

## In Praise of the 2009 Conference

**This year's annual conference, Evolution or Revolution, met with positive reviews from delegates. Singled out for praise were the new conference format, the greater level of choice offered by the parallel sessions and the difference a day makes: less time out of the office was a welcome change.**

The content of the papers, too, was rated more highly than in previous years. Some credit for this must go to the Programme Committee, whose hard work in reviewing the papers with speakers helped raise the bar.

The Board would like to take this opportunity to say a big thank you to all speakers, delegates, sponsors, exhibitors and staff, all of whom made the event such a success.



## Looking Ahead to 2010: 'Business as Usual'- 22-24 JUNE, Berlin

As thoughts turn to next year's conference, please note that registration opens in January - we'll be sending out email alerts at the time.

## Introducing the Brand New Code of Conduct

**One of the biggest initiatives undertaken by EphMRA this year has been the creation of a brand new Code of Conduct for healthcare market research. The existing code had not been fully reviewed or updated since 1997, and our Steering Group found that not only were updates needed but also the inclusion of new and vital topics.**

Following significant time and investment, EphMRA has created a new brand new code - one that's up-to-date, industry-specific and covers all the complex legal, ethical and data protection issues that our members are facing right now. Find out more on the next page.

# Code of Conduct

## Date for the Diaries: The EphMRA 2010 IMM

**What:** The Interim Members Meeting

**When:** 9.45am, Thursday 11 February 2010

**Venue:** Hilton London Heathrow Airport Hotel (Terminal 4, Heathrow Airport)

Don't forget to register for the IMM via the EphMRA website.

Open to members only, this event is free of charge and highlights include:

**Marc Hogan, Sales and Communication Expert** Marc will talk on 'Inspirational Communication'

**Adam Poole, Principal of IMS Pricing and Reimbursement** on 'Emerging Pricing and Market Access Challenges in Europe over the next 5 years'

**Emma Richmond, Senior PCT Pharmacist - NHS Richmond, UK**

Emma will cover : 'The Changing Role of Payors and how they will impact on Pharma (UK)'

**In the meantime, EphMRA looks forward to meeting you at forthcoming events and wishes you all the best for the festive season!**



**The EphMRA Board**



## Code of Conduct Review

EphMRA until recently had a joint code with ESOMAR. However ESOMAR reviewed its Codes and decided not to have an industry specific Code in any sector and so the joint Code has now ceased. The current Code of Conduct has not been reviewed or updated in any detailed way since 1997. When reviewed, the Code was found to be lacking details on important industry topics like data protection and in general the Code needed bringing up to date.

Do we need our own Code? This was the next question and the answer was **YES** - in order to be consistent with our vision, 'Creating excellence in professional standards and practices'

It was agreed by all that we need a comprehensive Code which is pharma specific and addresses both legal and ethical issues.

**In order to drive the project on EphMRA has appointed a Steering Group comprising:**

- Bob Douglas, Synovate Healthcare, Associate Member on EphMRA Board - Group Lead
- Georgina Butcher, Chugai Pharma Europe, EphMRA Board Member
- Piergiorgio Rossi, SGR International, Associate Member on EphMRA Board
- Bernadette Rogers, EphMRA General Secretary

The Code has been developed by our ethics consultant, Catherine Ayland in conjunction with the Steering Group. EphMRA agreed that the new Code should be complementary with other codes and in addition address specific issues of international research.

**Once the Code is established and up and running the EphMRA plans to include:**

- an ad hoc query service for questions relating to the Code - members only
- to ensure annual updates are undertaken
- training maybe developed.

