

Welcome to the EphMRA Annual Conference, 2009 - France

Here are some of the highlights of our conference.....

EphMRA warmly welcomes you all to its 2009 pharmaceutical market research conference, here in France. The EphMRA 2009 conference has an exciting new format; with a choice of sessions you can attend and is now shorter in length. In addition the agency fair will be open over a 2 day period to aid networking amongst members.

PRM&T Masterclass Training - over 2 sessions

EphMRA Masterclasses offer method related courses which focus in-depth on one topic only

Tuesday 16 June - start at 14.30 and finish at 17.30 (Session 1)

Wednesday 17 June - start at 08.30am and finish at 11.30am (Session 2)

Masterclass 1 - Mapping - where is our products position and where are the others?

Masterclass 2 - Forecasting - Role of Market Research in Pharmaceutical Forecasting

Masterclass 3 - Segmentation - How to Target and Promote to the Customer Effectively

Welcome



Tuesday 16 June

- 19.00** Welcome Cocktail
- 19.00 - 19.30** Welcome Orientation Cocktail for first time attendees
- 19.30 - 20.30** Welcome Cocktail open to all registered conference delegates and committee members

Agency Fair

Wednesday 17 June

- 12.30 - 14.00** Agency Fair Opens - Lunch available within the Agency Fair
- 15.00 - 16.10** Coffee Break within the Agency Fair

Thursday 18 June 2009

- 10.15 - 11.15** Coffee Break within the Agency Fair
- 12.05 - 13.35** Lunch within the Agency Fair
- 14.20 - 15.20** Coffee Break within the Agency Fair
- 15.20** Agency Fair closes

And Finally...

Thursday 18 June

- 15.20 - 16.05** Hot Topic Update - short presentations on Emerging/Hot Topics
- 16.35** Do join us for the Closing Cocktail - chat things over with colleagues before departing.



EphMRA Strategic Options

Update to Members Presentation

From the EphMRA Board - Welcome to the EphMRA Strategic Options Update.

The EphMRA Board would like to update you on developments within EphMRA in terms of the Strategic Options process.

Aim of the Update

- To update the Teams about developments
- Decisions taken by the Board and rationale

Since the last update in October 2008, the Board has been working on the ideas and suggestions proposed by the Teams. The Board took a long term strategic view but this was subsequently modified in the light of economic developments and we all find ourselves now working in a new arena, under more budget and time pressures.

So the focus of this update is on some of the more tactical implementations which have come about.

Developments taking place.....

- Conference
- Full Members Survey
- PR/Communications
- Recognising Members Contribution
- Outreach to other Associations

The developments taking place focus on the annual Conference, the Full Members survey which has just been completed, PR/Communications initiatives, recognising and supporting Members, links and outreach to other Associations.

Conference 2009 - New Look

- Suggestions implemented
- Shorter, more choice
- Focussed and business-like
- Agency Fair over 2 days in specific sessions
- Masterclass training - timed to allow committee members and delegates to attend

As you can see from the Conference programme most of the suggestions have been implemented. The Conference is shorter, offering greater choice through parallel sessions. The sessions have been tailored to offer topics on relevant market research topics.

The agency fair is over the 2 days, with specific sessions allocated and plenty of networking opportunities.

There are 3 Masterclass training topics - now timed to permit both Committee members and delegates to attend.

FMs survey

- Survey amongst Full Members to identify their needs from EphMRA
- Qualitative stage reported mid March
- Tele-depths undertaken - to explore what FMs want EphMRA to deliver
- This will provide important insight

A qualitative survey amongst Full pharma Members was undertaken in Q1 2009 and has already been reported on. The survey, undertaken by Behaviour & Attitudes, involved teledepths to explore what Full Members want from EphMRA. It has provided very interesting insight which now needs to be digested and fed into our action plan going forward.



PR Consultant

Identified a freelance PR Consultant who is going to:

- Develop a communications plan for EphMRA
- What we need to communicate, at what point, how communicate, via what media
- Target - All Members, Managers/ Senior managers, Speakers and Contributors

There was emphasis in the Team plans on PR and Communications. We looked at engaging a PR agency but the cost was prohibitive. Since then we have engaged a freelance PR consultant, with healthcare experience.

