

EphMRA NEWS

European Pharmaceutical Market Research Association Issue: June 2008

Welcome to Barcelona

Here are some of the many events taking place at the annual Conference – Do Join Us!



Committee Poster Session

Opens on Tuesday 24 June in the coffee areas

- Read in more detail the topics committees have been addressing on behalf of the members

PRM&T Masterclasses – 24 June

- Testing Medical Devices
- War Gaming
- Gaining Understanding and Insight with Conjoint & Discrete Choice Models

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

EphMRA Welcome Reception - Tuesday 24 June

19.00 - 19.30 - Orientation Welcome Cocktail for first time attendees
19.30 - Welcome Cocktail for all delegates - network and meet colleagues

EphMRA AGM - Morning

Wednesday 25 June - hear what the Association has achieved over the past year.

Wednesday 25 June - Parallel Hot Topic Sessions

1. Has on-line Research in healthcare gone too far! - or does it still have much further to go?
2. How, if at all, will the developing healthcare environment alter the skills of those we employ in market research?

Wednesday 25 June

1960s Movie Evening Event - dress for the occasion...

Agency Fair

Thursday 26 June at 12.30pm.

- Make time to visit the Exhibitors and learn about new services and meet suppliers

Thursday 26 June

Evening Event – 2008 Post Oscar Party Night sponsored by IMS Health

Key Note Speakers

Featuring Special Guest Star 2008 - David Pearl - Award Winning Key Note Speaker



EphMRA is very pleased to have secured David Pearl to open the conference. David is a Director of 'CIA' - the Corporate Inspiration Agency and he spends his life helping organisations be more inspired - and inspiring.

In his work he draws on his eclectic experience of the creative disciplines as an opera singer, theatre director and performer, improvisation practitioner, film writer and television presenter. David has many years' experience of consultancy work with board level and senior executives in blue-chip companies throughout Europe and the US pioneering the use of the arts as an organisational and personal development tool in business.



Also starring Steve McDermott - 2007 motivational speaker of the year

EphMRA are also pleased to welcome Steve McDermott a highly motivational, memorable, energetic, charismatic speaker. As well as being an expert on strategies for success, Steve also specialises in helping individuals and organisations become more creative and innovative. Before starting his own company, for 15 years, he was a Copy Writer and creative Director of a highly successful advertising agency. He has won over twenty international and national advertising awards for creativity and was particularly fond of writing radio commercials.

Steve is one Europe's busiest and most sought after speakers, a best selling author, broadcaster and businessman. He is also a consultant (a 'Man in black'), coach and trainer for a host of organisations. He is a certified practitioner of Neuro-Linguistic Programming.

See you at the Conference



ATTENTION – COMPETITION
ALL PHARMACEUTICAL DELEGATES
WOULD YOU LIKE TO WIN AN IPOD NANO OR A NINTENDO WII?

EphMRA
www.ephmra.org

2008 EphMRA Agency Fair
A NIGHT AT THE MOVIES
Thursday 26th June 2008

**EPHMRA HAS 8 IPODS AND
2 WIIS TO GIVE AWAY AT
THE EPHMRA AGENCY FAIR**

How do I win?

Enter a competition being run during the Agency Fair
on Thursday 26th June at the 2008 Conference.
An entry form is included in your delegate
registration materials.

What do I need to do?

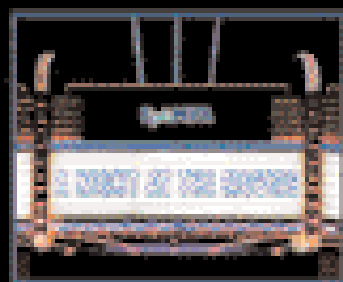
You need to visit every agency fair stand to obtain a competition answer. You also need to obtain a special stamp
from the agency to validate your competition entry. At the end of the agency fair hand your completed entry in at
the conference registration desk.

How will the winners be selected?

At the end of the agency fair a draw will take place for
the first 10 correct entries.

When will the winners be notified?

Winners will be announced at the Thursday evening event.



On-Line Training



HOT OFF THE PRESS

The PRM&T Committee is pleased to announce the launch of the on-line Introduction to International Pharmaceutical Market Research Course.

This course is unique and had been developed by EphMRA for the pharmaceutical industry. No new member of your department should miss the opportunity to experience this fundamental foundation course – a must for all new market researchers.

EphMRA would like to thank the Working Party who helped bring this course to life:-

Janet Henson – PRM&T Chair
 Anna Garofalo – Double Helix Development
 Julie Buis – Aequus Research
 Anne Loiselle – Abbott

MEMBER DISCOUNTS

EphMRA members only have to pay 840 Swiss France per person for this outstanding course. None Members of EphMRA can also benefit for 1200 Swiss Francs per person.

REGISTER NOW

To register please see our website www.ephmra.org

FULL SCOPE OF COURSE



Introduction to Pharmaceutical Market Research enables delegates to understand the basic principles and best international practices of pharmaceutical market research. It also helps learners to develop an understanding of:

- Pharmaceutical Market Research (PMR) and its uses
- Defining Secondary and Primary Research
- Different primary methodologies
- The scope of PMR and its role in the product lifecycle
- The role of PMR and its clients
- The role of PMR in business decisions
- The fundamental elements which research provides
- Using research findings to make a difference
- The role and mission of EphMRA in International Pharmaceutical Market Research
- Further training opportunities from EphMRA

Target Audience

The target audience for this 1-day course is those who have joined an international pharmaceutical market research department or agency within the last 12 to 18 months.

Learning Objectives

The Role of Market Research

- The Pharmaceutical Industry - Understanding the initial the process of drug development and testing, and the role that market research plays within the world of pharmaceuticals
 - How is a drug developed?
 - How are drugs tested and regulated?
 - How are clinical trials carried out?
 - What is the role of market research in the industry?
- The Product Lifecycle - looks at the lifecycle of a drug, as a product, and the market research that might take place at each stage of the product lifecycle.
 - What is the product development lifecycle?
 - Where does market research fit into the lifecycle?
- Commissioning Market Research - the process of commissioning market research, from the initial question or request, through to how pharmaceutical companies select and work with agencies.
 - Why do market research?
 - What should we understand market research?
 - How do we clearly the objectives?
 - What planning needs to be done?
 - How is an agency selected?
 - What process does a market research project follow?
 - How do other people perceive market research?

Secondary Research

- Overview of Secondary Research - what role should Secondary Research play in a market research project, from helping to define the problem, to identifying the research objectives and establishing information gaps.
 - What is Secondary Research?
 - How do we use Secondary Research?
 - What can we use Secondary Research?
 - How helpful is Secondary Research?
 - What are the common pitfalls?
- The Sources - a review of secondary data sources that are available to market researchers and how that data can be identified and categorised.
 - How is secondary data categorised?
 - What are the main sources of secondary data?
 - What does each data look like?
 - What is each data useful for?
 - What is each data useful for?

Primary Research

This section looks at different primary research opportunities and aims to help you to distinguish and differentiate between the use and character of qualitative and quantitative methodology. In order to maximise the application and value of any research you undertake.

- Qualitative
 - What is qualitative research?
 - Where can we use qualitative research?
 - What are the main methods?
 - How are samples chosen and interviewed?
 - How do we analyse qualitative findings?
 - What can go wrong?
- Quantitative
 - What is quantitative research?
 - Where is quantitative research used?
 - How do we collect quantitative data?
 - How do samples size derived?
 - How is a quantitative study undertaken?
 - How do we analyse quantitative research data?
 - What can go wrong?
 - What other techniques are commonly used?

EphMRA and your career

This module looks at EphMRA and how you to develop and improve standards and techniques for market research in the field of health and healthcare. It also contains details of the courses and publications EphMRA offer to help you progress your market research career within the industry.

- The EphMRA Board
- Annual Meeting
- Role of EphMRA Committee
- EphMRA's role in training, members meetings, annual conference and publications

FOR MORE INFORMATION CONTACT
JANET HENSON
conference@ephmra.org

Engaging, Accessible, Anytime, Anywhere



all words that apply to our new on-line training

ALSO AVAILABLE FROM EphMRA ON LINE - brought to you by the PRM&T Committee

EphMRA Healthcare Market Research Skills Courses

420 Swiss Francs to Members (600 Swiss Francs to Non Members)

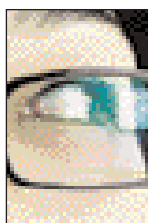
Managing a Research Project



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 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.

These questions need answers. Answers that you as a market researcher are expected to find. This course is designed to help you to improve the quality of research you do, avoiding the common pitfalls that lie between a brief from your in-house client and reporting the results of your research.

The Role of Research through the Product Lifecycle



The role of market research within the product lifecycle is paramount to the marketing success of pharmaceutical products. All pharmaceutical companies need to maximise their products performance within the marketplace, and this requires a high level of market research information and analysis. Market Research has always been key to the success of pharmaceutical companies and products, but today and in the future it is even more important and the importance will certainly increase. This course aims to demonstrate why market research is important and provides an overview of different methodologies that any project might incorporate through out the lifecycle of a product. The course also looks at the key influencers to research and most importantly effective presentation delivery of the research.

EphMRA Healthcare Business Skills Courses

190 Swiss Francs to Members (250 Swiss Francs to Non Members)

Managing Workload



The healthcare industry is a rapidly changing and evolving area resulting in more and more demands on the market researcher. This demand indicates that senior managers value the internal and external services you provide. However this has resulted in higher levels of skills being required to manage your workload. During the course of your work, you may find that you have to work to tight deadlines. More often than not, these will concentrate themselves at certain times of year. This course will help you learn techniques for managing your workload through identifying your priorities correctly, setting effective goals, and making the best use of your time. It also looks at how you can cope when your workload becomes excessive.