**The Code will be supported and driven by the EphMRA Ethics Group, which comprises:**

**France - Eric Robillard - GfK**

**Germany - Werner Palancares - GO Medical Fieldservice**

**Italy - Piergiorgio Rossi - SGR International**

**Italy - Beatrice Redi - Schering Plough**

**Spain - Ignacio Macias - psyma-iberica**

**UK - Heike Baumlisberger - BMS - BHBIA representative**

**USA - Richard vanderVeer - GfK**

**USA - Kim Gray - IMS Health**

**Also: Catherine Ayland - Ethics Consultant**

# 2010 Conference - Berlin

## Business as usual - 2010 Conference

Conference takes place 22-24 June 2010, Berlin

Registration  
opens in  
January

### EphMRA 2010 Pharmaceutical Market Research Conference - Overview

**In these times when there have been frequent announcements in the media about economic problems across the world, it would be easy to feel gloomy and wonder where our industry is heading.**

Yes, times might be tough - but there are always opportunities: If we focus on sharpening our tools, honing our skills and adapting to our changing business climate, we can significantly improve the insights and guidance we offer our customers.

Against this backdrop, EphMRA announces the 2010 conference will be held in Berlin.

At the geographical center of a growing Europe, Berlin is the gateway between East and West. As the capital of Germany, it is highly dynamic, cosmopolitan and creative, allowing for every kind of lifestyle, offering many opportunities just waiting to be seized. Business, science and research are tightly interwoven into its' day-to-day fabric. Numerous small companies with a wealth of creative energy offer a creative and innovative environment from which the **"bigger players"** can benefit. Given the innovations and dynamic changes which have shaped the Pharmaceutical Industry and its supporting companies, Berlin provides an appropriate setting to look to the future in a positive way.

While the city has undergone possibly more change to its economy and political infrastructure than most European cities in recent times, it has emerged as a vibrant, exciting, energizing and **"cutting edge"** place to be.

**"Berliners"** have adjusted to the dramatic events of the past, in particular, the fall of the Berlin wall in 1989 just 20 years ago by re examining the needs and aspirations of its citizens, developing and executing a well designed, forward looking strategic plan, and encouraging entrepreneurial flare.

The Pharmaceutical Industry itself needs to adjust to the significant political change that lies ahead in the world's largest market, the USA. With the Democrats committed to reshaping the way healthcare is provided to millions of Americans, while at the same time aiming to reduce the overall cost of healthcare, many believe the **"knock-on"** effect will be to squeeze company profits and increase the amount of generic prescribing. This change comes at a time when more and more people, both physicians and the public at large, are becoming disillusioned, even hostile towards our industry. This is not a good scenario within which to **"win friends and influence our customers"**: Market research must become more proactive and help to set out a framework for minimizing the impact of these issues as we go forward.

As market researchers we need to think ahead and help management focus on opportunities to offset the impact of future developments. We have to closely monitor our market environment **AND HELP PLAN THE INDUSTRY'S NEED TO CHANGE**, not just in the USA but worldwide, in order to remain **"one step ahead"**.

With all these issues needing to be considered the 2010 Conference will focus on four main areas:

- How can we adapt to survive and meet the challenges which lie ahead - who will make them?
- How can market research help identify the right target customers in this changing landscape?
- Pushing the boundaries and experimenting with new methods and approaches, challenging **'why we do it this way'**.
- Will there still be a place for traditional methods of data gathering such as face to face interviewing? What will its role be given the online forums, social networking and online interaction arenas.



# Associate Member



Associate Member 2009/10

## Join

### EphMRA as an Associate Member

#### Member Benefits:

- Networking and Contacts
- Free one page entry in paper and online Yearbook
- Involvement in committees
- Conference - attend at attractive member fees. The conference includes high profile speakers, excellent papers and an extensive exhibition/agency fair
- Free attendance at pre-conference one day masterclass training workshop *(when registered as a conference delegate)*
- Interim Members Meeting (IMM) - usually held in February - free attendance for members, network with colleagues and hear guest speakers
- Training Courses - attractive fees for members
- Free announcements in EphMRA Newsletter.