The next step is for a Communications plan to be drawn up by the PR Consultant which will focus on what EphMRA should be communicating, to whom, at what point in time, using what media. A review of all current publications will also take place to ensure consistent tone and voice.

Recognition

- Communication - to active members, managers - recognising contribution and added value
- Committee Support - available to all Committees for admin and general tasks

Linked to this as well, we are assessing communication and recognition to active members and their managers to recognise on a regular basis their invaluable contribution to EphMRA and the members.

Committee support is also now available - remunerated admin support to enable committees to focus on their core remit rather than time-consuming administration. Also a remunerated Chair for the PRM&T Committee is sought to enable the Committee to keep up their training momentum.

LinkedIn Group

- EphMRA LinkedIn group
- Now open to members and non members
- For networking, business links

In February the EphMRA LinkedIn Group was formed and many members have quickly joined.

The aim here is to make this a very active group and so please do ask all your connections to join the Group.

Outreach

- Have made approaches to PMRG, BHBIA - positive response - some interaction points
- Infostat - good links with French pharma Association
- EphMRA will be represented at BHBIA conference in May
- Board decided at this time, that best to focus resources internally

Have made some approaches to other Associations like PMRG, BHBIA and Infostat - points of interaction focussed in specific areas. Longer term such strategic collaborations remains an important agenda item but given the current climate the Board has decided to focus resources and effort on internal issues.

Thank you

- Action plan
- Update at the AGM

Thank you very much for listening to this update. The next update will be at the June Conference / AGM.

2009 Conference Round Up

EphMRA wishes to thank the 2009 Conference Sponsors for their generous support.

A+A

Sole Sponsor: Delegate badge pen

Being a global stakeholder, A+A supports EphMRA which facilitates sharing views, questions and solutions to face new challenges.



Pierre Pigeon, CEO, A+A

IMS Health

Sole Sponsor: Post Conference News



IMS and EphMRA go back more than 50 years. In the current dynamic times it is critical we stay the course, whilst adapting to new market realities. IMS is proud to continue to sponsor EphMRA with support and market intelligence to aid its members to the best of our ability dealing with these new dynamics.

Robert Dossin, Vice President, IMS Health

Aequus Research

Sponsor: Agency Fair Lunch

Lunchtime at EphMRA - A great time to fish for new contacts!



Julie Buis, Managing Director, Aequus Research

IMS Health

Sole Sponsor: Guide to the Agency Fair



Ipsos Health Division

Sole Sponsor: Conference Delegate List



Ipsos Health Division

Ipsos is delighted to support EphMRA as the voice of the pharma and healthcare industry.

Sarah Phillips, Head of Health, Ipsos Health Division

Cegedim Strategic Data

Sole Sponsor: Conference Programme

CSD has been a partner of EphMRA for many years. We are delighted to participate in the AGM a major event for the pharmaceutical industry and especially this year as it is in Paris where CSD has its headquarters.



Bruno Lempennesse, General Manager
Cegedim Strategic Data

SGR International

Sole Sponsor: Conference Pad



SGR look at EphMRA as a Big Community, and we believe in it! We traditionally take the opportunity to sponsor at the AGM not only because this gives us a very good visibility, but also because we truly believe in EphMRA and want to support its initiatives as much as possible.

Piergiorgio Rossi, Managing Director, SGR International

GfK HealthCare

Sole Sponsor: Conference Delegate Bags

GfK HealthCare: Your team of experts.



Peter Eichhorn, Managing Director
GfK HealthCare

The Planning Shop international

Sole Sponsor: Conference Signage



We are market researchers with strategic brand planning, as well as client-side marketing and market research experience.