Negotiation Skills



Being able to negotiate effectively will benefit you both in and outside of the workplace. This course will help you to learn some practical negotiation techniques and strategies, and to plan your negotiations to give you the greatest chance of success.

EphMRA Healthcare Leadership Skills Courses

190 Swiss Francs to Members (250 Swiss Francs to Non Members)

Coaching Skills



Coaching is a fundamental part of your role as a manager. It is at the heart of your relationship with anyone who works for you. This course will help you develop an understanding of coaching and how you can use it to get the best out of the members of your team.

Leadership Skills



Many people make the mistake of thinking that leadership is something that only very senior people have to consider. In fact, leadership is a key skill that every manager needs to master. This course will help you to develop your leadership skills and use them to provide direction for your market research team.

Managing from within the Team



As a manager, you are also a member of the team that you work for. This course will help you to balance these two roles and manage your team more effectively from within.

Register Now www.ephmra.org

For more information contact Janet Henson conference@ephmra.org



We reveal the insight within.

What IMS does for its clients is a revelation.

If you think the IMS name just stands for data, think again. Lately we've also been making quite a name for ourselves in Evidence-based Consulting® for the global healthcare market.

Now you can leverage the expertise of our specialized consultants – over 1400 worldwide – who apply leading-edge analytics to shape information assets into valued business solutions.

Our unique combination of capabilities can support your decisions on commercial effectiveness, product and portfolio strategy, and market access.

So the next time you're thinking, find out what we're thinking.

Contact us on +44 20 3075 5007 or visit www.imshealth.com/insights.

ims

**INTELLIGENCE.
APPLIED.**

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STOP PRESS:

EphMRA - New One Day Training Courses



November 6th 2008 – Rationally how does my product fit into the market?
November 7th 2008 – How do I implement my positioning strategy and monitor its effectiveness?
REGISTER NOW FOR BOTH THESE COURSES – WHY NOT BOOK BOTH AND SAVE 10%* Both are complementary courses in our product lifecycle in our progressive learning module. (*for same delegate)

For our November courses we have visualised them playing chess and puzzles - a good analogue?



Positioning: the act of creating an image of what a product can offer and to whom, so that it will occupy a distinct and sustainable competitive position in the mind of the target consumer – EphMRA Lexicon.

Positioning Statement: written declaration by a company regarding its view of where its product or service sits in the marketplace – EphMRA Lexicon.

Chess strategy - is concerned with the evaluation of chess positions and setting up goals and long-term tactics for future play. During the evaluation, a player must take into account the value of the pieces on the board, pawn structure, king safety, position of pieces, and control of key squares and groups of squares), and the possible moves the opponent will make after any move made.

Jigsaw puzzle - is a tiling puzzle that requires the assembly of numerous small, often oddly shaped, interlocking and tessellating pieces. Each piece has a small part of a picture on it; when complete, a jigsaw puzzle produces a complete picture.

So the analogues utilised for our two November courses is clear, our B2 course – Rationally how does my product fit into the market is very similar to completing a jigsaw puzzle and just as challenging.

Our B4 course - How do I implement my positioning strategy and monitor its effectiveness - is very like the strategic game of chess and just as skilful and the role of competitor reactions insightful.

So come and learn how to master the role of market research in these two key areas of the product lifecycle.

ONE DAY MARKET RESEARCH TRAINING COURSE: THURSDAY 6th NOVEMBER 2008

B2 Rationally how does my product fit into the market?

(Phase III to launch, line extensions)

Introduction

This one-day workshop will provide delegates with practical guidance on how market research can be used to develop product positioning, specifically understanding customer needs, developing a Target Product Profile (TPP), prioritising R&D spend, identifying who to target and determining which positioning will optimise the potential for a new product.

Course Objectives

The aim of the workshop will be to provide delegates with practical guidance on how market research can be used to develop product positioning from a rational perspective (i.e. winning the mind!). More specifically the course will address the following questions:

- What is product positioning?
- What is the role of positioning in the strategic marketing process?
- Which product features and attributes have the greatest influence on product prescribing?
- How can market research help us to develop a Target Product Profile (TPP)?
- How do I prioritise my R&D spend?
What are the relevant clinical end-points?
- Who should I target?
- Which positioning will optimise the potential for my product?

The course will provide a practical nuts and bolts approach to positioning and will cover:

- The qualitative and quantitative tools required to successfully launch a product
- The types of methodological approaches / research studies commonly employed
- The brand manager perspective

Who Should Attend?

The course is aimed at those working in an international pharmaceutical market research department or agency who have completed introductory courses in market research. The course would also prove useful for those working in a national pharmaceutical research department.

Convenors & Organiser

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

Julie Buis, Aequus Research;

Anna Garofalo, Double Helix;

Felicina Itote, Abbott International;

Nicole Collingwood, EphMRA Training Course Logistical Organiser

ONE DAY MARKET RESEARCH TRAINING COURSE: FRIDAY 7th NOVEMBER 2008

B4 How do I implement my positioning strategy and monitor its effectiveness?

(Phase III to launch, repositioning and line extensions)

Introduction

This interactive workshop will explore the pit-falls and strengths of research in campaign development and show how to implement positioning strategy through creative communication. Effective tracking and monitoring of brand perceptions; to assess the effectiveness of positioning strategy will also be reviewed.

Course Objectives

Using the examples of several "real live" business cases, the courses aims to discuss methods and tools which:

- Help identify a practical framework of activities to implement your positioning strategy through genuinely creative communication.
- Explore the pit-falls and strengths of market research in campaign development.
- Allow you to monitor brand perceptions and assess the effectiveness of your positioning strategy over time.

How do I communicate with my customers in such a way that they position my brand the way I want them to? (Phase III-Launch, repositioning and line extensions).

- Building the campaign (development, evaluation and testing of key messages, sales story flow/ detail aids, ad concepts - including both quantitative approaches).
- Once launched, tracking of attitudes, usage and current key messages, assessing impact of current campaign, development and testing of new campaigns.

Who Should Attend?

The course is aimed at those working in an international pharmaceutical market research department or agency with a minimum of 18 months - 2 years experience. The course would also prove useful for those working in a national pharmaceutical research department.

Convenors & Organiser

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

Peter Caley, Branding Science; Nicola Frost, Baxter; Steve

Grundy, Marketing Sciences; Nicole Collingwood, EphMRA Training Course Logistical Organiser

Both Course Venues - ABPI - The Association of the British Pharmaceutical Industry - London



EVEN MORE COURSES

- MasterClass Qualitative Research - New Horizons - Planned for Spring 2009
- 2009 June Pre-Conference MasterClass Workshops:
 - Segmentation
 - Pricing - The Role of Market Research
- Autumn 2009 - Progressive learning module course B1 - Evaluating a Business Opportunity - The Role of Market Research

And possible course under consideration - Autumn 2009 - Progressive learning module course B3 - How do I brand to Win - The Role of Market Research in Brand Development



Watch our website for news on all our courses.

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The EphMRA Award for Contribution to Pharmaceutical Market Research

Winner to be announced – Friday 27th June in Barcelona

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 market research.

Previous Winners and Runners Up:

Year	Winner	Runner-Up
2007	Barbara Ifflaender, Altana Pharma, Nycomed Group	François Feig, Merck Serono
2006	Hans-Christer Kahre, AstraZeneca	Barbara Ifflaender, Altana Pharma.
2005	Colin Maitland	Hans-Christer Kahre, AstraZeneca
2004	Isidoro Rossi, Novartis Pharma	Dick Beasley
2003	Janet Henson and Bernadette Rogers	Dick Beasley
2002	Allan Bowditch, Martin Hamblin GfK	Rainer Breitfeld.
2001	Panos Kontzalis, Novartis	Allan Bowditch, Hamblin GfK.

The 2008 Nominations are:

Allan Bowditch – Ziment – for his work on the Adverse Events Working Party and his very active participation to the content (and delivery) of the 2007 and 2008 conferences and his commitment to the 2009 conference.

Cathy Clerinx – Adelphi International Research – has been a committed member of the PRM&T and has also supported the Programme Committee for the Athens 2006 conference.

François Feig – Merck Serono International - Former President of EphMRA, very active participation on the Adverse Events Working Party and is a committed EphMRA supporter.

Jacky Gossage – GSK – Long time achievement as Chair of Database & Systems Committee and has strengthened the role of market research (especially secondary) in pharmaceutical companies.

Steve Grundy – Marketing Sciences – for outstanding contribution to training and PRM&T Committee. Always willing to participate in EphMRA courses as speaker or convenor.

Anne Loiselle – Abbott – very active supporter of EphMRA, current Past President, 2009 Conference co-Chair. Willing to participate in a wide range of EphMRA discussions.

Alexander Rummel – psyma international – Always supportive and enthusiastic to EphMRA, active member of PRM&T Committee, and speaker and convenor on training courses.

Andrew Scott – Ziment – over a 25+ year career in pharmaceutical marketing research has been a strong supporter of EphMRA.

Jayne Shufflebotham – AstraZeneca – enthusiastic hard working supporter of EphMRA, long standing committee involvement and Chair of Syndicated Data Committee.

Henrik Zoeller – Gruenenthal – very positive member of PRM&T Committee, enthusiastic supporter of EphMRA and its work.