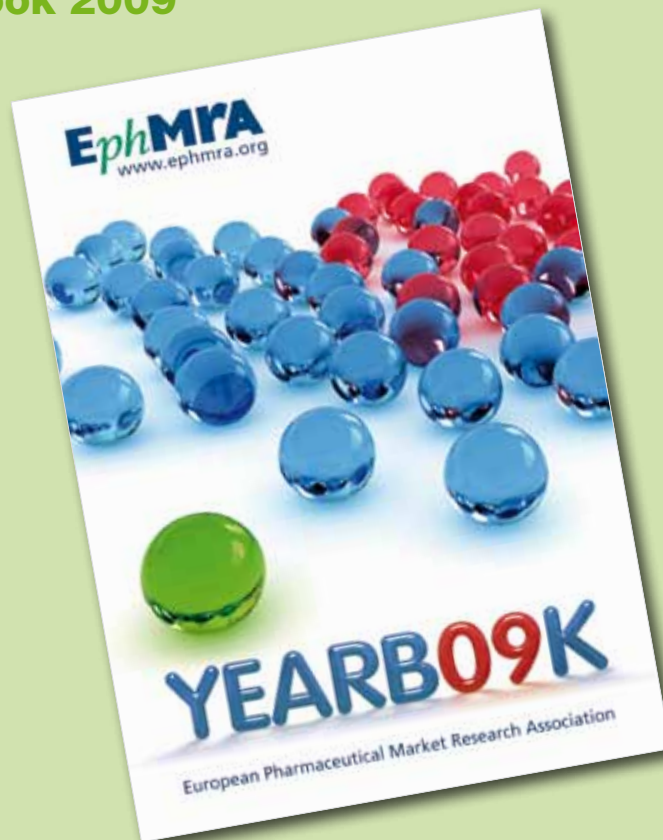
The membership year runs from 1 October to 30 September the following year - so it's a good time to join.

You can join online - via the EphMRA web site and membership benefits start once the invoice is paid.



Associate Member 2009/10

## Yearbook 2009



### Published in July each year

**You can now submit your 2009 yearbook entry into the online search engine - please contact**  
**EphMRA -**  
**generalsecretary@ephmra.org**  
**for more details**

**Associate Members - free entry in Yearbook - both paper and online Yearbook**

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# The Foundation Committee

## Request for Proposals

**Submission Deadline - 7 December 2009**

**EphMRA wishes to commission a Foundation Committee project which will identify internet access at work and/or home and willingness to use this to participate in healthcare market research. The countries for the research are: China, South Korea, Turkey, Russia, Poland, India, Brazil.**

You may put in a proposal for any number of countries depending upon your geographical expertise

### Questionnaire outline:

It is envisaged that a 10 minute online or telephone survey will be sufficient to cover the data we are looking for. A matched sample including online and telephone interviews is envisaged so as to identify potential usage issues.

- Where access www (*home, work, etc.*)
- Type of connection (*analogue dial up, broadband, wifi, etc.*)
- Any problems with/reliability of internet connection
- Future change in type of connection
- Extent to which participate in online surveys, telephone studies
- Extent to which will participate in future
- Time of day when do online surveys
- What prompts survey participation

### Project Deliverables per country:

- A set of PowerPoint slides
- A topline summary report per country - in Word (*3-4 pages long*)

### Sample:

- GPs (*or local country equivalent*)
- Specialists - Cardiologists, Oncologists, General Physicians/ Internists/General Medicine

If costs permit we are also interested in Endocrinologists (*diabetes*) and Rheumatologists (*for RA and related inflammatory conditions*).

### Project Management

The Foundation Committee will manage the project and project liaison will be via email and telephone and there will be scheduled regular teleconference calls and regular status reports are needed. No face to face meetings are currently envisaged.

### Proposals

Proposals should be written in English - 3-4 pages at most - and forwarded to:

**EphMRA General Secretary at  
[generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)  
by 7 December 2009.**



Your proposal should additionally include:

- Transparent costing with a clear breakdown of where costs are allocated, e.g. set-up/exec costs, by country fieldwork (*includes incentives, recruitment cost, analysis*). The proposal should also include details of subcontracting where applicable.
- Your company name, address, contact details
- Company web address
- The person who will be the main project contact within your company and the names of those who will also work on the project
- Your approach, sample size, method of data collection and validation
- An indication of the level of work you anticipate to deliver the report.

