

# EphMRA NEWS

European Pharmaceutical Market Research Association Issue: June 2007

## Welcome to Malta



**Deadline for Advertising**  
in the EphMRA Post-conference  
News issue is July 12th 2007.  
See page 4.



Anne Loïselle

**Here are some of the many  
events taking place in  
Malta – Do Join Us!**

### **Committee Poster Session**

Opens on Tuesday 19 June in the coffee areas  
- read in more detail the topics committees have  
been addressing on behalf of the members

### **PRM&T Masterclasses – 19 June**

Presenting Market Research Data - 'ThinkStoryline'  
- how to avoid death by PowerPoint'  
Mapping: Where is our product's position,  
and where are the others?  
'The 6 biggest mistakes in pharma forecast-  
ing and how not to make them'

Masterclasses - complimentary to registered  
conference delegates who are EphMRA members.

### **EphMRA Welcome Reception**

7pm – Tuesday 19 June  
- network and meet colleagues

### **EphMRA AGM**

Wednesday 20 June - hear what the Association  
has achieved over the past year and reports  
and updates from the Committees

### **Agency Fair**

Wednesday 20 June at 12.30pm.  
- make time to visit the Exhibitors and learn  
about new services and meet suppliers

### **Pre-Conference Session – Adverse Events through the Looking Glass - Wednesday 20 June at 5.15pm**

- update from the EphMRA Adverse  
Events Working Group

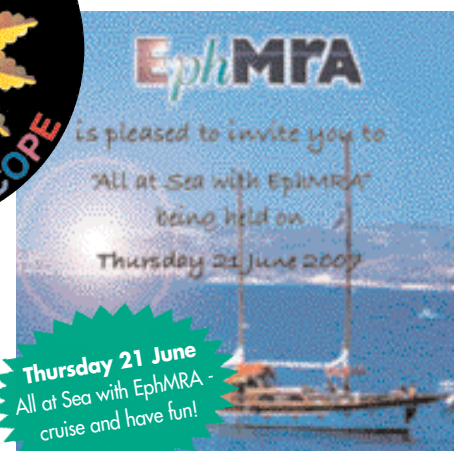
### **EphMRA BBQ at the Hilton Merkanti Beach Club**

sponsored by IMS Health -  
Wednesday 20 June - 7.30pm onwards  
- a casual and fun evening outdoors

### **Thursday 21 June - Business Skills Sessions**

**How to Tame Tigers** - Jim Lawless  
**ThinkStoryline** - How to Avoid Death  
by PowerPoint - Alexis Puhan  
**Leadership & Teamwork** - motivate,  
communicate, succeed & inspire -  
Richard Denny

Business Skills sessions are included in the  
conference delegate registration fee.



### **Key Note Speakers - 21 June**

#### **0905am Keynote Speech One:**

Financial Health Of The Pharmaceutical  
Industry: Wall Street's Perspective -  
Timothy Anderson - Prudential Equity  
Group - USA

#### **0950am Keynote Speech Two:**

Parallel Universes - Charting Healthcare's  
Possible Futures - Kim Slocum - KDS  
Consulting LLC - USA

Come and hear some challenging views!



See you at the Conference Venue  
Hilton Hotel in Malta!

*Anne Loïselle*

Abbott Canada  
EphMRA President 2006 - 07  
anne.loiselle@abbott.com

## EphMRA Diary

**2008 Call for Synopses and Contributions**  
submission deadline 10th September 2007

### Training

2 courses offered  
9-10 October 2007 - Brussels:

**What is the Business Opportunity**  
**How do I Brand to Win?**

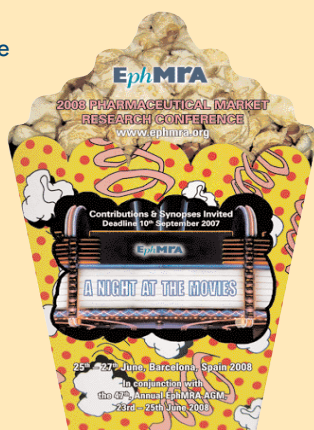
See EphMRA web site for more details [www.ephmra.org](http://www.ephmra.org)

### IMM 2008

February 6th  
London Heathrow Terminal 4  
Hilton Hotel

### 2008 Conference

**A Night at the Movies**  
25-27 June, Barcelona Spain

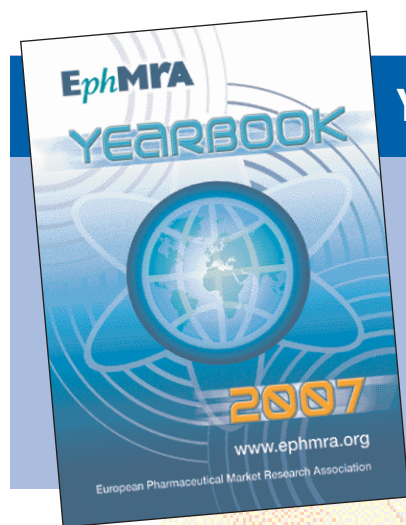


## Thanks to the 2007 Conference Sponsors

**A big thank you to all our generous sponsors**

If you would like to sponsor the conference and would like to discuss ways in which your company's expertise can be showcased there are still some exciting professional opportunities on offer - call Janet Rogers on +44 161 304 8104 or Bernadette Rogers on +44 161 304 8104.

