

EphMRA Update

Dear Colleagues In February the Board took the decision (after consulting with members) to cancel the Interim Members Meeting (IMM) which was to be held in Geneva. The economic climate is affecting us all – pharma companies announcing job cuts and members finding themselves under time and budget pressures. Thus many members were finding it difficult to commit to attend and so it was felt prudent to cancel the meeting for this year. The Board is reviewing the situation and looking at plans for future IMMs.

Training

On April 23rd, in London is taking place the one day Masterclass – Qualitative Research – New Horizons. This training course explores new, cutting edge thinking and latest trends in qualitative research, encompassing the totally new through to the evolution of the tried and tested.



See the EphMRA web site for online registration and the full programme.

Ensure that we are 'in tune' with our Membership

An independent survey to assess the views of the Full Members is underway and the results will give insight into member views. We have already taken the pulse of the Associate Members to understand the needs and opinion of this important Membership voice.

New Web Site

We hope that you have had the opportunity to visit our new web site. The site has been designed to better showcase our activities and uses state of the art functionality. Advertise on the web site! Banner ads can be placed on all pages of the web site – see web site for details and prices.



A bespoke Members password system has been developed – you can apply for your own password and also get password reminders if you have forgotten your login.

Bob Douglas (Synovate) and Piergiorgio Rossi (SGR), who joined the **EphMRA Board** last year have already made a valuable contribution and brought fresh perspectives on strategic issues and leadership for some key initiatives. This is what they have found so far:

"I've really enjoyed working with the EphMRA Exec Board on the key initiative of the strategic review. The outcome has the potential to transform EphMRA and set its direction for the future. The inclusion of Piergiorgio and myself represents a small but significant step in this process and I'm pleased to be part of it."

Bob Douglas, MD Global Custom, Synovate Healthcare.

"The decision taken by EphMRA to let two Associate Members join the Executive Board was a real revolution. We are proud to sit in the Board and impressed by the spirit of co-operation as well openness of the Full Members already sitting there. I am sure Bob and I, together with the Board will not waste this opportunity they gave to the Associate Members to bring our insight to an Organisation that truly belongs to everyone."

Piergiorgio Rossi, Managing Director, SGR International

2009 Conference

Registration is now open – web site address is www.ephmra2009.org and you will notice that the conference is shorter (now 3 days in total including committee meetings resulting in just 2 nights hotel accommodation), offers choice (parallel sessions) and we have structured the agency fair to be open for longer in defined time periods over 2 days. EphMRA will be keen to review delegate feedback to the changes after the conference

So we look forward to seeing you in France in June this year.



Many Thanks **The EphMRA Board**

Join as an Associate Member of EphMRA

Associate Membership is available to

- a) Any market research or business intelligence agency/supplier whose activity encompasses healthcare marketing research and/or business intelligence, and whose activities are multinational in scope.
- b) Members of academia, universities, etc
- c) Companies whose activities encompass other related business areas eg executive search provided that the main focus of the company's activities is in pharmaceutical marketing research.

Membership is corporate covering all affiliates and the HQ office, with the same company name.

Membership is approved by the EphMRA Board according to the Association statutes.

Associate Membership fees are linked to the number of pharma/healthcare market research employees worldwide. See later for employee definitions.

Companies:	Annual fee in CHF [swiss francs]
Up to 3 employees world-wide	1725 swiss francs
Up to 15 employees world-wide	2875 swiss francs
Up to 50 employees world-wide	3450 swiss francs
Up to 150 employees world-wide	4600 swiss francs
Up to 250 employees world-wide	9200 swiss francs
More than 250 employees world-wide	17,250 swiss francs

Freelancers/one person companies:	Annual fee in CHF [swiss francs]
1 employee	1150 swiss francs

Employee definitions

Your membership application is based on the number of pharma/ healthcare market research executives you have working for your company across all your affiliates/offices and sites.

By employees is meant:

Executives working in pharma/healthcare market research from the most junior (eg graduate trainee) to the most senior (eg President, CEO, COO, Chairman etc). If the executive works only partly in healthcare (as well as in another sector) they must be counted in the pharma/healthcare market research employee numbers. Part time employees can count as a half person, long term contract employees should also be counted.

Not included in the pharma market research employee head count - the non Executive MR type functions:

- Interviewers
- Freelancers used who are not permanently employed/on contracts
- Secretarial/Receptionists
- Administration/Operations/Finance
- Field department

Applications must be made at the correct employee level and all applications will be checked by EphMRA eg against sources published, Yearbook entries etc. If companies apply for membership at the incorrect membership fee level then the Board will consider suspending the company from membership of EphMRA.

Those applying for the membership level of 1 employee must be one-person companies only. The membership is linked to the person applying for membership only and is not transferable to another person/name. Thus you cannot apply for this level of membership even if you are a company with just one person working in pharma market research - you need to apply at the next level. This is for single person companies/consultants etc.

Important note about Membership:

[does not apply to those applying for membership at the 1 person level]

Membership is corporate

covering all affiliates and the HQ office, with the same company name.