### Guidelines

The Foundation Board looks for proposals which:

- Delivers a report which members will find adds value and with high utility
- Meets the brief as outlined
- Gives clear indication as to data collection
- Indicates any envisaged problems with the data collection and suggests solutions where possible
- Gives an indication of your experience in this type of project and area
- Outlines your credentials and why you feel you should be awarded the project

**Timeline: 3 months from project commission to results delivery.**

### Funds available

The funds awarded to each project are intended as a contribution to costs incurred. 50% of the project fee is payable on commission and the remainder on successful completion and results delivery. Please indicate the level of grant you are asking for in your proposal. Grants are payable in euros.

### Ownership of Reports

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

# 2010 Interim Members Meeting

## Agenda

**Thursday 11th February 2010**

To ensure your place please register before 11th January 2010.

## Venue

### Hilton London Heathrow Airport Hotel

Terminal 4 Heathrow Airport. The hotel is linked to Heathrow Airport's Terminal 4 by a covered walkway.

**The meeting is only open to Full and Associate Members of EphMRA - you can attend free of charge (2 per company).**

09.45 - 10.15

### Networking and Welcome coffee

10.15 - 11.15

### Full Member and Associate Member Meeting time

11.20 - 11.40

### Networking coffee

11.45 - 12.45

### Guest speaker



**Marc Hogan - Sales and Communication Expert**

#### *'Inspirational Communication'*

Whether it is customer service, presenting at meetings, networking at events or negotiating with customers and suppliers, your people's communication skills are crucial to ensuring your business's success.

In this dynamic and interactive session, Marc utilises cutting edge psychological techniques complemented by good old fashioned common sense, to leave you energised about improving your communication skills back in the work place.

12.45 - 13.50

### Networking lunch

14.00 - 15.15

### Guest Speaker

**Adam Poole - Principal, IMS Pricing and Reimbursement**

Adam will cover

#### *'Emerging Pricing and Market Access Challenges in Europe over the next 5 years'*

See next page for Adam's bio.

15.15 - 16.15

### Guest Speaker

**Emma Richmond - Senior PCT Pharmacist, NHS Richmond, UK**



Emma will cover

#### *'The Changing Role of Payors and how they will impact on Pharma (UK)'*

See next page for Emma's bio.

16.20 - 17.15

### Networking cocktail

# 2010 Interim Members Meeting

## Guest Speakers Bios

### Adam Poole - Principal, Pricing & Reimbursement

**Adam is a Principal within the global Pricing & Reimbursement practice, with 13 years' experience within the life sciences sector.**

He began his career in medicine, qualifying with double distinction from Imperial College, London and double accreditation in the UK and US. He became a surgeon, passing the post-graduate surgical examinations in the UK and working in and around London. Recruited to GSK, he was medical adviser within Europe for business development covering the commercialisation of the late stage product pipeline. Subsequently Adam was director of a medical education and communication business during which time he authored two best selling books, as well as numerous thought leadership columns most notably in the British Medical Journal.

For the last six years Adam has consulted widely across commercial and R&D to many of the top-20 pharmaceutical companies within Europe, Asia-Pacific and North America. He has also consulted substantially within the public sector, advising to government level on various aspects of policy. His project leadership covers the range from large-scale global strategic change projects to smaller, more focused initiatives. Combining deep sector knowledge and thought leadership, Adam brings content and insight from both a medical/scientific and a commercial perspective.

Adam is frequently invited to speak at international conferences on a range of health and life science areas.

### Emma Richmond - Senior PCT Pharmacist, NHS Richmond, UK

**Emma Richmond has been a Senior Pharmaceutical Adviser at Richmond and Twickenham PCT since September 2001. This has been interspersed with a short-term secondment as Chief Pharmacist to a neighbouring PCT and the achievement of an executive MBA at Imperial College, London.**

Since her registration with the RPSGB in 1993, Emma has worked for a number of London Teaching Hospitals whilst gaining her MSc in Clinical Pharmacy, a London Health Authority and for Boots the Chemists Head Office in a then innovative, peripatetic Community Pharmacy Adviser pilot role.

