conduct the interviews themselves. So far, they have conducted thirty one hour tele-depth interviews with industry and agency EphMRA members.

The PRM&T Committee expects this survey to be enlightening and will drive the future training activities of EphMRA. We believe that the EphMRA members will give honest feedback, the pilot interviews which have been conducted already gave very helpful hints on how to better tailor the training offered. The vision is clear and the PRM&T committee is convinced that the only way to reach it is by acting on input received.

EphMRA members have also been very responsive to taking part in the survey, demonstrating their willingness to help the PRM&T committee offer them the best possible training and education in the future.

Leading the survey are Paris Panayiotopoulos, Director of Business Intelligence at Serono, Peter Winters, Managing Director at Brand Health, and Janet Henson, PRM&T committee chair. Some of the PRM&T committee members have also been very active in conducting interviews.

If you want to know more about the survey contact Janet Henson, the PRM&T Chair, Janet.henson@wanadoo.fr, Paris Panayiotopoulos, Serono, paris.panayiotopoulos@serono.com, or PeterWinters@brand-health.com who have been in charge of developing, organising and analysing the survey.

ASSOCIATE MEMBERS UPDATE

The Associate Members Board has been formed and the elected representatives are the main point of contact for all Associate Members.

Wayne Phillips – Double Helix Development - wphillips@doublehelixdevelopment.co.uk

Angelina Dolan – Adelphi International Research - angelina.dolan@adelphigroup.com

Cristina Mazzeletti – Medi Pragma - mazzeletti.cristina@medipragma.com

Please find below the biographies of the newly elected members of the Associate Members Board. Within the general remit of EphMRA, the aim of the AMB is to liaise with Associate Members and discuss with them which issues they wish to consider and address with EphMRA

Board Member

Cristina Mazzeletti, Medi Pragma, Rome, Italy
Manager, International Research

mazzeletti.cristina@medipragma.com

Cristina has over 15 years experience in marketing research and has worked at Medi Pragma since 2003 as Manager of the International Department. She has previous experience gained at Grandi Numeri, InraDemoskopea and Pragma. Cristina speaks fluent English.

Cristina attended the EphMRA conferences in Brussels and Berlin and has previously attended Associate Members meeting.



Wayne Phillips

Speaker for the Associate Members Board

Wayne Phillips, Double Helix Development, London, UK
Managing Director

wphillips@doublehelixdevelopment.co.uk

Wayne has over 26 years experience in the pharma industry with 10 of these in international marketing research, since founding Double Helix Development in 1995. Wayne's previous experience was gained on the industry side (Medical Director/Clinical Research Physician – Sterling Winthrop, Hoechst, Beecham, Sandoz, Genentech).

Wayne is a qualified physician, and a Fellow of the Royal College of Pharmaceutical Physicians.



Cristina Mazzeletti

Board Member

Angelina Dolan, Adelphi International Research, Macclesfield, UK
Director

angelina.dolan@adelphigroup.com

Angelina has 25 years experience in international marketing research and has previously held positions at Taylor Nelson Medical as well as having 10 years client side experience at Boehringer Ingelheim, Syntex and ICI Pharmaceuticals. In 1989 Angelina was a founder of Adelphi International Research.



Angelina Dolan

The Board held a first meeting for Associate Members on 8 February in Brussels at the Interim Members Meeting and minutes have been issued and are also available on the EphMRA web site. The meeting was attended by almost 30 Associate Members and very productive discussions resulted.

The current list of 107 Associate Members and their geographical location



Obituary – Peter Goldberg



Peter will always be Peter to those of us who knew him well. Exasperating one minute, while the next causing great merriment and mirth. His ability to use a variety of European accents to illustrate a story, switching from “German” to “Italian” and then “French” to “Irish” has had everyone rolling on the floor!

He was not a person “to take fools gladly”. Peter was always committed to whatever he was dealing with. His ability to think “outside the box” and challenge the accepted norms set him apart from others in his quest to address issues. He often acted as a catalyst; he inspired and motivated others and was a strong mentor to all those around him.

Clients that worked with him and colleagues around him recognized that he always brought something extra, in terms of intellectual input that was cutting edge.

Peter was in some ways seen as a private person to those who did not know him well. However, to his close friends and colleagues he was a font of immense knowledge. It was always exciting to be around Peter as you never knew what was going to happen next!