Membership is linked to the company name. eg if company ABC Ltd owns Company CD and Company FG (each with a different name) then each company must apply for its own corporate membership.

Although membership covers all offices with the same name a maximum of 8 persons per Associate Member company may register at the members fee for conferences and training courses - remaining delegates to pay the non members fee. These 8 persons can be based in any Associate Member office/site which is covered by the membership.

EphMRA

Membership Year

The membership year runs from 1st October to 30th September the following year. If you join in February you will need to renew your membership on the 1st October the same year. Fees are not adjusted according to the time of the year when you join.

Membership will be automatically renewed at the end of the membership year. An invoice for fees will be issued unless you have cancelled your membership by having given 6 months prior written notice [this would be in March] so as to leave at the end of September.

Member Benefits:

- Networking and Contacts
- Free one page standard entry in Yearbook
- Involvement in / membership of committees
- Conference-attend at attractive member fees. The conference includes high profile speakers, excellent papers and an exhibition
- Interim Members Meeting (IMM) usually held in February, free attendance for members, network with colleagues, guest speaker
- Training-Face to face courses and On-Line Training, attractive fees for members
- Free announcements in EphMRA Newsletter

Contact Us by
phone, fax or email...

EphMRA General Secretary,

T: +44 161 304 8262

F: +44 161 304 8104

E: generalsecretary@ephmra.org

Visit the EphMRA web site

www.ephmra.org

Payment

On receipt and acceptance of your application an invoice for the membership fee will then be issued.

EphMRA has an established procedure for invoice payment as follows:

- EphMRA issues the invoice and the payment period is 45 calendar days
- 1-2 weeks before the 45 calendar days are up an email reminder is sent out to ask for payment
- If the invoice remains unpaid after 45 calendar days then the following penalty fee is applied and must be paid in addition to the first invoice amount:

Invoice amount	Penalty fee added
0 - 1000 CHF	100 CHF
1001 - 5000 CHF	250 CHF
5001 - 10,000 CHF	500 CHF
10,001 CHF and over	1750 CHF

After 90 calendar days from the date of the first invoice if the first invoice and/or penalty fee invoice remains unpaid then membership of EphMRA is suspended for a period of 12 months from the date of the first invoice.

Companies are unable to participate in EphMRA events, conference, training etc if they have outstanding invoices (ie invoices unpaid after 45 days).

Member benefits will become available once payment is received - not when the application form is received.

If you have not previously been a member of EphMRA you may be asked to support your application by supplying the names and addresses of two current pharmaceutical/ healthcare clients - this information is treated in confidence. You will be contacted about this if necessary.

All Associate Members should read the Association's Statutes which give all details on the constitution at www.ephmra.org

Associate members agree to abide by the EphMRA Code of Conduct for Market Research.

Please address membership queries to:

EphMRA General Secretary

T: +44 [0]161 304 8262 **F:** +44 [0]161 304 8104 **E:** generalsecretary@ephmra.org

Visit the EphMRA web site at 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.

EphMRA 2009 Newsletters - Copy deadlines

Published	Copy Deadline
June 2009 (conference issue)	20 April 2009
September 2009 (Post Conference News)	8 July 2009
December 2009	9 October 2009

What each Full and Associate member can include:

One piece of News only per Newsletter - this can be:

1. **People/Moves/Promotions** or
2. **Services** or
3. **Company Moves** or
4. **Company Name/logo changes**

One photo of one person can be included

Photos

Min quality 300dpi. Colour. Head & Shoulders. Business attire in a business setting on a plain background. Photos taken outdoors, in gardens or a relaxed pose or setting etc will not be accepted, nor will black and white photos.

Announcements

The announcement can be no more than 30 words long including any title. EphMRA will no longer edit these words but if more than 30 words are submitted then the announcement will not be carried.

Advertising Specifications

	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	Not Required	70mm x 50mm
Publications trimmed size 297mm x 210mm			

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 with embedded fonts, or text should be converted to outlines/paths and supplied as an EPS.

Print quality PDF files are also acceptable. PLEASE NOTE: We cannot be held responsible for any misprint, if fonts are not embedded/converted and the file is not in CMYK.

Operating System

Apple Mac

Programmes used

Quark Xpress, Adobe Illustrator, Freehand, Adobe Photoshop

Media

Compact Disc, Memory Sticks and Email are available.

File Formats

Graphics should be supplied (CMYK) in the following formats EPS, TIF, JPEGs and Print Quality PDF files.

Prices in Swiss Francs

Prices displayed are for full colour - EphMRA News is produced in colour therefore mono prices are not available

Box Ad	Quarter page	Half page	Full page
100 CHF	600 CHF	850 CHF	1400 CHF
CHF = Swiss Francs			

Bernadette Rogers General Secretary 351 Mottram Road Stalybridge Cheshire SK15 2SS UK

T: +44 (0)161 304 8262 **F:** +44 (0)161 304 8104 **E:** generalsecretary@ephmra.org



One Day Masterclass and Networking Training Event

Qualitative Research – New Horizons

One day masterclass training & networking event – Thursday 23rd April 2009

Venue – ABPI – The Association of the British Pharmaceutical Industry – London

New Horizons – why this name?