She currently manages a team of PCT Practice Pharmacists to deliver the Practice Pharmacy Service to GP practices and community pharmacies against a challenging savings plan, whilst ensuring that quality of patient care is not compromised. She sits on a number of medicines management and prescribing committees within and outside the Trust and is a member of the Practice Based Commissioning Locality Leads group.

#### Interested in submitting copy for the News?

If you would like to submit copy for possible publication in this Newsletter then contact EphMRA at [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org) Guidelines for articles and copy are available. EphMRA reserves the right to edit/adjust any material submitted. Articles published in the EphMRA News do not necessarily reflect the opinions of EphMRA.

**EphMRA March 2010 News copy deadline is 14th January 2010**

## LinkedIn®

In response to the increasing number of our members using LinkedIn as a business networking tool, EphMRA has created a group to facilitate networking and communication within the EphMRA community. Initially the group was only open to EphMRA members but due to the success of the group it has been decided to open it up to all so as to promote wider networking and interaction.

Enhance your EphMRA networking by joining the Group:

- Show the EphMRA logo on your LinkedIn profile

- Keep in touch with business colleagues
- Network
- Enhance your personal and business opportunities
- Keep up to date with EphMRA news and announcements
- Post and participate in topical industry discussions or simply ask your industry colleagues a burning question

**Find EphMRA on LinkedIn -**

**<http://www.linkedin.com/>**  
**- search in Groups and request to Join. You are just a few clicks away from joining a great new group.**

# Committee updates

## Classification

**Having issues with the analysis of international pharmaceutical data?**

### The EphMRA/PBIRG Classification Committee can help

We would like to know of any issues in any therapeutic category so we can focus on the issues of most concern to the industry.

Recent accomplishments include:

- Upgrading ATC classification for a range of diabetes products
- Incorporation of fixed dose combination products into the cardiovascular classification
- Consolidation of anti-TNF $\alpha$  agents into a single class

We need your help to identify classification issues to make your analysis easier. If you can identify a therapy area that needs, or will need, addressing then please send details to one of the Committee co-chairs:

**Pascale Garinois:** [pascale.garinois@sanofi-aventis.com](mailto:pascale.garinois@sanofi-aventis.com)

**Alice Burstein:** [bursta1@pfizer.com](mailto:bursta1@pfizer.com)

For more information please visit us at  
[www.ephmra.org/classification](http://www.ephmra.org/classification)

Thank you for helping to focus our attention where it is needed!!

[www.ephmra.org](http://www.ephmra.org)

[www.pbirg.com](http://www.pbirg.com)

**Want to learn more about different therapy areas?**

**Want to network within the industry?**  
**Want to contribute to the shaping of market analysis?**

### Consider joining the: EphMRA/PBIRG Classification Committee

We ensure that new therapy areas and new agents are correctly represented within the ATC classification system.

We meet four times a year and shape the ATC system to meet industry needs and expectations.

You can join as a:

- 1 Full member - for someone with more in-depth knowledge of the international pharmaceutical market and its market analysis
- 2 Associate member - 2-3 year's relevant experience. This level of membership provides a learning opportunity under the guidance of an experienced member of the Committee as a mentor.

For more information please visit us at  
[www.ephmra.org/classification.aspx](http://www.ephmra.org/classification.aspx)

or contact The Classification Committee co-chairs:

**Pascale Garinois:** [pascale.garinois@sanofi-aventis.com](mailto:pascale.garinois@sanofi-aventis.com)

**Alice Burstein:** [bursta1@pfizer.com](mailto:bursta1@pfizer.com)

[www.ephmra.org](http://www.ephmra.org)

[www.pbirg.com](http://www.pbirg.com)

## EphMRA PRM&T Committee

**EphMRA has appointed a new Chair of the Primary Research Methods & Training Committee - Sandra McAuliffe.**

Sandra took over the Committee in June 2009. With experience spanning over 20 years - clientside in Pharmaceuticals and Vaccines, both locally and Globally, working for organisations such as Merck, Pharmacia, AstraZeneca and Novartis, Sandra's career spans Sales, Marketing and Market Research/'Insights'. Latterly, Sandra worked as a Market Research provider as MD of GfK HealthCare, before going independent in February 2009.