	<b>SOLE SPONSOR - EphMRA BBQ - Wednesday 20th June</b> IMS Health
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## YEARBOOK 2007

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

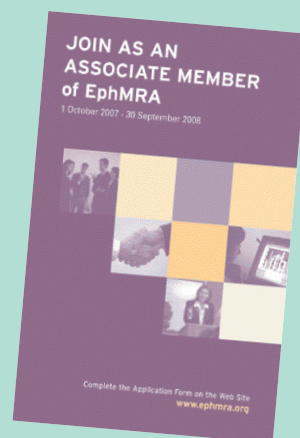
## CONTACT US

### By phone, fax or email...

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Visit the EphMRA web site at [www.ephmra.org](http://www.ephmra.org)

## Join as an EphMRA Associate Member 2007-08

The new EphMRA Associate Membership brochure will be mailed in September 2007. The current membership year ends on 30th September and you automatically have your membership renewed with the new invoice being sent out in October 2007.





## The EphMRA Award for Contribution to Pharmaceutical Marketing Research

### Winner to be announced – Thursday 21st June in Malta

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
2006	Hans-Christer Kahre, AstraZeneca	Barbara Ifflaender
2005	Colin Maitland, Synovate Healthcare	Hans-Christer Kahre
2004	Isidoro Rossi, Novartis Pharma	Dick Beasley
2003	Janet Henson and Bernadette Rogers	Dick Beasley
2002	Allan Bowditch, Martin Hamblin GfK Inc	Rainer Breifeld
2001	Panos Kontzalis, Novartis	Allan Bowditch

The 2007 Nominations are:

François Feig - Merck Serono
Stephen Godwin - Synovate
Barbara Ifflaender - Altana Pharma
Xander Raymakers - NV Organon
Alexander Rummel - psyma
Piergiorgio Rossi - SGR International
Ulrich Wuesten - Bayer Schering Pharma AG

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 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 2007

The Post Conference News will be mailed out at the end of September 2007. 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 12th July - contact [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

### Advertising Specification

	No bleed	With bleed	Type area
<b>Full page</b>	297mm x 210mm	307mm x 220mm	277mm x 190mm
<b>Half page horizontal</b>	148mm x 210mm	158mm x 220mm	128mm x 190mm
<b>Half page vertical</b>	297mm x 105mm	307mm x 115mm	227mm x 185mm
<b>Quarter page</b>	148mm x 105mm	158mm x 115mm	128mm x 185mm
<b>Box ad</b>	80mm x 60mm	-	70mm x 50mm

#### Resolution/Artwork

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

#### Operating System

Apple Mac

#### Programmes used

Quark Xpress, Adobe Illustrator, Freehand, Adobe Photoshop

#### Media

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

#### File Formats

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

#### Email your adverts to:

[cpb@copyprint.co.uk](mailto:cpb@copyprint.co.uk)

### Prices (CHF)

	Colour
<b>Box ad</b>	100
<b>Quarter page</b>	500
<b>Half page</b>	750
<b>Full page</b>	1200

CHF = swiss francs



## All Members - Join the Annual General Meeting (AGM)

Wednesday 20th June, In Malta

### EphMRA AGM

**CLOSED SESSION** (For EphMRA Full Members only)

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0830 - 0845	EphMRA Presidents Report
0845 - 0925	EphMRA Update
0925 - 0935	EphMRA Treasurer's Report and Vote
0935 - 0940	Discharge of Board
0940 - 0950	Discussion & Questions
	Election of Officers; President, Vice President, Treasurer & Board Members
0950 - 1000	Incoming President's & Vice President's Address

### **OPEN SESSION** (For EphMRA Full and Associates Members/PBIRG only - except by invitation)

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1000 - 1030	Committee Poster Session and AGM delegate Coffee
1030 - 1040	EphMRA Presidents Welcome
1040 - 1050	Address by PBIRG President
1050 - 1105	Classification Committee Report
1105 - 1115	Treatment Information Committee Report
1115 - 1125	Database & Systems Committee Report
1125 - 1135	Market Intelligence Committee Report
1135 - 1145	PRM&T Committee Report
1145 - 1155	NFC Committee Report
1155 - 1210	Foundation Committee Update
1210 - 1220	Associate Members Group Report
1220 - 1230	Questions



## Report on the Interim Members Meeting - 2007



Please mark your  
calendar for 2008 IMM  
See next page.

The third Interim Members Meeting took place on 8 February 2007 at the Sheraton Hotel at Frankfurt Airport (the previous two events had been held in Brussels).

There were 52 people attending on the day which was an excellent turnout – and included 19 from Full member (pharma companies) and 31 from Associate member (agency companies). Adverse weather conditions (heavy snow) in the UK stopped some delegates attending.

**Record  
Turnout**

The meeting structure was largely based on the successful formula developed in previous years. The aim of the day was to have both a Members meeting and to combine this with a Networking event so that exchanges and new contacts could be forged and established contacts further enhanced.

The meeting's agenda was full and the day started after a networking coffee followed by Full and Associate members meetings in separate forums 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.

### 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
14.30-15.30	Adverse Events Discussion Workshops - Four groups running in parallel
15.30-16.10	Feedback from Discussion Workshops
16.10-16.30	Summary of the issues emerging - 'Take-Away messages' and next steps for consideration
16.30-18.00	Full and Associate Members Networking Cocktail

The Associate Members Board led the Associates' meeting and Anne Loiselle, EphMRA President co-ordinated the Full Members meeting.

The overall value of these individual Members meetings were rated highly (score 4.2)\* and the range of topics covered in each meeting was appreciated (score 4.2)\*. These scores were almost identical to those received in 2006 and thus the perceived value of the IMM is maintained.

The diverse range of delegates on the day contributed to the rich flavour of the discussions and the mix of those attending was highly valued overall (score 4.1)\* – more so by Full (4.6)\* than Associate members (3.8)\*.



The guest speaker this year was Jim Lawless who gave a presentation entitled 'Waggle like a Bee'. Jim is an inspirational business speaker and acknowledged expert on self and team motivation plus leadership motivations. Jim's talk focused on the notion that 55% of our communication is non verbal and at

every meeting we perform a 'waggle dance' and we need to speak and learn the language. It was a valuable and humorous talk from an engaging and dynamic presenter.