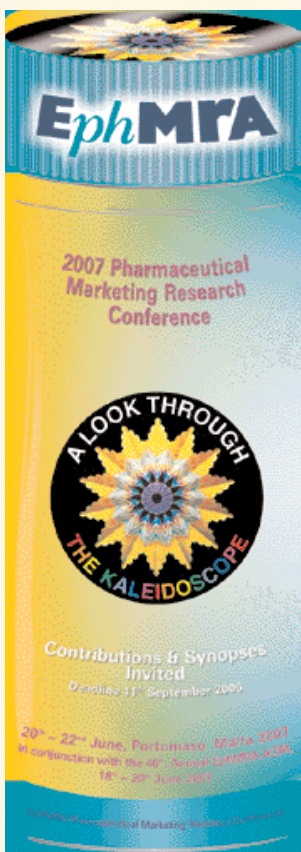
There was much more to Peter than “initially met the eye”. His photography skills were exceptional. He was meticulous in using very complex computer technology to get the best results from the pictures he took. Often traveling miles and waiting for the right conditions to get a particular shot. He was fascinated by the advanced technology inherent in the most complex watches such as Audemars and older Rolexes that he owned. His passion for intricate machines was linked with his love of his Moto Guzzi (motorbikes). He even mentioned wanting to be a dealer for Swiss Tractors in the USA as an alternative to his market research career. He also loved music and films both old and new.

It was always a puzzle that someone with such widespread interests could manage to be so committed to everything - but he was a very special person in being able to do so.

Those who knew him cannot believe that he is not around anymore to enjoy his “big sky”; but we will all recall many and varied happy times – Peter will be missed.

Written by Allan Bowditch

2007 Call for Synopses – submission deadline 11 September 2006



Malta's position in the centre of the Mediterranean Sea has made it an important strategic base since the earliest days of sea navigation. Malta's remote geographical position has resulted in long periods of isolation, punctuated with violent episodes of foreign intrusion.

Malta has had a kaleidoscope of influences in its' historical development as a result of the many nations and religious groups that have shaped its culture. It has been a prized possession for many countries and its strategic value in the region has long been recognised.

Thus the setting of the 46th EphMRA conference against the back drop of Malta's historic position is particularly relevant as the conference focuses on a myriad of topics and areas, which are interlinked and of long term importance to our industry.

It is essential to understand the rapidly changing marketing environment in which our marketing colleagues have to operate. New, more “targeted” products will require a different sales and marketing approach from the global “blockbuster” launches.

Understanding the most economic and effective way of reaching the growing potential customer base demands new initiatives. Given the challenges that face the sales and marketing teams in countries where new cultures and business practices exist, the demand for better informed guidance becomes vital.

There is no doubt that marketing research has advanced considerably over the last 5 years, new methodologies have emerged, speed of turn-around has significantly improved and integrated approaches have enhanced the business recommendations provided to companies. The fact that the discipline of marketing research continues to be in high demand indicates that senior managers value the internal and external services provided. However, as this conference will surely demonstrate there can be no time for complacency.

The issues that will be addressed during the conference will, just like the kaleidoscope, bring various seemingly fragmented elements together, so that a clearer understanding of what we have to do in the years ahead to meet the new challenges will become apparent. It is necessary to continue to push the boundaries of convention when the marketing team has to optimise the ROI in what can easily become a very “cloudy” and difficult marketing environment. This is a new era for Marketing Research to shine! BUT, it is essential for those in Marketing Research to come to terms with, and overcome many emerging potential controls and regulations that could place serious obstacles in the road ahead. You particularly cannot afford to miss Session Four which provocatively asks it is legal to conduct Market Research?

We invite papers and contributions to allow us to construct our conference programme to enable Marketing Research to meet these new challenges. Above all these contributions should be insightful, proactive and ensure delegates leave equipped to deal with the challenges ahead.

See web site www.ephmra.org for more details....



GfK HealthCare Asia announces that Scott Davies has been appointed Healthcare Director for Asia and Alan John becomes Director of Healthcare Thailand.



Marketing Sciences has appointed Stephen Grundy as Board Director - Healthcare. Stephen has 27 years sales, marketing and research experience gained in agency and healthcare company environments.



Heather Pollitt - has joined THE PLANNING SHOP international as Research Director. Heather was most recently at ICM where she was involved in setting up a pharmaceutical unit. Prior to that she was at SME and TNS.



Dori Stern - has also joined THE PLANNING SHOP international as Director of Corporate Development based in Brussels. Previously Dori was a Director with Wirthlin Worldwide and before that a Brand Planner with Y&R in New York and London.



Essense Health has appointed Liz Fildes as Marketing Research Consultant specialising in qualitative research. Liz is the latest addition to the senior team at Essense having previously worked at TNS Healthcare and Zeneca Pharmaceuticals.



P\SL Research Europe has appointed Tim Robinson as Research Director. Tim joins from Synovate and will be focusing on business development. He is based at P\SL's office in London and the soon to be opened office in Paris.