Sandra says: "I am a firm believer in the continued improvement of both educational and research industry standards; in driving innovation across the industry with the aim of raising the profile of Market Research amongst clients and customers. I have personally worked in both client and agency environments, understanding some of the common issues faced by client and supplier through the demands of a changing industry".

## New Database & Systems Committee member

**Paw Trebbien, Manager Market Research at Nycomed has joined the Committee**

Paw has more than 6 years of experience within market research and business intelligence in Nycomed, and in his current role is responsible for advanced secondary research, new tools, data, IMS & Dashboards.

Paw says he was very pleased to get the opportunity to join this committee, and is a strong believer in knowledge sharing across companies and "one click web solutions" is to him the future.



## NEWS FLASH!

A project undertaken and completed by the Syndicated Data Committee in conjunction with Cegedim Strategic Data, and funded through the EphMRA Foundation Committee.

## A Beginners Guide to Help You Understand Epidemiology Data

(split into 5 separate sections):

A comprehensive introduction to epidemiology backed up with case studies which demonstrate the utility of epidemiology in 4 different scenarios. Perfect for new members of staff or those wanting to improve their knowledge. The project is on the EphMRA web site (accessed via your members password) and also on a USB stick.



**First Part A – gives background information about what epidemiology is**

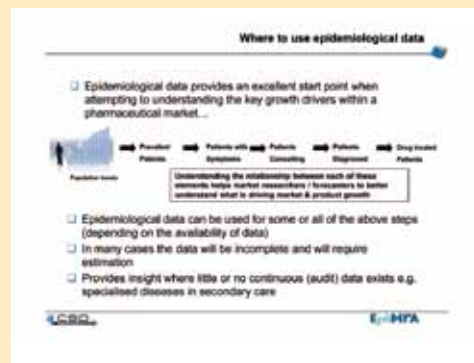
**Then there are 4 case studies which aim to answer 4 frequently encountered situations:**

Case Study 1 - Looks at the practice of forecasting using epidemiology data and pulling data from freely available sources  
Case Study 2 - Explains population (demographic) data and its value to MR in market sizing, segmentation and the effects that demographic changes can have on future market and product potential  
Case Study 3 - Market Sizing - Looks at market sizing and the role of epidemiological data in that process  
Case Study 4 - Product Potential - Builds on forecasting and market sizing to examine in more detail how potential for your product can be measured and refined

### 1. Part A Provides background information to help you understand what epidemiology is, terminology used and how the data can be used within the pharma industry

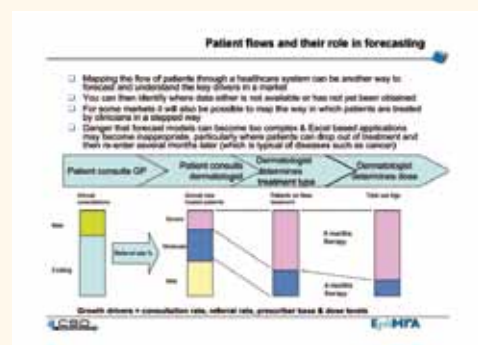
Part A will enable you to...