Jim's presentation was very interesting to all those attending (score 4.3)\* and his practical advice and thoughts on body language and non verbal communication left everyone with clear take home messages.

The quality of this presentation was highly rated (score 4.6)\*.

**Jim  
Lawless**  
scores 4.6 out of 5  
for presentation  
quality

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



After the all Members lunch the IMM turned to an update from the Adverse Events Working Group – entitled A Path through the Minefield, led by François Feig, Merck Serono and EphMRA Past President. This has been a very important topic addressed by EphMRA since June 2006 and considerable progress has been made since last year with draft Guidelines developed and productive exchanges with other Associations made.



François Feig, Merck Serono and Co-Chair of the EphMRA Adverse Events Working Group, gave a presentation outlining the progress so far. In terms of Guidelines development since June 2006, interviews had been conducted with pharma Drug Safety personnel and this had facilitated a perspective on what would constitute an optimal solution.

The next steps in 2007 in terms of the Adverse Events Working Group were:

- to collect feedback from industry members and associations
- revise the Guidelines and distribute to EphMRA members by June 2007
- present the Guidelines at the 2007 EphMRA Conference in Malta.

It was stressed that the Guidelines aimed to provide a minimum 'framework' and should not be overly complex.

Once François had given this overview, the meeting participants then split into Syndicate Groups to discuss one of the following topics:

**Objective 1** – to discuss the guidelines, list potential issues and make proposals to overcome them

**Objective 2** – Best way of handling the issue that some pharma companies have issued different directives on AE reporting

**Objective 3** – Can we achieve a workable international guideline document

The discussions which took place in these small groups were insightful and challenging and the structured feedback given to the entire audience showed the strength of feeling with regards to Adverse events reporting and the need for this to be approached appropriately and with clear Guidelines.

In summary the key concerns expressed centred on:

1. The need to understand the legal liability of MR agencies as the agent of the pharmaceutical company
2. It is an issue that different countries have different rules. A multi country project may require just one set of Guidelines to follow otherwise confusion can develop as to what is required
3. AE Training is an issue. What is the potential role of EphMRA here?
4. We need to reach out to pharmacovigilance to ensure we are working on a collaborative basis.

EphMRA would like to thank all members of the Adverse Events Working Party who assisted in running the sessions at the IMM. Also thanks to Anne Loiselle, EphMRA President who took an active role in the Adverse Events discussions and indicated that this is a significant and important topic to EphMRA and the industry as a whole.

Overall thoughts on the IMM as an event:

For networking, the Full members particularly welcomed the event (4.2)\* along with the Associate members (3.5)\*, and overall prior expectations of the event were fulfilled amongst those attending (4.0)\*.

In conclusion, it was considered that the third Interim Members Meeting was well attended with high quality discussions. The completed evaluation questionnaire results will be examined in detail and relevant suggestions acted on for the planning of the 2008 event.

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



Please mark your calendar for 2008 IMM  
Wednesday February 6th 2008  
Hilton Heathrow, Terminal Four

After this years successful IMM we are already planning next years!! We will move countries and the Hilton Hotel in Terminal Four at London Heathrow Airport will host the 2008 IMM. Access to the hotel is direct from Heathrow Terminal Four and is easily accessible by train, underground, bus, taxi, car and of course offers easy flight access from across the world.



# FROM THE COMMITTEES

## The PRM&T Committee Why, How & Who

Janet Henson - Committee Chair - [conference@ephmra.org](mailto:conference@ephmra.org)



### VACANCIES

**We have two vacancies for EphMRA Full Members to join the committee – if you are interested please contact Janet Henson**

## Why - Our Mission - Our goal

To maximize the potential of new methods and techniques in Pharmaceutical Primary Market Research



## How

- Training courses and Workshops
- Publications

## Training Courses - History

The PRM&T Committee historically organized a yearly PRM&T annual Spring Workshop, featuring a new theme each year. This initiative started in the 1980's and continues to this day.

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 450 delegates have attended our courses from over 100 different companies from all over the world.

## Training Courses - The Future

In 2006 the PRM&T carried out a qualitative survey amongst EphMRA members with the objective of gaining candid views on the training and education that EphMRA provides, and how we could better meet members' needs.

Following the results a working party of PRM&T members was formed to review a series of options on how better to meet training needs.



The working party objectives were to identify training courses focused on business issues that meet the needs and capture the enthusiasm of Pharma researchers in both agencies and companies.

## Business Issues

The output of the working party was validated amongst members and results indicate:-

- Courses should focus on business issues related to the Product LifeCycle.
- Focus on Research Skills on Technical Aspects
- Focus on Specialised areas e.g. Multivariate analysis
- Focus on Business Skills

A number of specific areas and courses were identified as well as a prioritisation for MasterClasses.

## New Training Course Logistical Organiser



### Nicole Collingwood

In 2006 Nicole Collingwood became the Training Logistical Organiser for the Training Courses and Workshops, excluding the Conference Workshops. Nicole brings experience of meeting organisation. [training@ephmra.org](mailto:training@ephmra.org)

## PRM&T & The Foundation Committee

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



## DIARY DATES/COURSES IN PLANNING STAGE

As a result of the PRM&T survey the new face to face course structure will be a progressive learning module linked to the product life-cycle. The timing of the courses will allow delegates to complete all four modules within 2 years, with 2 opportunities to do so. For your planning the schedule is below, watch the website and EphMRA e-news for more detail and exact dates.

### 9th-10th October 2007 - Brussels, Belgium - 2 courses

**What is the Business Opportunity?** – Convenors - Werner Gorath, Alexander Rummel and Henrik Zöller

**How do I Brand to Win?** – Convenors – Xander Raymakers, Anna Garofalo and Mike Owen.

### Spring 2008 - 2 courses

**Rationally how does my product fit into the market?**

Convenors – Julie Buis, Peter Winters and ANO.