Both Full and Associate members have made nominations and then voted.

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 market research

Examples of such a contribution are:

- New technique developed
- Strengthened the role of market 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 momento.

CONTACT US By phone, fax or email...

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Visit the EphMRA web site at www.ephmra.org



emerging markets call for emerging ideas

Emerging markets have become the main drivers of global growth, offering unique business opportunities to multinational healthcare organizations.

facta | emerging
ideas

Successful entry and sustainable growth are contingent upon a comprehensive understanding of the competitive dynamics of each individual country, maintaining an acute awareness and timely exploitation of the opportunities and threats that arise.

At facta, we believe that innovation and local knowledge are vital when developing new markets.

Our company understands the industry-specific, technical issues of healthcare-related research and is staffed by local people whose insights allow us to recognize opportunities invisible to outsiders.

For the past 30 years, facta has earned a reputation for providing actionable recommendations with an unmatched flexibility and commitment to quality that only a specialized agency can provide, contributing to the development of sound and successful marketing strategies.

EphMRA Training

Reasons why you should attend EphMRA PRM&T Training Courses, MasterClasses and Workshops



What sets our training apart?

An experienced leading provider

EphMRA has been a leading provider of pharmaceutical training courses for more than 18 years. Over 500 delegates have attended our courses since 2000. EphMRA is now recognized as running successful market research courses geared to developing, refining and enhancing skills, knowledge and professional competence.

Objectivity guaranteed

EphMRA is an industry run association. We are not a commercial organization and we are always objective, non promotional and never run sponsored courses. This allows us to bring you top industry experts to provide balanced views on key healthcare skill sets. EphMRA also looks to areas outside of the healthcare field to bring new and evolving thinking to our members. We have a consistent practice of offering pragmatic oriented course programmes, which evolve to provide up to date information that delegates can put into practice the day they return to their companies.

Added value to your company

All our courses are designed to be dynamic and interactive as possible, encouraging participation to develop new skills that will be drawn upon throughout a delegate's career, thereby increasing their value to their companies.

A clear defined progressive structure to our training – from beginners to experts and beyond

EphMRA now offers courses and workshops from basic introductions to advanced skills to broaden knowledge and understanding of key areas within the healthcare field. Our courses are planned to provide a progressive learning module linked to the product lifecycle to meet the needs of all your market researchers:-

A–Introductory (Basic skills training)

B–Business issues related, product life cycle oriented (each B course is independent but with no in-depth focus on methods)

C–Method related (ad hoc MasterClasses with in-depth focus on one single method)

Delivery is all – Flexible Learning Environments

We recognize in today's world we not only need to meet your training needs in terms of content but also delivery. To meet the need for flexible learning environments we offer face to face one day courses complimented by on-line learning that is flexible, creative and relevant. We believe that learning works best when it engages and motivates people.



Face to Face – one day courses

Unique interactive healthcare courses

Course B1 Evaluating a business opportunity - The Role of Market Research (PLC Phase I-II and in-licensing)

Course B2 Rationally how does my product fit into the market? (Phase III to launch)

Course B3 How do I Brand to win - The Role of Market Research in Brand Development (Phase III to launch, line extensions)

Course B4 How do I communicate my positioning to the market? (Phase III to launch, repositioning and line extensions)

The timing of our courses allows delegates to complete all four modules within a maximum 2 year time frame.

Our MasterClass - C level - method related courses address a range of topics and we periodically offer:-

- NLP • Semiotics • Mapping: Where is our product's position, and where are the others? • The 6 biggest mistakes in Pharma Forecasting and how not to make them • Segmentation
- Testing medical devices • Presenting Market Research
- War gaming • Gaining Understanding and Insight with Conjoint & Discrete Choice • Marketing our Market Research





On-line

Highly engaging on-line EphMRA e-learning training courses – Engaging, Accessible, Anytime, Anywhere. Learning takes place in your own time, at your own pace with the ability to let you select which aspects of each course you wish to concentrate on. Three bespoke market research skills courses for the healthcare industry:-



- A1 Introduction to International Pharmaceutical Market Research**
- A2 Managing a Market Research Project**
- A3 The Role of Market Research in the Product Lifecycle**

For each course, participants can ask questions to a panel of independent experts from agencies and the industry, with over 10 years of experience.

In addition EphMRA recognises that the Market Researcher of today not only requires up to date market research skills but also 'soft' skills. To meet this need EphMRA offer 5 Healthcare business skill courses, specifically designed for market researchers.

- 1. Managing Workload**
- 2. Leadership Skills**
- 3. Coaching Skills**
- 4. Key Performance Indicators**
- 5. Negotiation Skills**

At a price that is right

Face to Face

We now provide even greater value for our face to face courses. Our courses now cost less with a one day, face to face course available to members for just Swiss Francs 1100 and 1550 to non members.

An even better deal

If you attend one of our C Level Master Classes linked to our annual conference you can come free if you are an EphMRA member fully registered for the Conference.

On-line

Our healthcare on-line courses offer value for money that you cannot accord to miss.

On-line Business Skills – Swiss Francs 190 to members and 250 to non members.

On-line Introduction to Pharmaceutical Market Research – Swiss Francs 840 to members and 1200 to non members.

Managing a Market Research Project and The Role of Market Research in the Product Lifecycle - Swiss Francs 495 to members and 695 to non members.

(Please note that our courses may sometimes be invoiced in £ sterling, the exchange rate for which will be included in the individual course documentation).

Yet even more value for money - bulk discounts

Face to Face – If you book all four B-Module face to face courses at the same time you only pay for 3. If you are an EphMRA member and book 3 delegates on one course you only pay for 2. OR if you book 2 or more delegates from the same company you obtain a 10% discount regardless of if you are an EphMRA member or not.

On-Line – For bulk bookings we offer discounts on application.

Open to all

All our courses are open to EphMRA members and non members from any healthcare disciplines who have an interest in knowing more about market research. From beginners to experts we cater for all.

We tailor each course we run based on the experience of delegates who register.

We also specifically verify whether participants have enough, or too much experience, for the course they aspire to.

Unrivalled Networking

EphMRA also offers the ideal opportunity for market researchers simply to network and share their experiences.

Want to know more?

Our website details when our next courses are scheduled or you can contact:-

Janet Henson – Head of PRMT Training Committee

Tel +41 21 825 49 54, Fax +41 21 825 49 55
email: prmt@ephmra.org

Nicole Collingwood – EphMRA Training Logistical Organiser

Tel: +44 (0)1342 851206, Fax: +44 (0)1342 851210,
email: training@ephmra.org

www.ephmra.org

Yes or no: it's black or white!

Food for thought

Making our questionnaires as efficient as possible is a must. Not only can we waste a lot of respondents' precious time in asking unnecessary questions, but also we may be losing an opportunity to produce more meaningful insights. This paper looks at the way we ask brand attribute questions, reports the results of a validation study and makes clear recommendations on what should be regarded as an integral part of the research toolbox.

When assessing brands on a number of attributes, traditionally we use rating scales where respondents are asked to state their level of agreement or disagreement. Respondents are asked to rate all brands on all attributes, so where we have several brands and several attributes this task becomes both longwinded and repetitive. Yet we have persisted with ratings because of their well known qualities such as the range they provide and the analytical possibilities associated with interval scales. Yet when analysing the results we often find that the data produces poorly differentiated brand scores. There are three main reasons for this. Firstly, we are forcing respondents to rate all brands on all attributes, even though they may not have a view one way or the other. This clouds the issue of brand differentiation. Secondly, interval scales have a centralising tendency i.e. once the mean scores are presented, we tend to forget about the distribution of the scale. This is sometimes overcome by looking at top box answers only, but we are ignoring the rest of the scale distribution. The third issue is that when used for multi country projects there are cultural differences in the way the rating scales are used, making comparisons across countries difficult.

We have, for a long time, thought that a far more efficient method is to ask the brand attribute question by association rather than by ratings; i.e. the respondents only tick the attributes that are particularly associated with each brand. This has a number of advantages over ratings. Firstly, it is more time efficient: the respondent does not need to rate all brands on all attributes, only those that matter. Secondly, the data produced should therefore be more discriminating, again because only those attributes that make a difference are recorded.

As pharmaceutical markets become more complex and competitive, we need tools that are more sensitive to brand differences, especially as we are now often dealing with more exhaustive attribute lists and increasingly large repertoires of brands. There is some literature to support this approach based upon consumer experience, but we wanted to test this within healthcare.

We decided to conduct a study in the UK amongst GPs on the subject of Proton Pump Inhibitors. This market was chosen because it is a tightly defined market, with brands which we believed doctors perceived to be very similar. We included 22 attributes and 5 brands. The brands included

Losec, Zoton, Pariet, Protium and Nexium. The sample was split, with half completing a rating task and the other half a yes/no association task. The question was: 'I would now like to understand which drugs you particularly associate with each of the following attributes'. For those with the association task it proceeded as follows: 'For each drug please tick as many of the attributes as you feel are particularly associated with it. You may tick as many or as few boxes as you feel are relevant'. The rating exercise read as follows: 'Please rate each drug on the following attributes on a scale of 1 to 7, where 1 equals 'not at all associated' and 7 equals 'extremely associated'.

The key results are shown below. We have used bi plots to illustrate the results. *

Figure 1 shows the results of the ratings. As expected, Losec and Zoton are the favourite brands, mainly associated with 'value for money' as they are generics, and 'my preferred brand'. The proximity of Losec and Zoton shows there is not much perceived difference between the two brands. Protium and Pariet score below the average on every attribute and are perceived to be quite alike. It is evident that Nexium is perceived to be a distinctive brand and is clearly associated with the attributes 'for patients refractory to other treatments' and 'suitable for severe patients'. However, the short length of the vectors shows that there is little differentiation for Nexium on those features.