Kim Hughes, Managing Director
The Planning Shop international

2009 Conference Round Up

EphMRA wishes to thank the 2009 Conference Programme Committee who have steered the papers:

Allan Bowditch	Ziment	USA	allan.bowditch@ziment.com
Rob Haynes	Schering-Plough Corporation	USA	rob.haynes@spcorp.com
Bernd Heinrichs	Gruenthal	Germany	Bernd.Heinrichs@gruenthal.com
Anne Loiselle	EQ Healthcare	Canada	Anne.Loiselle@eqhealthcare.com
Sarah Phillips	Ipsos Health Division	UK	Sarah.Phillips@Ipsos-MORI.com
Beatrice Redi	Schering-Plough	Italy	beatrice.redi@spcorp.com
Eric Robillard	GfK HealthCare	France	eric.robillard@gfk.com
Gerald Wackert	TNS Healthcare	Germany	gerald.wackert@tns-global.com
Matthias Weber	Solvay	Switzerland	Matthias.Weber@solvay.com
Alex West	P\S\L Research Europe	UK	alex.west@pslresearch.com

Programme at a Glance

DAY 1 - TUESDAY 16 JUNE 2009

09.00 - 14.15	Committee Meetings
11.00 - 13.45	Associate Members Group Meeting
14.30 - 17.30	Masterclass Training - 3 in parallel - Session 1
19.00 - 20.30	Welcome Cocktail

DAY 2 - WEDNESDAY 17 JUNE 2009

08.30 - 11.30	Additional time for Committee Meetings and/or Joint Meeting of Board and Committee Chairs - optional for Committees
08.30 - 11.30	Masterclass Training - 3 in parallel - Session 2
11.30 - 12.15	EphMRA AGM - for Full and Associate Members
12.15 - 12.30	EphMRA President's Welcome and Update report - open to all registered Conference Delegates
12.30 - 14.00	Lunch and Agency Fair Opens
14.00 - 14.45	Plenary session
14.45 - 15.00	Q&A / Panel Debate
15.00 - 16.10	Coffee Break within the Agency Fair
16.10 - 16.40	Plenary session
16.40 - 16.55	Q&A / Panel Debate
16.55 - 17.40	2 Parallel Session Papers (includes debating/Q&A time)
From 19.30	EphMRA Evening Event - 'Crush Party' - taking place in Walt Disney Studio@ Park

DAY 3 - THURSDAY 18 JUNE 2009

09.15 - 10.15	Plenary Session
10.15 - 11.15	Coffee and Agency Fair
11.15 - 12.00	3 Parallel Session Papers (includes debating/Q&A time)
12.05 - 13.35	Lunch and Agency Fair Open
13.35 - 14.20	3 Parallel Session Papers (includes debating/Q&A time)
14.20 - 15.20	Coffee and Agency Fair
15.20	Agency Fair closes
15.20 - 16.05	Soapbox - Hot Topic Update
16.05 - 16.35	Presentation of Jack Hayhurst Award for Best Conference Paper and EphMRA Award
16.35 - 17.30	Closing Cocktail



Post Conference News 2009

The Post Conference News will be mailed out in September 2009. 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 8th July 2009 – contact generalsecretary@ephmra.org

ADVERTISING SPECIFICATION

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

Resolution/Artwork	If using photoshop or software dependent on resolution please ensure that it is set at the correct size and that the resolution is set to no less than 300dpi. Finished artwork needs to be supplied in CMYK (unless in Black & White) with embedded fonts, or text should be converted to outlines/paths and supplied as an EPS. PDF files are also acceptable. <i>PLEASE NOTE: We cannot be held responsible for any misprint, if fonts are not embedded/converted and the file is not in CMYK.</i>
Operating System	Apple Mac
Programmes used	Quark Xpress, Adobe Illustrator, Freehand, Adobe Photoshop
Media	Compact Disc, Zip Disc, Floppy Disc and Email are available
File Formats	Graphics should be supplied (CMYK) in the following formats EPS, TIF, JPEGs

PRICES (CHF)

	Colour		Colour
Box ad	200	Quarter page	600
Half page	850	Full page	1400

CHF = swiss francs

Post Conference News
sponsored by IMS Health

ims INTELLIGENCE.
APPLIED.