- ☐ Understand how epidemiological data relates to the practice of market research
- ☐ Review the various types of epidemiological data available & its application in a marketing context
- ☐ Gain an understanding of the various definitions that are used in order to better utilise epidemiological studies and avoid common pitfalls
- ☐ Source the right type of data to answer a particular marketing question
- ☐ Apply common rules for judging studies & avoid common pitfalls



### 2. Case Study 1 Looks at the practice of forecasting using epidemiology data and pulling data from freely available sources

- ☐ This case study looks at the practice of forecasting using epidemiology data with data largely from sources that are freely available
- ☐ There are occasions where market researchers find that it is not possible to conduct primary market research or purchase longitudinal patient data to generate forecasts to aid decision making because of time or budgetary constraints
- ☐ Using epidemiological data is fraught with problems and limitations largely due to the variability in quality and volume of data that is available in the public domain
- ☐ The case study focuses primarily on how to best use epidemiology and demographic data using various techniques with some examples of how to use longitudinal patient data
- ☐ Working with imperfect data and using statistical methods to overcome this can be very complex, so these have not been addressed here
- ☐ The worked examples provided are meant to provide the reader with the key steps necessary to generate a forecast which can be applied to your own situations. Clearly for copyright reasons, we cannot use actual sales and prescription data, so fictitious data has been used where appropriate



# Syndicated Data Committee

(continued from page 9)

## 3. Case Study 2 Explains population (demographic) data and its value to MR in market sizing, segmentation and the effects that demographic changes can have on future market and product potential

Trends influencing population projections

General factors affecting overall population trends...

- ☐ Life expectancy
- ☐ Fertility / birth rates
- ☐ Mortality rates
- ☐ Migration and any constraints to flows of migrants
- ☐ Improved contraceptive technologies
- ☐ Increased mean child bearing age
- ☐ Infectious diseases

Some possible consequences of population ageing...

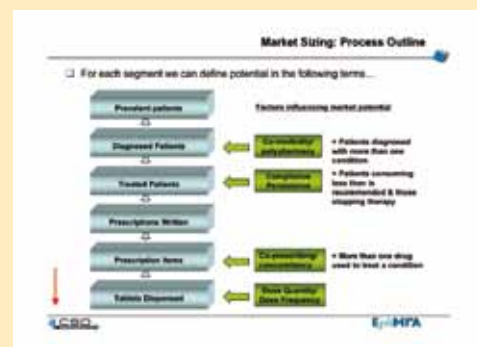
- q Greater incidence / prevalence of elderly type diseases
- q Increased burden on care services as single elderly people have less family support



## 4. Case Study 3 Looks at market sizing and the role of epidemiological data in that process

Let's start by defining what a market is...

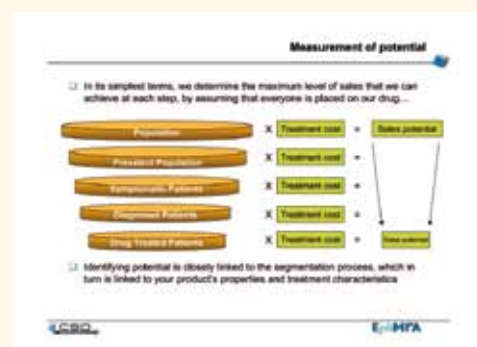
- ☐ Basically it is the diagnoses or conditions that the product is to treat
- ☐ It can also be defined as the types of drug class that the product belongs to e.g. bisphosphonates, antiarrhythmics etc
- ☐ Using drug types or anatomical therapy classes (ATCs) may not be the best way to define a market
  - Some ATCs contain drugs that treat a wide range of unrelated conditions, so a sub-group may have to be defined
  - It may be necessary to add together ATCs to define the market – e.g. antibiotics from different classes can be used to treat the same infection
  - Some products or molecules can be used to treat dissimilar conditions
- ☐ Diagnosis data may also have its problems
  - Adding diagnoses together to define a market may be okay at the prescription level but you may double count patients if they suffer from two or more related conditions requiring similar treatment
  - Some diagnosis codes have confusing descriptions and it is not always clear if they can be added to other diagnoses to construct a market. For example, defining the neuropathic pain market would involve adding together polyneuropathies (F class) + diabetes with neuropathy (C) + neuralgias (N) and finally post herpetic neuralgias (A). These are just a general selection of the codes that you would need.