Figure 1: Biplot on ratings

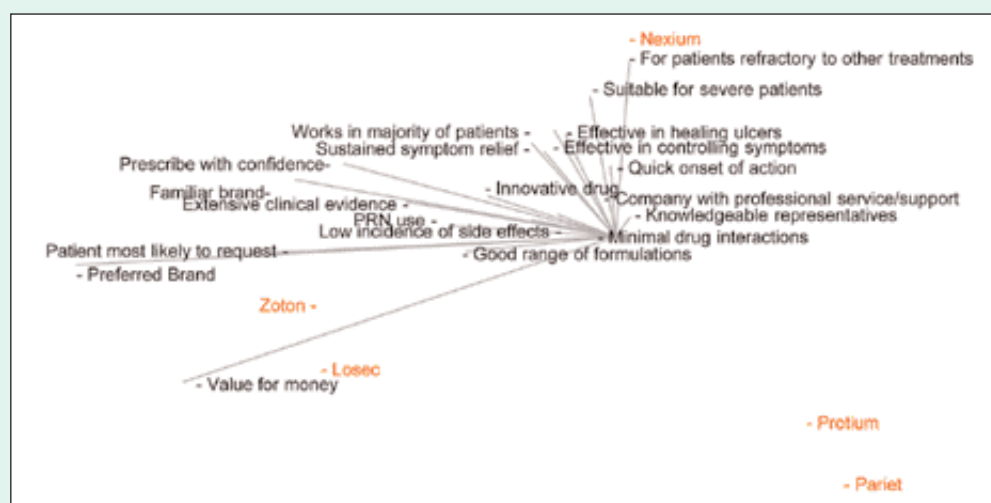
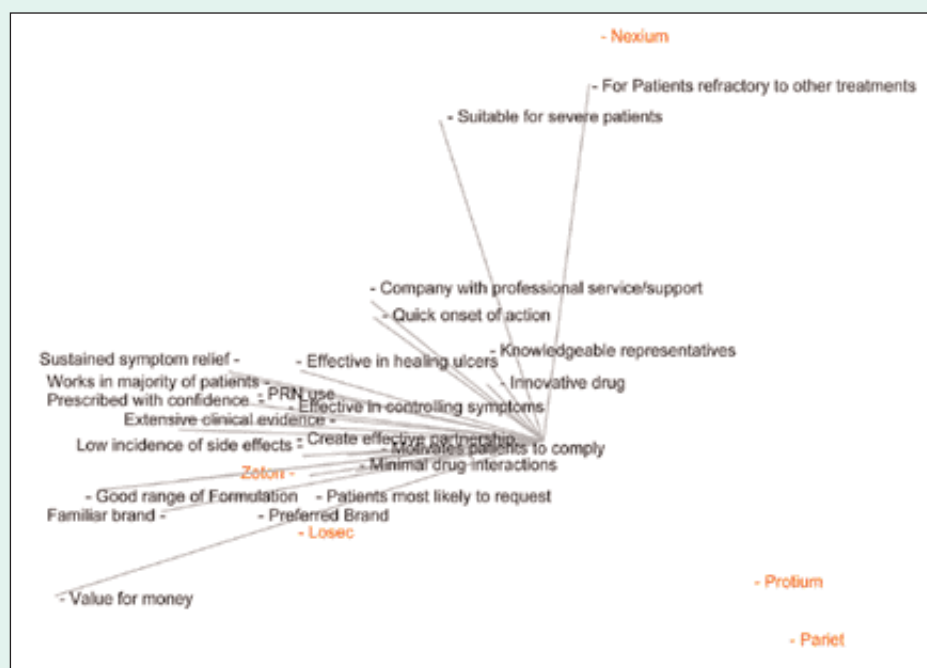


Figure 2 shows the results of the association question. You can see in terms of structure it has a striking similarity with Figure 1. The structure of the correlations has hardly changed, indicating the attributes are perceived in the same way. The brands are also in the same position. Nexium still has the same drivers, but the vectors are much longer now, indicating a wider range and thus more differentiation. It clearly shows that the attributes 'for patients refractory to other treatments' and 'suitable for severe patients' are specifically associated with Nexium.

Figure 2: Biplot on associations



This experiment shows strong support for the discriminating power of a simple association task. The bi plots have the same structure and the features that are expected to be associated with brand are so much more discriminating when using the association. The quality of the bi-plot on associations demonstrates its attractiveness for usage in healthcare market research. In fact for several good reasons it should belong to the standard toolbox of the market researcher for eliciting brand association data. Yes or no. It's that black and white.

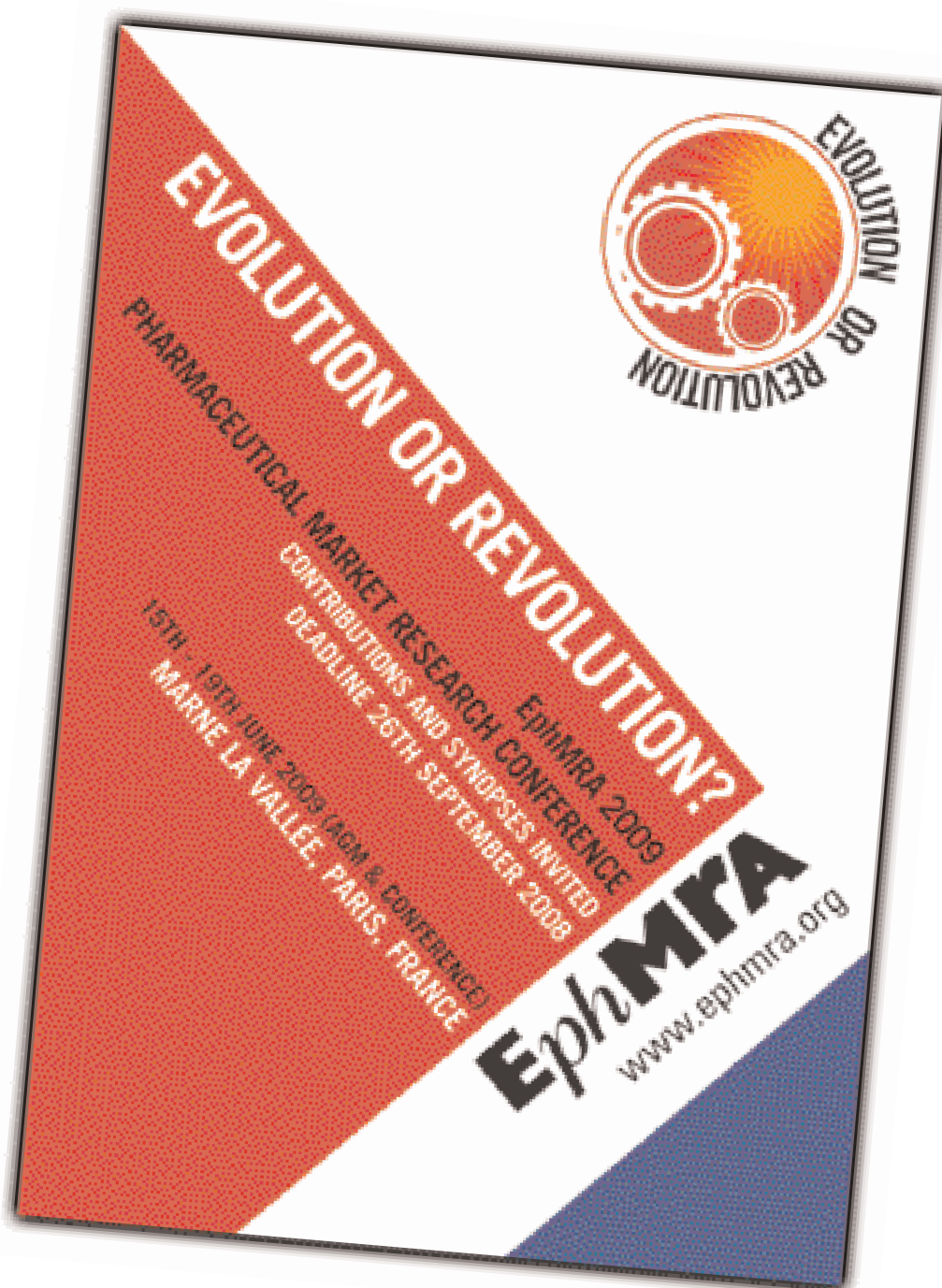
*A paper on how to read bi-plots can be obtained by mailing the author

Okke Engelsma

Global Director Advanced Analytics -
Synovate Healthcare
Okke.Engelsma@synovate.com

2009 Call for Synopses

Submission deadline September 26th 2008



See web site for more details
www.ephmra.org

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Syndicated Data Committee



Remit

To build awareness and understanding of syndicated data sources and partnership with suppliers to improve quality and outputs.

Activities

- Develop tools to enable the industry to better understand the range of syndicated data services available
- Build relationships with suppliers to help improve the provision of high quality data and outputs such as training
- Promote and encourage the sharing of best practice with regard to syndicated data sources

Contact for more information:

Jayne Shufflebotham
AstraZeneca
Jayne.Shufflebotham@astrazeneca.com

The Only Certainty is Change

The pricing, reimbursement and market access environment has changed, is changing rapidly, and will continue to change. In these areas, new developments are constant. What does the future hold in the evolving landscapes? How will the needs and roles of stakeholders develop?