**How do I communicate my positioning to the market?**

Convenors – Peter Caley, Steve Grundy and ANO.

### Autumn 2008 - 2 courses

**How do I Brand to Win?**

**What is the Business Opportunity?**

### Spring 2009 - 2 courses

**Rationally how does my product fit into the market?**

**How do I communicate my positioning to the market?**

In addition the following Masterclasses will run:-

**Thursday February 7th 2008 - Hilton Terminal 4 Heathrow, London, UK**

**Marketing our Market Research** – Convenors – Allan Bowditch, Steve Burrows and Dorothy Parker

### June 24th 2008

**War Games** – Convenors – Peter Winters and Stephen Godwin

**Conjoint** – Convenors – Alexander Rummel and Steve Grundy

**Medical Devices** – Convenors – Dorothy Parker and Henrik Zöller

If you want to be involved as a speaker for any of these workshops please contact the convenors. Some courses also need a third convenor.

## On-Line Courses

See also On-Line Poster for more details and brochure in your delegate bag



The PRM&T members' survey also identified a need for on-line courses. EphMRA has now launched a highly engaging e-learning suite of training courses and will add to this over the next 18 months.

EphMRA on-line courses are:-

**ENGAGING, ACCESSIBLE, COST EFFECTIVE AND FLEXIBLE**

Ultimately you the LEARNER will be in the driving seat, taking learning at your speed whilst saving time and money.

## Now Launched:-

### Pharmaceutical Market Research Skill Courses

1. Managing a Market Research Project
2. Market Research Through the Lifecycle
3. Managing Workload
4. Leadership Skills
5. Coaching Skills
6. Management from within the Team
7. Negotiation Skills

## Coming Soon:-

8. Introduction to Pharmaceutical Market Research
9. Networking Skills
10. Project Management
11. Key Performance Indicators
12. Effective Communication
13. Managing Relationships

*continued over>*



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## Publications

The three PRM&T 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)

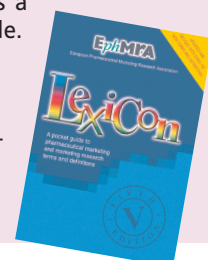
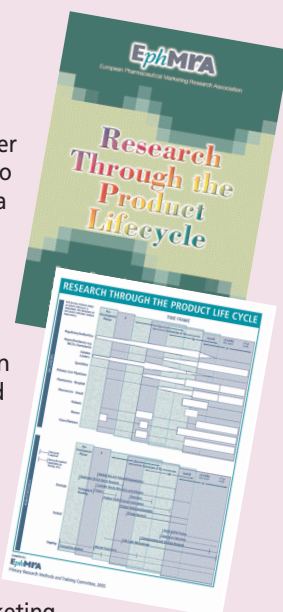
The wall chart is designed to be a practical guide that illustrates the main groups of influencers on prescribing a pharmaceutical product. It also highlights the types of marketing research projects that could be conducted during the life cycle of a prescription pharmaceutical product. We do not suggest 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 programme 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.

## Lexicon

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





# FOUNDATION COMMITTEE UPDATE

The EphMRA Foundation Committee has been established 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 since they will provide incisive information and knowledge and address important issues - relevant to the Industry today and tomorrow.

The Foundation Committee members are:

	<b>Su Meddis</b>	AstraZeneca, USA	Business Analyst
	<b>Dan Fitzgerald</b>	GfK US Healthcare Companies, USA	Group Executive Vice President, Associate Members Group Contact
	<b>Angela Duffy</b>	The Research Partnership, UK	Director
	<b>Ruth Sambrook</b>	Aequus Research, UK	Associate Director
	<b>Dr Philip Stern</b> BSc, MSc, PhD	Warwick Business School, UK	Senior Lecturer in Marketing and Strategic Management and Academic Director of the Executive MBA programme.
	<b>Dorothy Parker</b>	Fast Forward Research, UK	Managing Director
	<b>Bernadette Rogers</b>	EphMRA General Secretary	Committee support

## Latest Members

	<b>Jack Bush</b>	Alcon Laboratories, USA	Director, Global Pharmaceutical Marketing Intelligence
	<b>Allison Herndon</b>	Norgine Limited, UK	Global Market Research Executive

## How You can Help the Foundation

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

Since June 2006 – the Foundation Committee has completed a number of projects - some in conjunction with PBIRG:



### 1. Doctor Statistics in Asia

Australia, China, Korea and Taiwan  
Project completed by Warwick University team



### 2. Doctor Statistics in India

Project completed by Santosh Gupta of GRAM



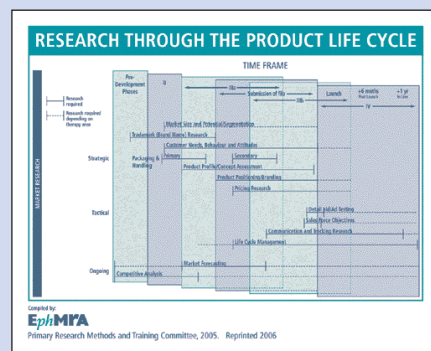
### 3. Doctor Statistics in Latin/South America

Argentina, Brazil, Chile and Mexico.  
Project completed by Pia Nicolini of Brintnall & Nicolini

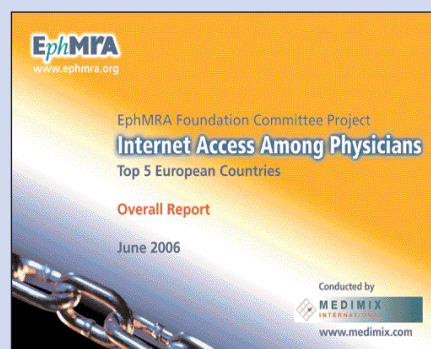
Soon to be completed - Doctor Statistics in Scandinavia - Denmark, Finland, Norway, Sweden.  
Project being undertaken by GfK Healthcare Scandinavia

### 4. Research through the Product Lifecycle Update

Project completed by Janet Wagster of J Wagster Consulting



### 5. Internet Access Among Physicians



Project completed by Medimix – in 5 EU countries.