## 5. Case Study 4 Product Potential - Builds on forecasting and market sizing to examine in more detail how potential for your product can be measured and refined

Introduction

- ☐ This case study builds on forecasting and market sizing to examine in more detail how potential for your product can be measured and refined
- ☐ We saw in Part A that by using epidemiology data we can map how patient potential is progressively reduced, ending up with the number of drug treated patients or treatment opportunities
- ☐ Identifying total potential and how it is progressively reduced as we "funnel" patients, helps to determine the maximum potential that can be achieved at each step. This has particular benefits...
  - It allows the analyst / forecaster to manage and set performance expectations
  - Identify growth opportunities by identifying, tapped and untapped potential
- ☐ Because of the variability of epidemiology data, it is necessary to specify ranges for population data (and projections), prevalence and incidence. Measurements of potential therefore lend itself to sensitivity analysis, some basic methods have been adopted in this case study
- ☐ We will explore how factors such as changes in treatment thresholds, classifications of the disease and extending treatment to additional patient groups can greatly impact product potential in some disease areas
- ☐ To illustrate ways in which market / product potential can be estimated, we will consider a new product entrant into the erectile dysfunction market



# Associate Members News

## People

double helix



Margie Sherr

Double Helix strengthens its market research teams: Sally Davis, PhD and Margie Sherr join the US Fort Washington office as VP's. Shazada Iqbal joins as SRE in the London HQ.



Stéphanie Huttin joins SKIM's team. Strengthening the Swiss team, Stéphanie brings 8 years of experience and is now working with us to deliver even greater answers. Contact us through [www.skimgroup.com](http://www.skimgroup.com)



Synovate Healthcare has appointed Steve Lowry as its UK head of Custom. Formerly with TNS, Lowry brings a wealth of expertise which strengthens Synovate's UK based custom team.

## Company



Branding Science - New Joiners  
In September 2009 Branding Science welcomed Axel Rousseau, Jessica Bird and Ksenia Bilay to the team.



New Web Site  
Demanda has a new website in celebration of its 42nd anniversary. There you will find useful new information of your interest. Please, visit us!  
[www.demanda.com.br](http://www.demanda.com.br)



TAB Healthcare, your fieldwork partner in Spain, has launched its new website. Visit us at [www.tabhealthcare.com](http://www.tabhealthcare.com) to learn more about our outstanding quality standards and expertise within Healthcare.

## Office News



### Ipsos Health Division

Ipsos Health celebrates the 1st anniversary of its emerging markets head quarters in Turkey lead by Steve Kretschmer. This reaches across all types of respondents from payers to patients.



Marc Limacher, founder and Managing Director at Integrated Strategic Information Services (I.S.I.S.), a 17-year old global Competitive Intelligence firm (new Associate Member) opens second European office in Lucerne, Switzerland.



Millward Brown Healthcare launched in Poland on 30th September. With 10 years pharmaceutical experience, the team, formerly known as SMG/KRC Medical Research Center, is led by Tomasz Czajkowski, tel +48502036185

# Associate Members News

## Services



E-Tabs is proud to announce its report automation suite is now fully compatible with Office'07. Innovative reporting solutions for the Pharmaceutical sector endorsed by industry experts InVentiv Health. [www.e-tabs.com](http://www.e-tabs.com)



Introducing MedeQual, a unique online qualitative solution allowing research with video streaming to be conducted in a more representative and flexible manner through access to global respondent and moderator pools.



KantarHealth adds new tumor types to KeyMD CancerNFluence: pancreatic, multiple myeloma, prostate, AML, and renal cell carcinoma. CancerNFluence profiles U.S. and European physicians who influence cancer treatment decisions. See [www.kantarhealth.com](http://www.kantarhealth.com).



Introducing K.U.D.O.S. - Five steps to better brand tracking  
The Research Partnership has launched K.U.D.O.S., a systematic approach to conducting an ATU study which results in better brand tracking. Visit [www.researchpartnership.com/kudos](http://www.researchpartnership.com/kudos)



Elma Research announces the launch of EXIT POOL, a new service aimed at solving the information needs of companies. The first therapeutic area involved is diabetes.

## Office Moves



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