EphMRA

European Pharmaceutical Market Research Association

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

The EphMRA Award for Contribution to Pharmaceutical Market Research

Winner to be announced –
Thursday 18th June at the conference

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
2008	Steve Grundy, Marketing Sciences	Anne Loiselle, Abbott Laboratories
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 2009 Nominations are:

Bob Douglas – Synovate - Strong advocate of MR, continuing presence at EphMRA, has presented papers and been involved with PRM&T Committee over a long period.

Kurt Ebert – Roche – longstanding contribution to MR and firm supporter of EphMRA. Previous Board member and current PRM&T Committee member.

Jacky Gossage – GSK - Long time achievement as Chair of Database & Systems Committee and steps down this year after 18 years as Committee Chair.

Rob Haynes – Schering Plough – President of EphMRA for 2 terms, strong supporter of EphMRA and enthusiastic in leadership.

Janet Henson - Outstanding contribution towards successful PRM&T Committee activities and events over many years. PRM&T Chair, Conference Organiser for many years.

Alexander Rummel – psyma international – Always supportive and enthusiastic to EphMRA, outstanding contribution towards successful PMR&T Committee activities and events.

Katy Sophoclis – Synovate Healthcare – very experienced MR professional with a keen interest in the ever-changing world of market research and the healthcare environment.

Henrik Zoeller – Gruenthal – very positive and committed 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

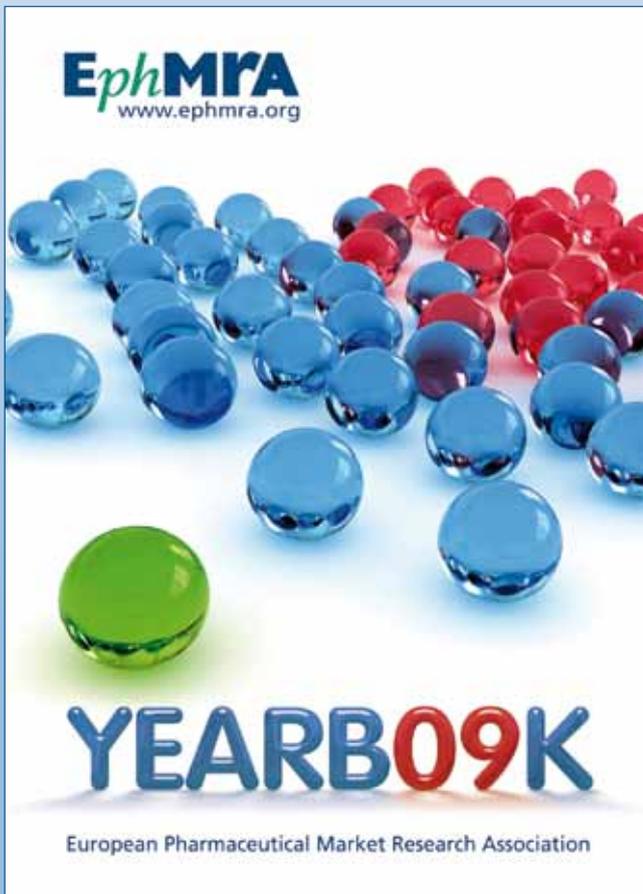
Examples of such a contribution are:

- 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 memento.



Yearbook 2009



**Published in July
each year**

**Online searchable
directory available
after the summer**

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

CONTENTS

- EphMRA's Mission Statement
- Introducing EphMRA
- EphMRA Activities, Conferences and Publications
- EphMRA Associate Members
- EphMRA Committees

- EphMRA Full Members List
- EphMRA Member Contact Details

- PBIRG Committee Members

- EphMRA Anatomical Classification Guidelines
- NFC Classification Guidelines
- Market Research Code of Conduct
- Internet Research Code of Conduct
- Statutes
- Annual Meetings
- JHH Award winners
- EphMRA Contribution Award winners

- Market Research Agencies Listings

EphMRA Linked In Group / New web site



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.



MEDI-PRAGMA

Celebrating 25 years!

Medi-Pragma is an independent Italian Market Research Agency specialized in healthcare marketing.

We are located in Rome and Milan and since 1984, we offer tailor-made solutions to Pharmaceutical, cosmetic and diagnostic Companies.