## 6. What makes Market Research Useful to Internal Customers? – conducted by Synovate Healthcare

### What makes Market Research Useful to Internal Customers?

An investigation of attitudes towards and experience of market research among Product Managers and In licensing/Business Development managers.

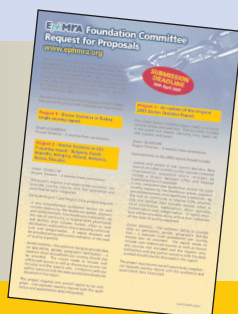
A 2004-6 Foundation Project in two parts, conducted for



Project completed by Stephen Godwin of Synovate Healthcare

### In April 2007 the Foundation Committee sent out a Request for Proposals -

The Committee has identified 3 projects which EphMRA has agreed to sponsor and proposals are now invited.



#### Project 1 - Doctor Statistics in Turkey. Single country report.

Grant of 6,000CHF

Project Timeline – 2 months from commission.

#### Project 2 - Doctor Statistics in CEE. 7 country report - Bulgaria, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia.

Grant: 20,000 CHF

Project Timeline – 3 months from commission.

The project requires one report to be compiled - not separate country reports with the qualitative and quantitative data integrated.

For both Project 1 and Project 2 the project requires:

- a very comprehensive qualitative section for each country explaining: the healthcare system, payment and reimbursement, how healthcare is delivered - eg the role of community vs hospital HCPs, pharmacists and dentists (also includes nurses), urban vs rural distribution, explanations about speciality nomenclature and categorisation. A report structure will be provided along with a clear indication of the level of quality expected.
- doctor statistics - the optimum being to provide data on specialities, gender, geographic distribution - a separate Excel spreadsheet per country should also be provided. The report needs to include well referenced sources as well as discuss any sources not included and the reasons why. Limitations and any author concerns with the data quoted should also be discussed in the report.

The project requires one overall report to be compiled – not separate country reports with the qualitative and quantitative data integrated.

### Project 3 - An update of the Original 2003 Doctor Statistics Report.

The initial Doctor Statistics report needs a comprehensive review and overhaul. The countries included in the report are: France, Germany, Italy, Spain, UK, USA, Canada and Japan.

Grant: 20,000 CHF

Project Timeline – 3 months from commission.

Improvements to the 2003 report should include:

- update and review of the current statistics. New sources included and the current sources reviewed.
- Improvements suggested where necessary eg include a division between office and hospital based physicians if available
- a very comprehensive qualitative section for each country explaining: the healthcare system, payment and reimbursement, how healthcare is delivered - eg the role of community vs hospital HCPs, pharmacists and dentists (also includes nurses), urban vs rural distribution, explanations about speciality nomenclature and categorisation. A report structure will be provided along with a clear indication of the level of quality expected.
- doctor statistics - the optimum being to provide data on specialities, gender, geographic distribution - a separate Excel spreadsheet per country should also be provided. The report needs to include well referenced sources as well as discuss any sources not included and the reasons why. Limitations and any author concerns with the data quoted should also be discussed in the report.

The project requires one overall report to be compiled - not separate country reports with the qualitative and quantitative data integrated.

**The Committee may still need proposals for some projects - please contact EphMRA to find out more.**

### 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.

#### 2001

Verification of the Internet as a Research Tool - conducted by P\SVL 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

# Essential Pharmaceutical Marketing Books You Need to Make the Right Decisions



## Pharmaceuticals—Where's the Brand Logic? Branding Concepts and Strategy

Edited by E. Moss, MBA, MSPharm, EdD

"This book presents our reflections on the structure of the pharmaceutical industry and its future brand strategies."

—James H. Davis, MD, PhD, Professor of Pharmaceutical Management, University of Toronto, Canada

—Richard A. Hays, MD, Professor of Medicine, University of California, San Francisco

"This has emerged as a book based on the **DISP (Drug Development and Production) Model** (see [www.dispmodel.com](http://www.dispmodel.com)) in which the brand applies a marketing mix. The book found an industry that has focused on product features, with minimal brand loyalty, by a strong emphasis on sales promotion."

—Christopher J. Hill, MD, PhD, Professor of Medicine, University of California, San Francisco

A detailed analysis of pharmaceutical marketing using brand strategy, an essential guide for all pharmaceutical marketers.

2007, 200 pp., ISBN 0-7656-1000-0, \$29.95 (US), ISBN 0-7656-1001-8, \$39.95 (CAN/UK)

Available October 2007. Approx. 100 pp., with index.

## Pharmaceutical Marketing Principles, Environment and Practice

Edited by M. Smith, PhD, EdD, "Mike" Johnson, PhD, Josephine, PhD, and Bruce Jackson, PhD, EdD

"This book is a treasure trove of information and insight for people who may understand the pharmaceutical environment but not marketing principles and/or practice."

—John, Dr. Josephine, and Mike Johnson (Editors)

"The book provides an excellent foundation for understanding the pharmaceutical industry and its internal and external environments."

—American Journal of Pharmaceutical Education

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## Pharmaceutical Marketing in the 21st Century

Edited by M. Smith, PhD

"The text is easy to read, informative and most important applicable to almost any other pharma business."

—John, Dr. Mike, Professor, University of California, San Francisco

"Provides an excellent perspective of the opportunities in the 21st century market and business model."