Changing costs

- Clearly we cannot afford the costs of healthcare

Healthcare is becoming more expensive and has the potential to break budgets at local and national levels. There are many drivers for cost increases. Our aging populations are living longer. Better screening and diagnostic techniques are improving the detection of illnesses, which is recorded as increased disease prevalence. There is also a real increase in prevalence of diseases such as Type 2 diabetes and obesity which result from changes in diet, exercise, and lifestyle. Other environmental factors are responsible for increasing some chronic diseases like asthma. We have better medical and surgical healthcare technologies, safer medicines, and improved options (e.g. more effective delivery systems, targeted therapies) at our disposal. These value added improvements have to be paid for through an increased price tag. There is demand for bigger and longer clinical trials in many areas, particularly where long-term effects need to be monitored (e.g. outcomes trials in cardiovascular disease and diabetes). In the future, clinical trials are likely to be supplemented by continuous lifelong trials, where people's life experience with medicine will inform and guide the use of medicine in others.

Finally the cost of administration has increased due to greater monitoring and evidencing of good practice, and more intensive regulation of medicines (before and after launch).

Changing responses

- Promotion of healthier lifestyles will help control costs long-term

The net effect of these cost increases is driving healthcare costs above inflation rates. The situation is clearly not sustainable, so how are we responding to these changes? Providing universal coverage to acceptable standards is highly politically charged in all systems. Against this tension, governments must tread carefully. An important step in controlling costs is better healthcare education in populations. Promotion of more healthy lifestyles will produce welcome improvements in morbidity and mortality as well as useful savings in healthcare budgets - but these will only be seen in the long-term. In the short-term, other measures are being taken to control cost increases.

Changing payers

- Short term we see cost shifting, more guidelines and risk sharing

We are seeing new payers and new stakeholder interactions. Costs are being shuffled and shifted between budget holders at national, regional and local levels. There are many examples of cost shifting and implicit rationing is seen in many forms.

- Drugs are being re-categorized as over-the-counter medicines to encourage patients to seek and pay for drugs themselves.
- Payers may increasingly seek to avoid paying for the consequences of third-parties. Insurance companies may resist paying costs associated with treating hospital acquired conditions like catheter associated infections.
- At an individual level, we are seeing more medical tourism within countries or overseas, so that patients (or payers) can obtain healthcare interventions at lower prices.
- Evidence-based medicine is being reinforced to educate patients and healthcare professionals to seek the best value for money.
- Formulary and treatment guidelines play a key role. Formulary committees (Drug and Therapeutics Committees in the US) underpin rational prescribing.
- The introduction of new interventions is delayed during the roll-out of health technology appraisals.
- We are seeing more accountability and responsibility through risk sharing, and payment for performance. For example, manufacturers are increasingly seeking or being offered agreements in which they get paid per patient for drugs, only if they achieve agreed minimum levels of efficacy improvement.

Changing market access hurdles

- Working with the fifth hurdle and changing stakeholder relationships

Before the 1980s there were three hurdles to successful registration and launch: quality of drug, safety and efficacy. In the late 1980s a fourth hurdle 'cost effectiveness' became increasingly important. In the new millennium, we face a fifth hurdle to ensure the market has access to the product. Today, not only does a drug have to be granted a license to become available for use in patients according to its labelling, critically it has to have the evidence to be reimbursed within individual national health systems.

- In France, access mainly relates to pricing and reimbursement at national level.
- In the UK and Germany, there are increasingly national level guidance for products (NICE and IQWiG respectively).
- In Spain and Italy, there may be additional regional level hurdles.

In all markets, formulary decisions (regional, hospital or even primary care) are crucially important. It is critical to understand the evolving interactions between stakeholders in different settings (primary care, hospital) in different countries.

Changing strategy

- Market access needs should be built into early decisions

It is important that pharmaceutical companies continually check the letter and the spirit of the approaches required by regulatory authorities and payers such as the FDA and NICE. It is increasingly critical to seek good advice in this fast-changing environment:

- What is going to be relevant?
- If it is worth doing, how do we do it well?
- How should we communicate effectively?

Unless the right advice is obtained at all levels, there is a risk that time and financial investment is not recovered. What is needed is broad cross-functional expertise to effectively build value, pricing and access needs into clinical and brand plans. If we do not build market access into our early decision process (required before Phase 2b) at best we will miss opportunities, and at worst we will waste development funding. In addition to the familiar Target Product Profile, we need also to populate a Target Access Product Profile and start this early in the product development process.

Changing future

- Our challenge is to understand and manage these changes

As financial controls continue to tighten, access will become more limited. Even in price controlled markets, regional or local payers will control access. Co-payment is increasing and physicians will judge the patients ability to pay. In the US Medicare and Medicaid will pay a much greater proportion of drug costs.

The consequences for the Pharma industry are that the need to demonstrate cost-effectiveness and cost comparators will continue to increase. Not only will manufacturers have to provide evidence for national approval, pricing and reimbursement, they will need to build data to convince local decision makers to endorse our products.

The only certainty is change. The future holds many changes. The future remains bright for those who recognize the needs of stakeholders. Solutions lie in a value strategy which understands, supports and communicates value messages that meet the needs of individual customers.

Angelina Dolan

Director, Adelphi International Research
angelina.dolan@adelphigroup.com



Post Conference News 2008

The Post Conference News will be mailed out in September 2008. This gives a comprehensive overview of all the Conference papers as well as reports from the Training courses.

If you would like to advertise in the News please let EphMRA know by 9th July 2008.

contact: generalsecretary@ephmra.org

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Operating System Apple Mac

Programmes used Quark Xpress, Adobe Illustrator, Freehand, 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)

	Colour		Colour
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Half page750	Full page1200

CHF = swiss francs

Contact: Bernadette Rogers
generalsecretary@ephmra.org
or telephone +44 161 304 8262

Primary Research Methods & Training Committee

PRMT 2008 Committee WHO ARE WE?

If you want to know more about any of the PRMT activities then please talk to any member of our committee, or email prmt@ephmra.org



Steve Burrows – Head of Market Research & Data Analysis, EEMEA
Novartis Pharma AG.
Joined September 2005

Convenor of:- Using and Understanding Desk Research Presenting Market Research Data, MasterClass Marketing our Market Research.

Other activities:- Member of PRMT training structure review working party, Presenter at Segmentation Courses.



Julie Buis – Director
Aequus Research
Joined February 2007

Convenor of:- Introduction to Pharmaceutical Marketing Research, Rationally how does my product fit into the market, Testing Medical Devices.

Other activities:- On-Line working party for generation of Introduction to Pharmaceutical Market Research, Member of Expert team for interaction with on-line delegates for Introduction to Pharmaceutical Market Research.



Peter Caley - Managing Director
Branding Sciences
Joined September 2006

Convenor of:- Masterclass – Think StoryLine, Introduction to Pharmaceutical Marketing Research, How do I communicate my positioning to the market.

Other activities:- Working party for On-Line Training.



Nicole Collingwood – EphMRA Training Course
Logistical Organiser
EphMRA
Joined October 2006

Nicole organises the training courses and workshops and brings a much needed resource to underpin our activities. Nicole has experience of meeting and training organisation.



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

Convenor of:- Brand Equity Management, Gaining understanding and insight with Conjoint and Discrete Models.

Other activities:- Speaker on Introduction to Pharmaceutical Marketing Research, Lexicon updates, EphMRA Board Member.



Anna Garofalo – Director
Double Helix
Joined September 2006

Convenor of:- How Do I Brand to Win? The Role of Market Research in Brand Development, Rationally how does my product fit into the market, War Gaming.

Other activities:- Member of PRMT training structure review working party, On-Line working party for generation of Introduction to Pharmaceutical Marketing Research, Member of Expert team for interaction with on-line delegates for Introduction to Pharmaceutical Market Research.



Stephen Grundy – Director
Marketing Sciences Ltd.
Joined March 2002

Convenor of:- Positioning and Branding Getting it Right, Forecasting, Segmentation – How to target and promote to the customer effectively, Gaining understanding and insight with Conjoint and Discrete Models, Value and Pricing – a continuous Challenge, Developing and Evolving the Brand, Evaluating Licensing Opportunities, How do I communicate my positioning to the market, ThinkStoryLine, How Market Research help in effective portfolio planning.

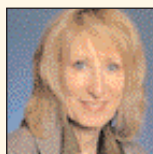
Other activities:- Presenter at Gaining understanding and insight with Conjoint and Discrete Models, Introduction to Pharmaceutical Market Research, Segmentation, Conjoint, Forecasting, Developing the Brand, Evaluating Licensing Opportunities, The Research Toolbox, Value and Pricing, Mapping and Positioning. Member of Expert team for interaction with on-line delegates for Introduction to Pharmaceutical Market Research.



Werner Gorath – Senior Manager International Market Research
Nycomed GmbH
Joined in September 2003

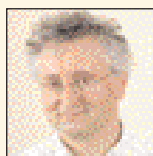
Convenor of:- Role of Marketing Research in Pharmaceutical Forecasting, Global Significance of Customer Satisfaction, Evaluating a business opportunity – the role of Market Research.

Other activities:- Member of PRMT training structure review working party.



Janet Henson – PRMT Chair
EphMRA
Appointed by EphMRA June 2001

Janet is a previous President of EphMRA, and a previous Board Member. Janet also chaired the former MIDAS committee and served on the Classification Committee, Medical Data Committee and Former Members Council. Janet has over 25 years pharmaceutical market research experience gained in Pharmaceutical companies and agencies.