Medi-Pragma is part of a network that can offer facilities in the main Italian cities such as Turin, Asti, Verona, Naples, Bari and Palermo.

Contact:

medipragma@medipragma.com
www.medipragma.com

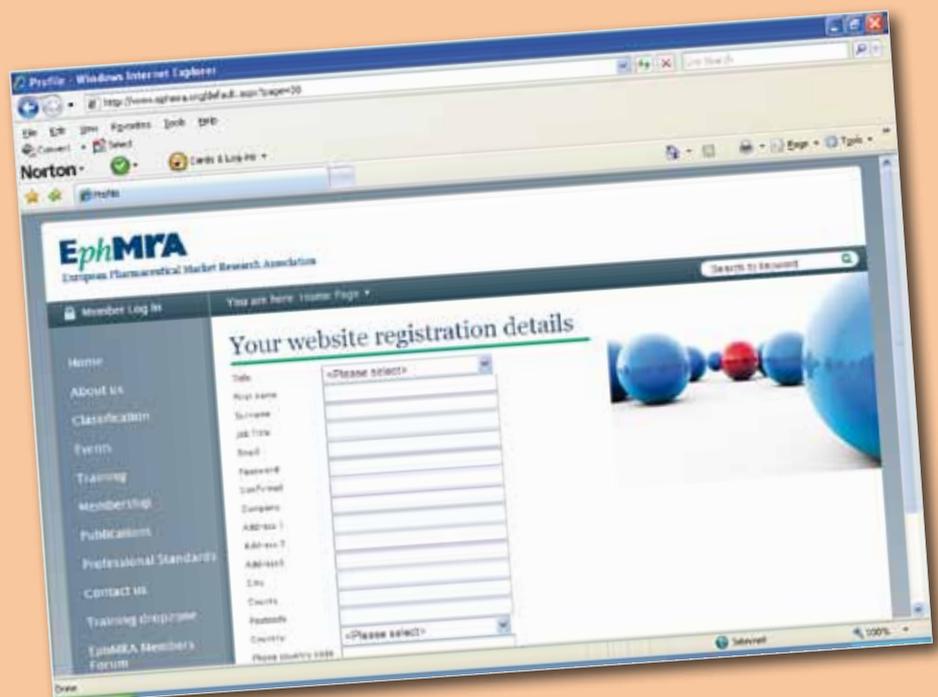
Web site

EphMRA hopes you have all now visited the newly designed and updated EphMRA web site.



Navigation is now much easier and the What's New section on the home page gives the latest updates.

All passwords for the previous old site are cancelled now and you need to apply for a new password by creating a profile and you can choose your own password.



EphMRA 2010 Conference



EphMRA 2010
Pharmaceutical Market Research Conference

EphMRA

22nd - 24th June 2010 Conference
Berlin, Germany
Contributions and synopses invited
Deadline 17th September 2009



Brandenburg Gate

EphMRA 2010 CONFERENCE 'BUSINESS AS USUAL'

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 centre 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, energising 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 flair.

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 minimising 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.

See Call for Synopses for more details - on EphMRA web site

EphMRA PRM&T Chair update

Following this remunerated position being advertised 4 very well qualified candidates came forward and at the time of going to print interviews were being undertaken by EphMRA.

A decision on the Chair is expected soon.

EphMRA - Foundation Committee Chair sought

The EphMRA Foundation Committee seeks a new Committee Chair. This is a remunerated position and the full job description is available on the EphMRA web site.

The Committee currently has several active members and a wide ranging remit.

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

Skills - The Chair should be independent and able to maintain objectivity. Fluent English is required and good pc skills. The Chair also needs organization, administration, liaison and diplomacy skills

Interested in being Chair?

Application deadline is 25th June.

Please contact EphMRA - generalsecretary@ephmra.org

Contact Us by
phone, fax or email...

EphMRA
General Secretary
T: +44 161 304 8262
F: +44 161 304 8104
E: generalsecretary@ephmra.org
ephmra.org
Visit the EphMRA
web site
www.ephmra.org

Interested in submitting
copy for the News?