—J. Michael Johnson, PhD, Manager, US Commercial Development, Novartis (Editor, Smith, EdD, Bruce Jackson, PhD, EdD)

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## Marketing to Pharmacists Understanding Their Role and Influence

Edited by Benjamin J. Goodwin, EdD

Examines larger and trends in pharmaceutical health care, including patient education and compliance, quality of life assessment, disease management, and reimbursement strategies.

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## Marketing Pharmaceutical Services

Author: Joseph J. Goldstein, PhD, EdD

Edited by Henry B. Smith, PhD, EdD

and Stephen Paul Davis, PhD

"This book explores many variables considered in the benefits for economic marketing of pharmaceutical services."

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# ASSOCIATE MEMBERS UPDATE

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

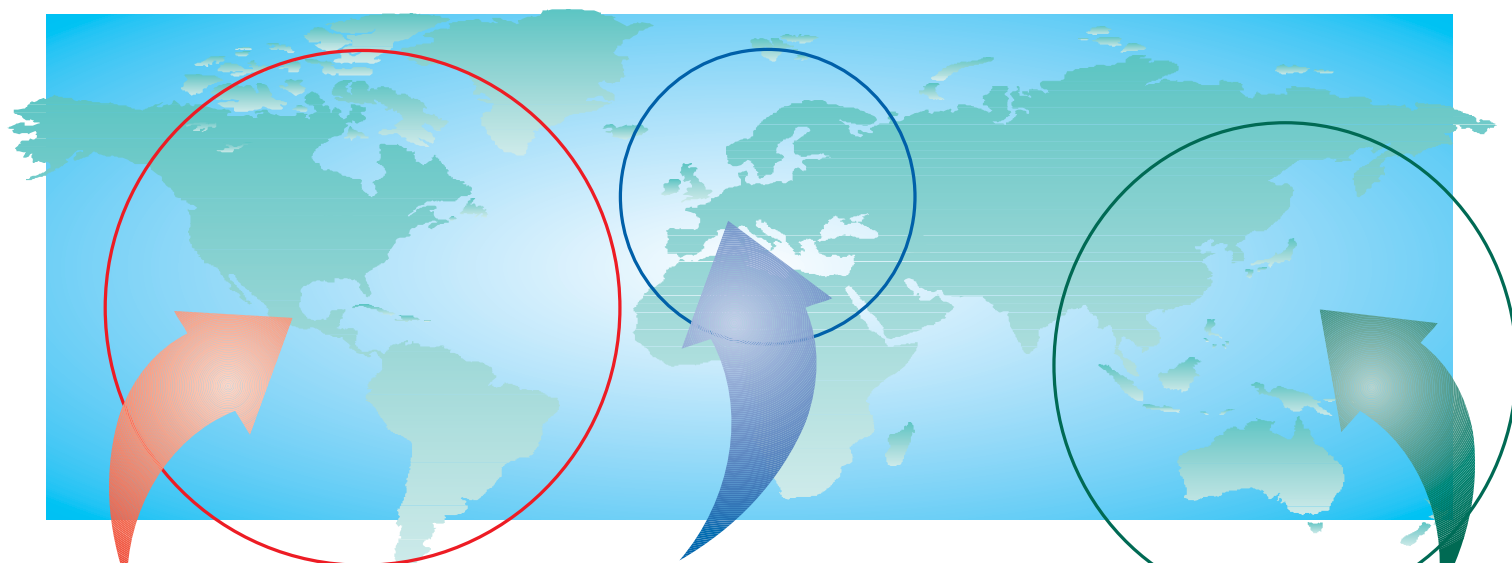
**Wayne Phillips** - Double Helix Development - wphillips@doublehelixdevelopment.co.uk

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

**Cristina Mazzeletti** - Medi Pragma - mazzoletti.cristina@medipragma.com

**Dan Foreman** - FocusVision Europe - dforeman@focusvision.com

**117 ASSOCIATE MEMBERS - WORLDWIDE LOCATIONS** New members in 2006 – 07 in orange



## AMERICAs [11]

### Brazil [1]

Market Analysis Brasil

### Canada [1]

East to West Medical Market Research

### USA [9]

Back Bay Strategies  
Brintnall & Nicolini  
dtw Marketing Research  
**Facta Research Inc**

GfK V2

**Haworth Press**

Pennside Partners

Ziment

ZS Associates

## AFRICA [1]

### Egypt [1]

**Marketeers**

### Belgium [2]

Adelphi Belgium  
Keystone Network

### Croatia [1]

PULS

### France [6]

A+A Healthcare Marketing Research  
Cegedim strategic data  
ConsuMed  
Genactis  
**suAzio**  
TNS

### Germany [13]

AnswerS Pharmaceutical Marketing Research  
Bever Medizin Marktforschung  
Concentra  
DocCheck

## EUROPE [99]

### Eumara AG

GfK HealthCare  
GO  
Leyhausen International Services  
**Link Institut**  
Maritz Research  
**Perleberg Pharma Partner**  
Produkt & Markt  
Pyma 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

### The Netherlands [5]

Blueprint Partnership  
Farminform  
Jan Schipper Compagnie  
SKIM Analytical  
**TNS NIPO**

### Portugal [1]

**Intercampus**

### Russia [1]

**RMBC**

### Spain [4]

Amber Marketing Research & Consulting  
Block de Ideas  
MG Business Solutions  
Nueva Investigacion

### Sweden [2]

GfK Sweden  
QQFS

### Switzerland [2]

Research Matters  
rxmark

### Ukraine [1]

**Business Credit**

### 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  
**Healthcare Research Worldwide**  
HI Europe  
IMS Health  
InforMed Insight  
Insight Research Group  
J.Wagster Consulting  
Lifescience Dynamics  
Marketing Sciences  
**Marketing Solutions International**  
Medefield  
Medicys  
Medimix Europe  
MMR International  
Pope Woodhead & Associates  
The Planning Shop International

## AUSTRALIA/ASIA [6]

### Australia [1]

Jigsaw Healthcare

### China [1]

**Sinotrust Marketing Research & Consulting**

### India [1]

**RNB Group**

### Japan [3]

AC Nielsen  
SSRI  
TM Marketing

Praxis Research & Consulting  
PSIL Research Europe  
**QiQ International**  
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 UK**  
ZS Associates



## Looking for a Career as International Business Analyst?

### Who we are

At Roche, we believe passionately in what we do, and that our products make a difference in people's lives. We are a successful business that can offer exciting career opportunities to you, both locally and internationally, in a supportive and rewarding culture. We know that our people are responsible for our success and we value our employees, aiming to create a work environment where feeling valued, respected and empowered is a daily experience.