Xander Raymakers – Director Global Market Analytics
NV Organon, a part of Schering-Plough Corporation
Joined in June 2002

Convenor of:- Introduction to Pharmaceutical Marketing Research, Evaluating Licensing Opportunities, Positioning and Branding – Getting it Right, MasterClass – Beyond the Norm – Advanced Qualitative Research Techniques, MasterClass on Forecasting, How Do I Brand to Win? The Role of Market Research in Brand Development.

Other activities:- Speaker at the Introduction to Pharmaceutical Marketing Research Course, Using and Understanding Desk Research course and Evaluating Licensing Opportunities Workshop, assisted with the PRMT 2006 survey.



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

Convenor of:- Role of Marketing Research in Pharmaceutical Forecasting, Gaining and understanding and insight with Conjoint and Discrete Choice Models 2005 & 2008, MasterClass – Mapping Methods, Evaluating a business opportunity – the role of Market Research.

Other activities:- Presenter at Pharmaceutical Forecasting, Conjoint and Discrete Models, Member of PRMT training structure review working party, member of the Working party for publication of Research through the Product Lifecycle assisted with the PRMT 2006 Survey.



Henrik Zöller - Market Research Manager
Grünenthal
Joined in September 2006

Convenor of:- MasterClass on Mapping Methods, Testing Medical Devices, Evaluating a business opportunity – the role of Market Research.

NEW MEMBERS



Rachel Sewell - Global Market Research Manager
AstraZeneca
Joined September 2007



Felicina Itote – Global Market Research Manager
Abbott Laboratories
Joined September 2007

Convenor of:- Gaining an Understanding and Insight with Conjoint & Discrete Choice Models. Rationally how does my product fit into the market

Foundation Committee Update

The EphMRA Foundation Committee 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.

The Foundation Committee members are:

	Chair: Dan Fitzgerald GfK US Healthcare Companies, USA	Group Executive Vice President, Associate Members Group Contact
	Jack Bush Alcon Laboratories, USA	Director, Global Pharmaceutical Marketing Intelligence
	Allison Herndon Norgine Limited,	Global Market Research Executive
	Angela Duffy Research Partnership, UK	Director
	Dr Philip Stern BSc, MSc, PhD Warwick Business School, UK	Senior Lecturer in Marketing and Strategic Management and Academic Director of the Executive MBA Programme.
	Bernadette Rogers EphMRA General Secretary	Committee Support

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.

The Foundation Committee has recently completed a number of projects:



- 1. Doctor Statistics in Canada, France, Germany, Italy, Japan, Spain, UK and USA**
Project completed by Datamonitor



- 2. Doctor Statistics in Turkey**
Project completed by Cegedim Turkey



- 3. Doctor Statistics in Scandinavia**
Project completed by GfK Scandinavia



- 4. Doctor Statistics in India**
Project completed by Santosh Gupta of GRAM



- 5. Doctor Statistics in Asia**
Australia, China, Korea and Taiwan
Project completed by Warwick University team



- 6. Doctor Statistics in Latin/South America**
Argentina, Brazil, Chile and Mexico.
Project completed by Pia Nicolini of Brintnall & Nicolini

Doctor Statistics reports being developed now:

Doctor Statistics in CEE - 7 country report - Bulgaria, Czech Republic, Hungary, Poland, Rumania, Russia, Slovakia
Project being undertaken by East to West Research.

Continued on next page >

Previous Foundation Committee projects...

Internet Access Amongst Physicians



Project completed by Medimix – in 5 EU countries.

New Project - to be completed in 2008

Understanding Epidemiology

Epidemiology has just become clearer! The Syndicated Data Committee is collaborating with the Foundation Committee to commission a project to develop a resource to help you better understand epidemiology data and how it can be utilised. This will soon be available in the EphMRA web site – the project is being undertaken by



Project Objectives:

To develop an educational 'one stop shop' epidemiology tool which will be easy to use and will de-mystify the issues surrounding this type of data, thus enabling the market researcher to have a better understanding and comprehension of this type of resource and how it can be utilised in their role.

Part A

Part A will provide an overview and explanation of epidemiology data which will be an excellent resource for either a new starter into the pharma industry or a colleague wanting to refresh their understanding.

Definitions, the how, what, when, where and why surrounding epidemiology data.

This would include:

- What is epidemiology data
- Definitions – what are they and what do they mean
- When to use epidemiology data
- Where to use epidemiology data
- What are the common epidemiology data sources
- Common rules for judging and using data, caveats and pitfalls

Part B – Case Studies

The case studies will enable the Market Researcher to understand clearly some of the common projects where epidemiology data is used.

The aim of each case study will be to illustrate how typical questions can be approached and answered. A detailed outline of how to go about answering the question, including where to find the data, caveats and pitfalls, further questions to ask would be included. The case studies recommended approaches (or 'answers') must be in-depth and thoroughly thought through.

The 4 proposed case studies are:

1. How to build a forecast using the numbers you have!
2. Epidemiology population trends. This would include looking at the aging population as well as disease burden.
3. Market sizing
4. Product potential ie if every eligible patient received your product.

In particular the case studies should ensure they cover:

- When to use incidence vs prevalence – at 1 year, 5 year, 10 year time points as well as other point prevalence.
- Definitions of appropriate terms eg disease definition including label indications along with patient populations.
- Where does epidemiology data start and finish.
- Role of market research in defining patient populations

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

ASSOCIATE MEMBERS BOARD 2007-09

The elected Associate Members Board is aiming to connect with the Associate Members and to find out what issues are relevant to you, and to find out how these can be addressed within the general remit of EphMRA.

Board Member

Angelina Dolan - Director
Adelphi International
Research UK

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

Board Member

Stephen Godwin - Group
Research Director - Synovate
Healthcare - UK

Stephen.godwin@synovate.com

Stephen is a scientist by original training but has been in international market research for about 20 years or so. He has wide ranging experience spanning Merck & Co (market research, then product management, then international product management), Eli Lilly & Co (international marketing), then a period in retail / consulting, before joining Taylor Nelson Sofres in 1993. In 2003 Stephen moved to Isis/Synovate Healthcare.



Stephen Godwin

Board Member

Dan Foreman
Medefield - UK

dan.foreman@medefield.com

Dan has over 15 years Medefield experience in research and has global expertise in the area of Privacy and Data Protection. He is a vertically neutral researcher by background and also has management consultant's experience having spent 2.5 years acting as a Consultant for McKinsey & Co. Dan's career also spans: Managing Director at FocusVision Europe and Asia, Planning Director at Wfca Integrated; Director at Incite Marketing Planning; MR Manager at Kimberly-Clark Europe; Director at Added Value and Senior Research Executive at Research International.



Dan Foreman

Board Member

Ignacio Macias - Managing
Director - Psyma Ibérica - Spain

ignacio.macias@psyma-iberica.com

Ignacio has 11 years experience in International Healthcare Marketing Research and was Vice President at GfK Spain before joining psyma Iberica in 2005 where he is Managing Director. Ignacio is based in Spain but has also studied at the University of Pittsburg (for his MBA) and at Harvard University.



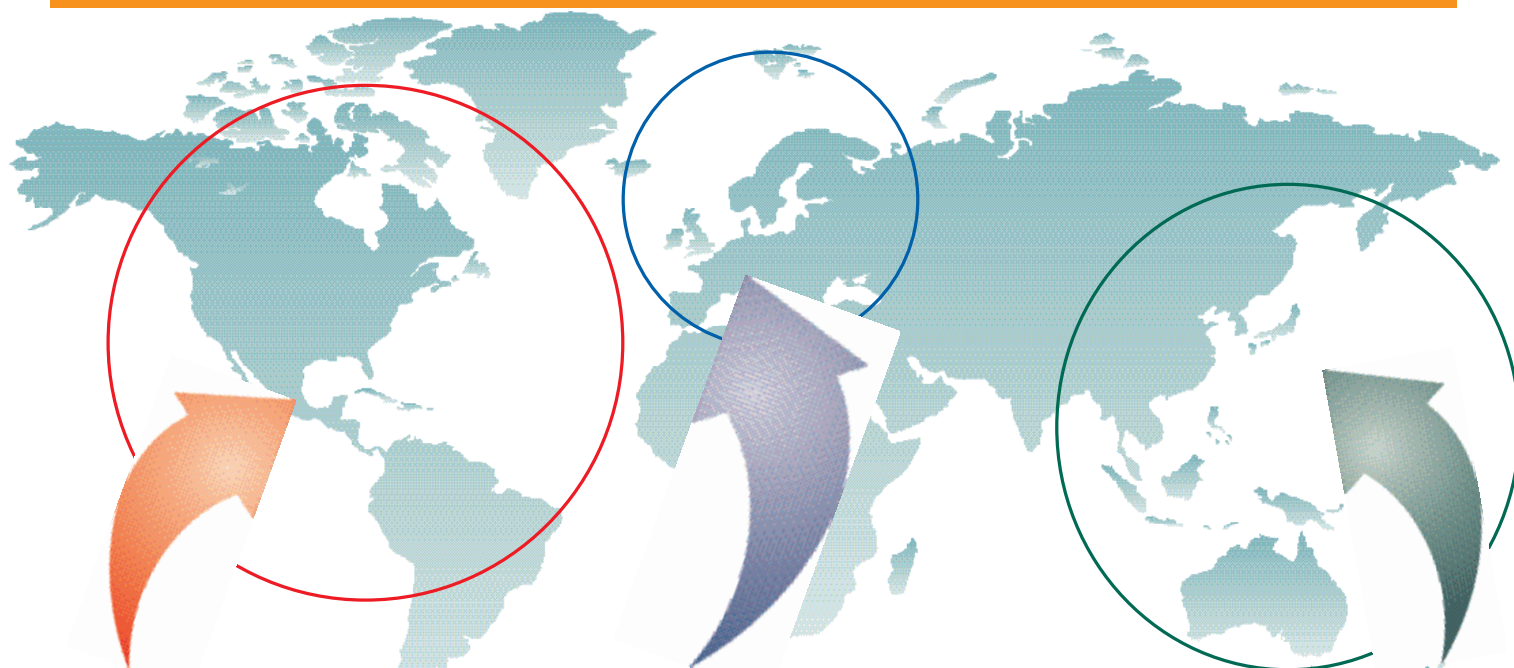
Ignacio Macias

Benefits of Joining as an Associate Member:

- Networking and contacts
- Free one page entry in Yearbook
- Involvement in Committees
- Conference - attend at reduced member fees. The conference includes high profile speakers, excellent papers and an extensive exhibition/agency fair.
- Free attendance at pre-conference one day training workshop
- Interim Members Meeting (IMM) - usually held in February - free attendance for members, network with colleagues. Guest speaker presentation included.
- Training Courses - reduced fees for members
- Free announcements in EphMRA Newsletter

EphMRA
Associate Member 2007/08

139 ASSOCIATE MEMBERS - WORLDWIDE LOCATIONS (April 2008)



AMERICAs [14]

1. Back Bay Strategies
2. Brintnall & Nicolini
3. dtw Marketing Research
4. East to West Medical Market Research
5. Facta
6. GfK US Healthcare
7. Global Research Resources
8. Healogix
9. Mattson Jack Group
10. Market Analysis Brasil
11. National Analysts
12. Pennside Partners
13. Ziment
14. ZS Associates

EUROPE [119]

- | | |
|---|--|
| 1. A+A Healthcare Marketing Research | 45. GfK Turkey |
| 2. Adacta International Market Research | 46. GfK Research Matters |
| 3. Adelphi International Research | 47. Gillian Kenny Associates |
| 4. Adelphi Belgium | 48. GO Research |
| 5. Advira Health | 49. Healthcare Landscape |
| 6. Aequus Research | 50. Healthcare Research Worldwide (HRW) |
| 7. ALES market research | 51. HI Europe |
| 8. All Global Ltd | 52. IMS Health |
| 9. Amber Marketing Research & Consulting | 53. InforMed Insight |
| 10. AMR - Advanced Market Research | 54. Insight Research Group |
| 11. Answer5 Pharmaceutical Marketing Research & Consulting AG | 55. Intercampus |
| 12. Bever Medizin Marktforschung | 56. Ipsos MORI - Health |
| 13. Big Fish International | 57. Jan Schipper Compagnie |
| 14. Block de Ideas | 58. J.Wagster Consulting |
| 15. Blueprint Partnership | 59. KeyQuest Health |
| 16. BMR Co. Turkey | 60. Keystone Network |
| 17. Brand Health International | 61. Leyhausen International Services |
| 18. Branding Science | 62. Lifescience Dynamics |
| 19. Business Credit LC | 63. Link Institut |
| 20. Cegedim Strategic Data | 64. Maritz Research GmbH |
| 21. Cegedim Strategic Data UK | 65. Marketing Sciences |
| 22. Compass Research | 66. Marketing Solutions International |
| 23. Concentra | 67. Medefield |
| 24. Consilium | 68. Medi Mark |
| 25. ConsumeMed | 69. Medi Pragma |
| 26. CRAM international | 70. Medics |
| 27. Datamonitor | 71. Medimix Europe |
| 28. Double Helix Development | 72. Melico Hellas |
| 29. Eksen Research | 73. Meta Research |
| 30. English International | 74. MG Business Research Solutions |
| 31. EQ Healthcare | 75. MM2 & Partners |
| 32. Estudio Silvia Roca | 76. MMR International |
| 33. Eumara AG | 77. Monitor Team |
| 34. EvaluatePharma Ltd | 78. Nueva Investigacion |
| 35. Farminform | 79. Odile Hettler Consulting |
| 36. Fast Forward Research | 80. Pavlopoulou Group |
| 37. Fieldwork International | 81. Perleberg Pharma Partners |
| 38. Fiori Nash | 82. pharma-insight |
| 39. FocusVision | 83. PharmaWare |
| 40. Genactis | 84. Pope Woodhead & Associates |
| 41. GfK Healthcare - France | 85. PSL Research Europe |
| 42. GfK HealthCare - Germany | 86. The Planning Shop International |
| 43. GfK HealthCare - Sweden | 87. Praxis Research & Consulting |
| 44. GfK HealthCare - UK | 88. Produkt & Markt |
| | 89. Psyma international medical marketing research |
| | 90. Psyma Iberica |

CHINA, INDIA, JAPAN [5]

1. Manthan Services
2. The Nielsen Company
3. SSRI
4. TM Marketing
5. Sinotrust

EGYPT [1]

1. Marketeers

91. PULS
92. QIQ International
93. QQFS
94. The Research Partnership
95. Ripple International
96. RMBC
97. Ronin Corp
98. rxmark
99. SGR International
100. Sharpstream Pharma
101. Silver Fern Research International
102. SKIM Analytical
103. SmartAnalyst
104. Stethos International
105. Stohos
106. suAzio
107. Synovate Healthcare
108. Themis
109. Time Research
110. TNS
111. TNS Healthcare - France
112. TNS Healthcare GmbH
113. TNS NIPO
114. Tribe Research
115. Ulveman Explorative
116. WorldOne Research
117. Zaicom Research Plus
118. Ziment
119. ZS Associates

WELCOME TO THE 28 NEW ASSOCIATE MEMBERS IN 2007 - 2008

1. Advira Health
2. AMR
3. Big Fish International
4. BMR Co. Turkey
5. Cegedim Strategic Data UK
6. Compass Research
7. Consilium
8. Eksen Research
9. Estudio Silvia Roca
10. GfK Healthcare France
11. GfK Turkey
12. Healogix
13. Ipsos MORI - Health
14. KeyQuest Health
15. Manthan Services
16. Mattson Jack Group
17. Melico Hellas
18. National Analysts
19. Odile Hettler Consulting
20. pharma-insight
21. PharmaWare
22. Psyma Iberica
23. SmartAnalyst
24. Stohos
25. TNS Healthcare GmbH
26. Tribe Research
27. Ulveman Explorative
28. WorldOne Research

London Olympics 2008? EphMRA

Marketing our Market Research



The Olympics come to London in 2012. EphMRA beat the crowds to host it's own version.

The Training Field

Market Researchers across the industry continue to develop our technical skills, manage increasingly complex projects in ever shortening time frames and yet stand by watching marketing teams failing to act on these results. Why, after all our time, sweat

and tears, do we allow this to happen? Why are we missing these sales growth our marketing teams dream about? We decided to equip ourselves properly and find out how we could market our market research more effectively and achieve the recognition it rightly deserves.

Wrestling

Every games starts with us trying to flex our muscles as an equal to Brand Directors even though for most of us this can be a formidable event. We were encouraged to fully prepare ourselves by recalling successful projects from we could build. Simple skills such as forward planning, thinking positively, acting purposefully and recognizing every internal customers' strengths can give us that extra edge and get the internal customer to listen! The group went on to review a synthesized mental model on preparing for a successful negotiation and enhancing our selling skills. The games had begun, we soon learnt however that this was only the beginning.

Heptathlon

Sandra McAlliffe summarized the research process in 7 steps including advice on how to make final implementation easier.

Gymnastics

Our results have been delivered and internal customers may not always hear the answers for which they were hoping. It however we took the time before commissioning the research to get their context of actions to be taken once results are available, whatever steps they wanted to take, we were on a good course to overcome them.

Marathon

Competition is tough and on-going. Our challenge is first to convince our marketing teams to take action based on the initial study results and then follow up to prove the impact these actions have had on the bottom line. Alan Bowditch shared experiences originally from outside the Pharma Industry where Market Researchers had demonstrated improved sales or profit. Having had all this training, perhaps we can successfully market our market research?

100m Sprint

This was not one of those courses where we all had a great time yet nothing changes the following day; there's been too many of those! Instead participants formed coaching pairs and together each pair agreed on actions they would initiate in their first heat the next day. Coaching pairs followed up with each other a week later to hear how successful those early heats were and continue to refine both their skills and support for each other. Early heats were won when participants submitted their action plans to hone their skills. Each participant was also asked to provide a report for the final detailing how they continued to market their market research internally over the 30 days following the course. Two of the entries for the competition were selected as joint winners. The convenors felt the entries were both exceptional and could not separate the two, so both will receive an IPOG.

Archery

Entries for the competition were impressive and detailed action plans to enhance and empower market research within their companies and teams.

The action plans ranged from:

- Improving communication
- Information sharing
- Promote understanding of added value MR provides
- Re-examining best use of limited resources
- Challenging marketing
- Internal training in best MR practices
- Encourage empowerment in use of MR tools
- External PR via articles to journals
- Inclusion of marketing and development in MR training and awareness
- Obtain board approval for MR training and activities



Awards Ceremony

Medals and thanks have been issued to all the presenters who willingly gave up their time to join us in London.

Every delegate was also a winner. Everybody took away actions to implement the following day so their research is more likely to be acted upon.