If you would like to submit
copy for possible publication
in this Newsletter then contact
EphMRA at 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.



MEDIMIX
INTERNATIONAL
www.medimix.net

Medimix Asia Opens in Hong Kong

Offering more than 10 years
experience with pan-Asian surveys

Satellites in Shanghai, Beijing,
and Singapore

Your eyes and ears on new markets
you can't ignore

Contact:
communications@medimix.net
[www. Medimix.net](http://www.Medimix.net)

Full Members independent market research survey undertaken

Following the very insightful survey conducted amongst Associate Members in 2008, a first stage qualitative study has been undertaken amongst Full Members. Some additional teledepths are now being undertaken with a few more Full members to supplement the results.

Behaviour & Attitudes, Ireland who conducted the Associate Members survey is also interviewing Full Member pharma based colleagues.



Summary of Full Members Survey Results - March 2009

Survey methodology - 8 teledepths lasting 30-45 minutes each.
With Full Member contacts, including currently active, previously active and less active members.

Survey Objectives:

- Examine the Mission and Vision of EphMRA (Relevant, Appropriate, Future direction, What is the value that EphMRA can bring and how to strengthen the brand value)
- Understand where EphMRA can add value in Full member companies (Senior management communication and interaction, Guidelines, Best practice)
- How to motivate and retain active participation within EphMRA (Reasons for attendance/non attendance at AGM/Conference - what would motivate to attend?)

Overall those participating in the survey were very satisfied with EphMRA and had derived real benefit from being involved with the Association.

1. Driving Involvement in EphMRA

At this current time Full Members are busier than ever, and the demands on them from their jobs is high. Thus participation in EphMRA needs to be justified and a clear benefit to the company derived. Marketing of EphMRA internally is more challenging now and EphMRA is less prominent within the company than it used to be.

Senior Managers have limited knowledge of EphMRA, have a loose understanding of what the Association stands for or the benefits it can bring and so they can be less willing to allow staff to spend time on external activities.

EphMRA needs to build communication channels and strategies to Senior Managers in order to be able to demonstrate the benefits of being involved in EphMRA activities and what this brings to the company. Practical and tangible benefits must be demonstrated.

With this in mind, Committees must focus their work on identifiable and achievable deliverables which will bring greater visibility of their work to Senior Managers

Full members themselves are best placed to 'evangelise' EphMRA within their companies, once armed with the necessary communication tools and content.

2. EphMRA Mission

The mission and focus of EphMRA at times seems too broad, it being recognised that the mission has evolved to meet member needs and market needs. But this breadth can lead to a lack of clear identity as EphMRA works in many areas.

It is recommended to develop a defined set of activities with realistic achievable targets where deliverables can more easily be identified.

It was suggested that EphMRA focus on being a:

- Guide
- Teacher
- Aid
- Supporter

.....deliverables in these areas would help to support members and build on EphMRA's strengths.

Indeed a focus on linking EphMRA activities to members own professional development is recommended as this would help to gain senior manager buy-in.

Professional development could focus on:

- Best practice/Guidelines
- Training, including Masterclasses
- Fresh ideas (conference)

3. Training

This is a key strength of EphMRA and a specialised visible deliverable. The range of courses is very good, courses are well prepared and delivered with a good mix of speakers.

Masterclass training at the conference is very well regarded.

On line training is a good development.

Training courses are often a point of introduction to EphMRA for new members.

4. Conference

The conference needs to have a theme which is focussed, business-like and the event held in major mainland cities.

Networking with peers is an important element of the conference - an opportunity to discuss common issues and EphMRA is now making more effort to welcome and integrate new members and attendees. Indeed this open and friendly culture is a key appreciated benefit of networking.

Take-away deliverable needed - a handout - a summary of each presentation, or presentations on a memory stick or available electronically. This would increase visibility once back at the office.

5. Extending Reach

The feeling was that EphMRA should concentrate on what it does best. The Association should continue to be European based, but opportunities lie close to home for expansion into the Mediterranean countries.

EphMRA should seek to achieve a balance - deepen its European identity yet, as appropriate, establish global affiliations, links and networks.