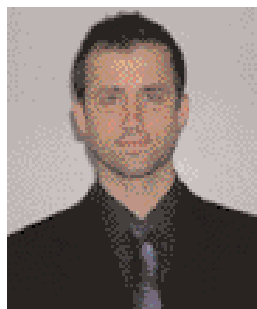
Datamonitor welcomes Dr Holger Rovini as Director of Respiratory and Infectious Diseases. Holger previously worked as an equity analyst at Medical Strategy in Munich, focussing on pipeline analysis in the infectious diseases, cardiovascular and respiratory fields. Holger is a fully GMC registered physician.



Double Helix Development announces two new members. In the UK office; Mandira Ray as Senior Research Executive, with prior experience from GfK Martin Hamblin and in the US office, Steven Wright, VP of Qualitative Research, who has 18 years experience in the healthcare industry.



Oscar Bulthuis has been appointed as Research Manager at Jan Schipper Compagnie in The Netherlands. Oscar is responsible for managing research projects and he is the contact person for international agencies who wish to conduct healthcare related market research in The Netherlands.



Lifescience Dynamics have appointed David Kuczenski as Director of Market Research and is based in New York. David's experience spans the public and private sectors and he worked for the United Nations CSD and also has designed and executed numerous international projects for pharmaceutical clients.



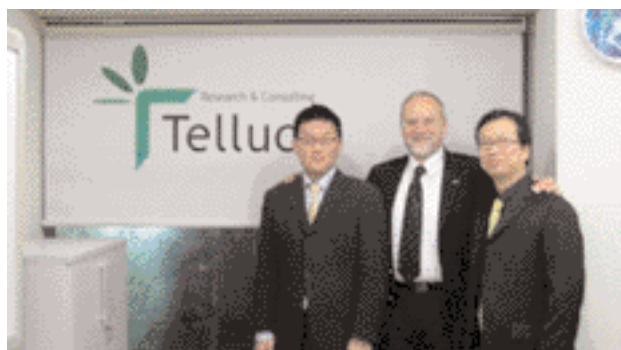
Pennside Partners Ltd announces that Sharon Steinmann- Layton has joined Pennside Partners GmbH as Office Manager.



CORRECTION

Sabine Bielfeldt, a psychologist who specialises in the field of qualitative approaches in medical market research has formed a collaboration agreement with GO Medical Market Research and has not permanently joined the company as previously reported.

CompanyNEWS



PSYMA GROUP AG signed a Contract of Association with **TELLUCE CORPORATION**, based in South Korea. The company has 40 specialists who are dedicated to key markets such as pharmaceuticals, IT, telecom, electronics, automotive, and FMCG.



David Chandler (left) with Dan Foreman both from FocusVision

FocusVision Worldwide opened a European office in July 2005.

FocusVision Europe, Oxford House
Mount Ephraim Road, Tunbridge Wells, UK
Phone: +44 1892 521075



GO Studios & Conference Services announces the relocation into new and modern FV-facilities at Merkur-Haus, Niddastr.98-102, 60329 Frankfurt. Telephone and email remain as current.



Pennside Partners Ltd announces the formation of Pennside Partners GmbH, with its new location at The World Trade Center, Leutschenbachstrasse 95, 8050 Zurich, Switzerland.

NewSERVICES



Fast Forward are now offering multi-user web usability services which allows the observation of multiple respondents' online behaviour, enhancing website research providing feedback for clients before general release.



FocusVision adds 2-Channel Audio to their VideoStreaming service, which when used on projects that involve a translator, viewers can choose between hearing the local language or the translator's audio by simply selecting their preference.



Synovate announces the extension of its Tandem Global oncology Monitor into China, Korea and Australia.



Medimix International announces the development of a new online market research models which offers enhanced its online reporting capabilities (data viewer) and web based longitudinal patient tracking (e-Charts™).

Nueva Investigacon announces the installation of a 1,50 x 1,80 cm wall wide screen (LCD Data Projector) in their interviewing room for our clients to view IDIs and Focus Groups. The facility also offers Focus Vision, Videostreaming, Data Projector and high sound quality equipment.

OfficeMOVES



ConsuMed Research are moving to new offices in July 2006 with new state of the art viewing facilities in the Bastille area of Paris.

ConsuMed Research
8 rue Saint Nicolas
75012 Paris
Phone +33 (1) 53 33 83 80
Fax +33 (1) 53 33 04 50



Lifescience Dynamics has moved to new offices:

The Oriel
Thames Valley Court
185 Bath Road
Slough
Berkshire SL1 4AA
England, UK
Tel +44 1753 205 126
Fax +44 1753 205 127



GO Medizinische Marktforschung announces the relocation to Merkur-Haus, Niddastr. 98-102, 60329 Frankfurt. Telephone and email remain as current.