Headquartered in Basel, Switzerland, Roche is one of the world's leading research-focused health-care groups in the fields of pharmaceuticals and diagnostics. As a supplier of innovative products and services for the early detection, prevention, diagnosis and treatment of disease, the Group contributes on a broad range of fronts to improving people's health and quality of life. Roche is a world leader in diagnostics, the leading supplier of medicines for cancer and transplantation and a market leader in virology.

### Description

We are looking continuously for talented business analysts whose proven business ability is combined with strong communication, planning and teamwork skills. As a member of the International Business Analysis Team, the successful candidate will be an important strategic business partner to the global marketing teams.

You will provide the teams with objective market analysis to enable effective and informed decision making.

Using the 4 pillars of business analysis Market Research, Competitive Intelligence, Forecasting and Secondary Data and communicating meaningful and actionable market analysis and recommendations to multidisciplinary teams is the main focus of this role.

### Who you are

You are an excellent communicator, fluent in English, with a minimum of 3 years experience in marketing/market research/analysis in the pharmaceutical industry.

You are proactive in taking the initiative and responsibility. Your strong analytical and numerical skills are matched by good oral and written communication skills, and you have a track record of successfully influencing multicultural and multidisciplinary teams. You are a strong team player, with a sense of urgency, and cope well working under pressure. You are likely to have an advanced science or business degree. Your computer skills include a high degree of competence in Excel, word processing and presentation programmes. Experience with other relevant programmes, such as SPSS, would be an advantage.

You are looking for a Career as International Business Analyst? Please apply online at <http://career.roche.com>, Job ID 4034.



# 2008 Call for Synopses

submission deadline 10 September 2007



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

## Scene Setting

Bordered by France to the north and the rest of Spain to the south, the "autonomous" region known as Catalonia is captured in its distinctive essence by its capital city - Barcelona. Very much a thriving part of democratic Spain, Catalonia has always been recognised, within Spain, as a culturally and linguistically unique entity.

Barcelona is a city which has developed a strong identity in the modern age without renouncing its long held customs and culture. It has "Moscowed" on the World's stage and is widely recognised as a modern, hi-tech city that has excelled in attracting considerable investment which is now driving its growth. Barcelona is acknowledged within Spain as an important contributor to the country's enhanced position in the international arena. All this has been accomplished without sacrificing the traditions that have shaped its people and are so deeply rooted in its historic past. Quite an accomplishment, and one that few other cities have been able to achieve so seamlessly.

Just as Catalonia is perceived to be a unique entity within Spain, market intelligence/research constitutes an autonomous discipline within our strategic marketing departments. While firmly grounded on specific customs and standards that have shaped its past, it has been harnessing new ideas and technological advances to ensure that it too receives continued investment and support. It is a vibrant industry that has emerged from small privately held companies and poorly integrated departments, into a modern highly motivated and industrious discipline. It is one that has become recognised by senior executives as an essential component for future corporate growth and prosperity. It has enabled many companies to significantly reduce costly mistakes, but this has been done without renouncing past traditions and research practices. Market intelligence/research clearly cannot survive in isolation, just like Barcelona which has to function within certain national parameters, it too has to operate within an overall business framework, but it is essential that it is not subsumed if it is to continue to thrive. Like Barcelona, market intelligence/research needs to evolve and reinvent itself.

It is a tribute to EphMRA as it approaches its golden anniversary, that it is stronger, more confident and more archaic than at any stage in the past. While it is not without its share of challenges and threats, given the nature of our business are we not the best equipped to address these?

Some of you may be wondering what the theme, *A Night at the Movies*, has to do with our industry. Like our industry, the local cinema has been, and still is, under serious threat from on-line streaming, quicker DVD releases, cable channels etc.), but has rebounded and is in a very strong position due to clever repositioning and addressing customer needs. While the market intelligence/research industry, *UNLIKE* the film industry, is not linked to "escapism" (although some may have been tempted to throw in the towel and change course!), they *ARE* both based on communication, interpretation and innovation and the need to captivate one's audience! Market intelligence/research, despite past success, still faces many challenges, none more pressing than the need to improve the commercialisation of our skills. We have to work harder to capture the imagination of senior management in a compelling way.

The recent film "Blood Diamond" focused attention on the exploitation and illegal trafficking of diamonds, and has resulted in action by the world's community to stamp it out. This reaction has been achieved in a very short time despite many previous years of lobbying at government level. The films we watch can educate, inform and help explain and simplify complex stories (think "Lord of the Rings") and even motivate the appropriate inclusion from target audiences: all elements needed in our own discipline as we continue to try to engage the appropriate level of commitment from senior management.

Given that there is a need for us to reposition ourselves and re-evaluate our role in the business community, let us look to the success of the cinematic industry for some inspiration. Cinematic images give motion pictures a universal place of communication which induces and engages.

The theme of this conference will provide a catalyst to help us harness the power of communication and imagery via the analogy of the cinema - *A Night at the Movies*.

We invite presentations and contributions that allow us to connect our marketing programme around the ways in which Market Research can evolve, re-invent, reposition and enhance its image while maintaining autonomy and fundamental principles.