Two winners were on target, Marianne Fletcher of Pfizer Limited and Hike Hobeln of Paul Hartmann AG.

We can all be winners simply by taking the lead through chairing internal meetings where actions resulting from market research are agreed and then arranging short follow up meetings where progress against those actions are tracked. It will soon be clear which marketing teams use market research profitably and which ones don't!

And here is the medal scoreboard:-
1 = very poor, 5 = very good. Mean scores shown.

Masterclass Content

What score would you give to the Masterclass overall for:

	Total N=18	Pharma N=10	Agency N=8
Interest in the subject presented	4.6	5.0	4.5
Quality of the workshop	4.7	4.8	4.5
Relevance to my job	4.0	4.0	3.7
Overall value to me	4.5	4.6	4.0

And some comments from the participants:-



Course Convenors:

Allen Bowditch - The Zenart Group
Steve Burrows - Novartis (who wrote this article)
Dorothy Parker - Fast Forward Research

You too could attend the next EphMRA Olympics.
See our website for all our training courses and to attend another event.

www.ephmra.org

Associate Members News

People



Anna Sawka

Carolyn Chamberlain

Hilary Worton

Sally Birchall



Aequus Research announces the following new Director appointments. Anna Sawka is an expert in projective techniques and deliberative approaches as well as advanced quantitative methods. Carolyn Chamberlain with experience in all types of market research including conjoint, pricing, SIMALTO, and CHAID many other techniques. Sally Birchall also joins with expertise in new product development studies, with a particular focus on market landscaping, market potential evaluations and TPP development. In addition Hilary Worton, joins as Commercial Director, and with over 20 years of pharma experience will focus on corporate and business development.



Tobias Reiland

Tobias Reiland joined TNS Healthcare in 2008 as Senior Consultant. He will be responsible for Sales Performance Optimisation projects. Previously he had worked 3 years for ACNielsen as Senior Client Executive, being responsible for consumer and healthcare industry clients.



Julie McGuigan

The Research Partnership announces that Nunchi Seco, Tom Winter and Herminder Bains have been promoted to Associate Director in the London head office and Katrina Johnson to the same role in the US office. Julie McGuigan has joined as Marketing and Communications Manager. An experienced marketer who has worked for a number of market research organisations, including GfK and ORC International, Julie has been appointed to coordinate marketing activity between the London, New York and Singapore offices.



John Tapper

John Tapper, Ph.D., has been promoted from COO to Chief Executive Officer of Ziment, Ziment Group's primary marketing research and consulting company. Tapper was the Chief Methodologist at Ziment prior to being named COO in December 2007. Prior to joining Ziment in 2002, Tapper was principal at a management and technology consulting firm.



Fieldwork International Healthcare has appointed Damian Hosford as General Manager of its operations in Spain. Previously at Block de Ideas, Damian brings extensive knowledge of the Spanish market along with strong client service experience.



Guy Smith

Guy Smith joined Branding Science 2006 and has been promoted to Senior Researcher. He is responsible for a number of international video and online diary studies, after majoring in Anthropology and Ethnology at University College London.



Andrew Bajorek

Andrew Bajorek joins Branding Science as Associate Director from Synovate Healthcare. Andrew has experience in numerous marketing landscaping and repositioning projects across therapy areas.



Rob Egerton

Rob Egerton joined Branding Science in 2006 after studying Law at Birmingham University, and has been promoted to Senior Researcher. Rob's responsibilities have included managing a number international CompCom studies (competitor communication research).



Ziment has appointed Mariel Metcalfe as Associate Director, Client Service, in the UK with a focus on building client relationships. Mariel has extensive experience in research and healthcare, and has managed large-scale, international qualitative and quantitative marketing research projects.

Svetlana Gogolina joins Ziment as Associate Methodologist in the UK. She has extensive global research experience in healthcare, financial services, telecommunications and technology, and has performed project design, implementation, statistical analysis and provided strategic direction for large scale multi-country studies.



Pip Keys

Marketing Sciences Healthcare Division has appointed Pip Keys as Research Director. Pip has extensive research experience and is experienced in quantitative and qualitative approaches. Her interests lie in applying the principles of psychology to pharmaceutical branding and brand strategy development, particularly NPD. Karen Burnell has also joined the team as Research Executive. Karen recently completed a PhD in Health Psychology and has special interest in mental health and gerontology. She is involved in both qualitative and quantitative research.



Karen Burnell



Lee Gazey

Lee Gazey joins Insight Research Group at Director level. Lee brings extensive knowledge and experience in both qualitative and quantitative studies from his recent tenures as Head of Pharmaceutical Research Practice and Head of International Healthcare Practice at two international research agencies.



Andrew Forman

Andrew Forman: has moved into the newly created post of Marketing and Sales Director for the whole of the Insight Research Group after several years heading up their specialist division Insight Associates.



Julie Maudich

Julie Maudrich has been promoted to Account Manager where she continues her work on international healthcare research.



FocusVision Worldwide, Inc. has named Eric Grosogeat as the new Chief Executive Officer. Grosogeat comes to FocusVision from Philips Electronics where he served as Vice President and General Manager - Oral Care.



Alan Sheppard

IMS Health have appointed Alan Sheppard as Global Marketing Director Generics. Alan has extensive experience with both generic and R&D companies previously working for Dr Reddy's as Executive-Vice President, Europe and holding senior roles with Pliva, Medeva and Rhone-Poulenc Rorer.



Ben Shankland joins Double Helix from Global Insight, where he provided consultancy and competitive intelligence services on pharmaceutical pricing, intellectual property and corporate strategy, and has experience of diverse markets including Latin America, Japan and China.

Natalie Champness has joined Double Helix Consulting as Project Manager and has worked on qualitative and quantitative projects at IMS Health, Synovate and, latterly, PSL Research.

Rebekah Turner joins as Research Manager. Rebekah has over six years research experience, previously working for Martin Hamblin and Adelphi.



MG Business Research Solutions has appointed Zofia Pietrzykowska as Facility Manager of its sister company A Window. Zofia brings considerable experience as a Director of Services and Customer Manager to A Window.



Angela Gaffuri

Angela Gaffuri joins the Health Team at Ipsos MORI as a Senior Research Executive. She completed her MRS certificate in market research in 2007.



Samantha Hope

Samantha Hope has also recently joined the Health Team as a Research Executive and recently passed the MRS Certificate in market research.



GfK Türkiye has restructured and expanded its HealthCare Business Unit under the management of Serra Bozkurt. Serra has over 14 years of experience in healthcare research having previously worked at NOP (now GfK NOP) and The Research Partnership in the UK.



Thomas Gleissner

Thomas Gleissner has joined Consilium & Co GmbH, Germany, as a Partner. He is head of Consilium Medical and responsible for New Business Development. Thomas has more than 13 years of specific experience in domestic and international projects.

Company News



New York-based WebSurveyResearch and London-based All Global expanded their international capabilities by merging their research and operations, following the WSR acquisition of All Global last year.

The integrated company, which has a proprietary online panel of 200,000 physicians, operates under the name All Global, with Jerry Arbittier as President.

Office Moves



Double Helix has moved its UK-based headquarters to new London offices, bringing under one roof the market research, consultancy and market access facilities.

New address:

88 Baker Street, London W1U 6TQ;

tel: +44 (0)207 299 983

fax: +44 (0)207 935 3889;

new website:

www.doublehelixdevelopment.co.uk



GfK Türkiye HealthCare BU has moved to:

Şekerciler Sokak. No:3, Meriç Center,
Kat:5, Mecidiyeköy, İstanbul, Türkiye.

Phone: +90 212 368 07 00

Web site:

www.healthcare.gfkturkiye.com

Email: info@healthcare.gfkturkiye.com

New Offices



Adelphi have established a San Francisco office, offering the West Coast Pharma Businesses a full range of market research offers, as well as medical communications, market access and health outcomes.



Synovate Healthcare has opened an office in Canada. Led by Otto Akkerman, the Toronto office offers both ad hoc and syndicated research services to Canadian healthcare clients.

Company Services



TNS has expanded its European Healthcare Panel (EHP) to offer internationally comparable health-related information for 175,000 individuals in 6 European countries: about general health status, 83 major conditions, diagnosis and treatment.



Synovate Healthcare has launched its Brand Health Tracker – part of the Synovate BrandVision suite of solutions – monitors the health of pharmaceutical brands across the 3 core elements: penetration, differentiation and relationship.



MG Business Research Solutions announces the launch of A Window. A Window is the brand name for their viewing facility with its support staff.



IMS has launched IMS Global Promo. Track, a syndicated audit of promotional spending and message recall spanning all major country markets, which will support pharmaceutical companies to improve their promotional plans.



KeyQuest Health have launched a new global Key Opinion Leader service called asKOL, giving access to the best minds in over 20 therapy areas.



4discussion the fieldwork division of fastforward research now offer multi-user web usability services which allow clients and researchers to observe multiple respondents' online behaviour.



CSD has opened 4 new offices:

COLOMBIA

Calle 99 No 9A
54 Torre 3
oficina 1202A
Bogota, Colombia

TAIWAN

CEGEDIM TAIWAN CO., LTD.
13F, No.180, Section 2, Dun-Hua South Road, Taipei, 106, TAIWAN

SINGAPORE

CSD Singapore
77 Science Park drive #02-05/07
Cintech III, Singapore Science Park I
Singapore 118256

TUNISIA

C/o CEGEDIM, Immeuble FRAJ,
Rue du Lac Lochness - 2em étage,
1053 Les Berges du Lac - Tunis