6. Full Membership fees

Members seem comfortable with the level of fees for Full members and they are acceptable.

Associate Members News

People



Ipsos Health Division



Mark Hogben

Ipsos Health is delighted to announce that 3 graduates have joined their spring intake for 2009. Amy, Mark and Sinyee each have Masters or PhDs in science related subjects.



WorldOne Research's Hong Kong office opens with Lisa Tam appointed Managing Director and Brandy Lau, Client Executive. Their fieldwork experience within the healthcare industry ensures WordOne's excellent Asian capabilities.



Double Helix US appoints Ann Stuchiner, MPH as Vice President for its New York Consulting division. Stuchiner's career has focused on managed markets access strategy to support biopharmaceutical product commercialization.



Adelphi International Research has expanded its team of globally focused research professionals in the US (Philadelphia). Daniella Heywood leads the group and can be contacted at Daniella.Heywood@adelphigroup.com or +001 267-880-2936.



Sarah Fletcher has recently left her position as a Senior Director at TNS Healthcare after 15 years. She is now working as an independent freelance research consultant.



Eric Nalpas has joined ConsuMed as the new Managing director. Eric comes from THOMSON, where he served as business unit Vice President.

Services



FocusVision introduced wireless video streaming for field research.

SuperMobi™ is an innovative, mobile video streaming solution for ethnography, in-home interviews, shop alongs, etc. with the widest wireless coverage.



Ziment has introduced SEGZ for Channel Optimization, a unique segmentation approach that enables pharmaceutical companies to identify the most effective marketing channels for reaching and influencing target physicians.



all global

All Global, the leading global healthcare data collection agency, has introduced AllTest, a new solution that allows researchers to quickly test concepts with physicians across a variety of specialty segments.



Katja Bergmann, director healthcare at Produkt + Markt becomes co-owner of the company. Katja has more than 12 years experience in healthcare and will further head the healthcare division.



Bob Douglas has been appointed Global Head of Synovate Healthcare, responsible for providing strategic and commercial industry specific leadership and, with Synovate's geography leaders, driving healthcare research in local markets.



GO Research (Frankfurt, Germany) welcomes Dr. Erik Anthes as Project Director. Dr. Anthes holds responsible for the management of qualitative and quantitative medical marketing research studies



Wolfgang Bücherl has been appointed director of national healthcare division and multinational studies on medical devices.



fastforward research is delighted to welcome to the team Katherine Wood who has recently joined from Ipsos Mori Healthcare.



MG Business Research Solutions has expanded further its online qualitative and quantitative services for Spain. International clients can now gain access to online surveys, online focus groups and Bulletin Boards.



GKA launches itthink...
a new online offering combining the speed and efficiency of online research with the reliability and validity of traditional methods through multi-mode recruitment and interviewing.



Now in Poland!
QQFS has expanded its qualitative and quantitative fieldwork services to cover Poland in addition to the Nordic, Benelux, Austrian and Swiss healthcare markets.

Associate Members News

Company



Aequus Research announces the opening of a new US office in Philadelphia, PA in order to better serve our US-based clients. For more information please contact info@aequusresearch.com



Elma Research is a NEW full service independent market research agency. Its directors, Massimo Massagrande and Elena Ripamonti have 10 years experience in Italy as well as with international projects.



Semantics MR, a new independent agency specialising in healthcare, is pleased to announce the launch of their website www.semantics-mr.com. Please visit our website for information about our services and coverage.



Millward Brown Healthcare Europe has been formed under the leadership of Trevor Acreman, bringing together the healthcare units, experts and expertise from around its European network.



HRW has a fresh, new look. Please have a look at our new website (www.hrwhhealthcare.com) and tell us what you think. We hope you like it!



In accordance with expanding international pharmaceutical research activities, Blauw Research has recently joined EphMRA. Blauw looks forward to a vivid exchange with dedicated specialists and colleagues.



Therapy KnowlEdge, the online market tracker from The Research Partnership and Edge Consulting, was runner-up in the award for "Best Use of Technology" at the Fast Growth Business Awards 2009.

EphMRA

European *Pharmaceutical* Market Research Association