## EphMRA Policy on Payment of Invoices issued by EphMRA

EphMRA has an established procedure for invoice payment as follows:

- EphMRA issues the invoice – eg for the Yearbook for membership, advertising etc. and the payment period is 45 days
- 1 week before the 45 days are up an email reminder is sent out to ask for payment
- If the invoice remains unpaid after 45 days then following penalty is applied and must be paid in addition to the invoice amount:
- If the invoice remains unpaid for 90 calendar days from the invoice date then member benefits are withdrawn.

Invoice Amount	Penalty fee added
0 – 1000 CHF	100CHF
1001 – 5000 CHF	250CHF
5001 – 10,000 CHF	500CHF
10,000 CHF and over	750CHF

## PEOPLE NEWS



Rick Tobin

Medimix International welcomes Rick Tobin as Chief Operating Officer. Tobin previously worked as Senior Vice President at Synovate, and before that, was President of Strategy Research Corp., and has more than 25 years experience in marketing research.



Anne Jolly

Time Research is extending its team and has recently appointed a new Research Director, Anne Jolly. Anne has previously headed the market research team at GlaxoSmithKline and brings extensive experience to support research services at healthcare conferences.



Eileen Sutherland

Marketing Sciences has promoted Eileen Sutherland to Research Director. Eileen was involved in the launch of the Healthcare Division and has made significant achievements in government and social research.



Jacqueline Collier



Christel Crausaz

Rxmark, the research division of Interbrandwood Healthcare, has made two new appointments to its Geneva-based European team: Jacqueline Collier Jaspersen as Research Manager and Christel Crausaz as Research Coordinator. Jacqueline, who holds a BA (Hons) in interpreting and translating and Masters degrees in language technologies and software localization, has a background in project management and communication. Christel, who holds a Masters degree in political science, has a background in international affairs and marketing.



Mandy Illic

Fast Forward Research has appointed Mandy Illic as Research Director. Mandy brings with her a wealth of experience gained over the last 17 years on the client side, most recently Pfizer, where she was Brand Analytics Manager – Europe & Canada.

Other recent additions to the team at Fast Forward Research are Cathrene Rowell from Random International as Senior Research Executive and Jennifer Evans as Research Executive.



Jennifer Evans and Cathrene Rowell



Lisa Alderson has joined Pope Woodhead as Senior Consultant in Business Development. She has 10 years experience in the international healthcare industries and will be working with the Marketing Strategy and Insights Practice, focusing on market access and value propositions.



## PEOPLE NEWS



Fieldwork International has launched a Patient Research Team specialising solely in patient research. Spanning all methodologies, developments include the extension of FI Healthcare's patient panel, expansion of the network of patient associations the team is working with, and the implementation of new patient recruitment methods. Nicola Lewis has returned to FI Healthcare to head up the new division.



Stuart Bartlett has been promoted to Business Development Director, Synovate Healthcare and will return to the UK to take up this role. Stuart was previously heading up the Asia Pacific business over a 4 year period. Sumit Sharma will take over from Stuart at Synovate Healthcare Asia Pacific. Sumit joins from Frost & Sullivan where he was Practice Director for the company's healthcare business unit in EMEA.



FocusVision has appointed the following people in the UK office. :



(left – right) Katy Hulse – Sales, Manuel Martorell – Technical Services, Faye Adcock – Sales, Callum Finlayson - Coordination, Ross Martin – Technical Services



UK Healthcare Fieldwork agency, Gillian Kenny Associates, have made two senior appointments from within the existing Project Management Team. Lisa Webster has been promoted to Fieldwork Manager and Richard Stephens becomes Business Development Manager.



all global

Oumou Sarr has joined All Global as Director of their new Client Services Team. Vicky Burke and Vanessa Bader Schettini joined the team as Account Managers.

## SERVICES



All Global, a healthcare and medical international data collection agency, has recently launched its physician US panel. All Global has now an online panel of over 75,000 physicians and healthcare professionals in Europe and 60,000 in the US.



Medimix International announces it now has over 500,000 members in its global online panel of healthcare professionals, which includes physicians, pharmacists and nurses, in over 50 countries.



FocusVision announces that their lower-priced VideoStreaming "Basic" service many companies use now in the U.S. has been expanded to select viewing facilities in Western Europe. Visit [www.focusvision.com](http://www.focusvision.com) or call +44 (0) 1892 521075 for more info.

## SERVICES

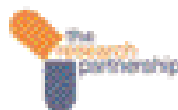


Pope Woodhead's Market Access offering now includes the creation of value propositions to payers and their influencers. The new offering combines identifying payers' unmet needs through primary research, an evidence review and delivery through value communications tools and planning.



QED Studios, associate company of UK fieldwork specialists Gillian Kenny Associates Ltd., will open a 3 suite studio facility, with digital AV facilities near central Birmingham on 8th May 2007. See [www.qedstudios.com](http://www.qedstudios.com) or telephone +44 (0) 121 471 3434.

## COMPANY NEWS

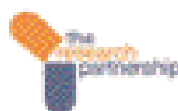


The Research Partnership has opened its Asian regional headquarters in Singapore that join the London and New York offices. Marc Yates heads the office, with 23 years market research experience, half of them in healthcare in Asia.



FI Healthcare has established a China office (FI Healthcare's fifth in Asia) to service both domestic and international clients.

## OFFICE MOVES



Coinciding with its 10th anniversary The Research Partnership London has moved to larger offices:  
374 North End Road  
London SW6 1LY, UK  
Telephone, fax numbers, e-mail and website addresses remain unchanged.  
Tel: + 44 20 7385 6222.  
Fax: + 44 20 7385 8222.  
[www.researchpartnership.com](http://www.researchpartnership.com)

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