Definition – Promising future prospects: new and promising prospects that seem to be opening up for somebody or something

Broadening Horizons with EphMRA

Definition – broaden one's horizons expand one's range of activities, and knowledge.



Introduction

The aim of this MasterClass is to explore new, cutting edge thinking and latest trends in qualitative research, encompassing the totally new through to the evolution of the tried and tested. More and more the role of market research within the pharmaceutical industry 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.

Qualitative Market Research often focuses on explicating process, how things happen, in ways that acknowledge the contingency and open-endedness of human experience, but we

must focus on increasing the use of research that link these specific processes to specific consequences, outcomes and results. More often than not qualitative research is the start point for market research programs and within the competitive nature of the pharmaceutical industry **never** has the importance of these first steps been more crucial. It is therefore of paramount importance that market researchers keep abreast of the latest techniques and trends, both within the pharma research world and beyond. This awareness enables them to ensure their companies gain the most insightful and leading edge research design, and ensure that not only do they use the latest cutting edge methods, but they themselves become dynamic, leading edge market researchers.

Course Background

EphMRA members generated valuable suggestions for improvement of training course structures as a result of two surveys. A working group of the EphMRA PRM&T committee revised the EphMRA course structure to meet the needs of the course delegates. The new course structure consists of 3 main types of courses:

- A)** Introductory (basic skills training)
- B)** Business issues related (regular training courses), product life cycle orientated, each B course is independent with no in-depth focus on methods
- C)** Method related (ad hoc Masterclasses with in-depth focus on one single method)

This course is one of our advanced MasterClass method related courses, to learn why you should attend one of our courses see our brochure 'Why attend one of our courses', this document takes you through all the key advantages of the EphMRA learning programme.

The course objectives will be achieved via high quality experienced speaker presentations and through a high degree of practical interactive sessions, addressing how to understand more fully the new emerging and more established qualitative market research techniques and how to apply them in practice. Delegates will be able to use the latest thinking and be able to more creatively approach their market research projects. The ultimate aim is that delegates can return to their office with a clear mandate to make a difference, thereby enhancing their companies' decision making process in order to gain a leading competitive edge within the marketplace.

The course will provide:

- An understanding of cutting edge, latest thinking in qualitative techniques from within and outside the pharma area
- An overview of latest trends in qualitative market research
- What the new and emerging qualitative market research trends are
- What the latest developments are for tried and tested qualitative methods
- What can be learnt from outside the pharma world
- Advanced use of cutting edge qualitative methods
- What the techniques mean, how to differentiate them against each other and against more established qualitative techniques
- When and which techniques are applicable
- What is the significance to be at the leading edge of qualitative design, what is added value to you and your company
- How to broaden your HORIZONS in qualitative market research and impress your company and colleagues
- An invaluable opportunity to network with best thinkers and practitioners in the qualitative field and to exchange ideas with market research colleagues, thus enhancing further the learning experience.

Who Should Attend?

The target audience for this advanced MasterClass is experienced market researchers who want to gain a deeper insight into how to effectively utilize cutting edge qualitative research techniques and stay ahead of the game. The course is suitable for both pharmaceutical companies and agencies within the market research or competitive intelligence areas through to brand managers.

Convenors

We recognize that an advanced qualitative MasterClass requires highly experienced and innovative market research practitioners so the following representatives from the EphMRA Primary Research Methods and Training (PRM&T) Committee have been recruited to guide you through the qualitative maze:-

Julie Buis – Aequus Research

Peter Caley – Branding Science

Rachel Sewell – AstraZeneca

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 Francs 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

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

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

Target Audience

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

Learning Outcomes

The Role of Market Research

- The Pharmaceutical Industry - Understanding in detail 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?
 - When should we undertake market research?
 - How do we clarify 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 clarifying the research objectives and establishing information gaps.
 - What is Secondary Research?
 - How do we use Secondary Research?
 - When 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 classified and categorised.
 - How is secondary data categorised?
 - What are the main sources of secondary data?
 - What does audit data look like?
 - What is audit data useful for?
 - What is non-audit data useful for?

Primary Research

This section looks at different primary research opportunities and aims to help you to distinguish and differentiate between the role 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?
 - What are the main methods?
 - How are samples chosen and interviewed?
 - How do we analyse qualitative learnings?
 - What can go wrong?
- Quantitative
 - What is quantitative research?
 - Where is quantitative research used?
 - How do we collect quantitative?
 - How is sample size derived?
 - How is a quantitative study undertaken?
 - How do we analyse quantitative research data?
 - What can go wrong?
 - What other techniques are currently used?

EphMRA and your career

This module looks at EphMRA and their work 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
- Associate Members
- Role of EphMRA Committees
- EphMRA's role in training, members meetings, annual conference and publications

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.

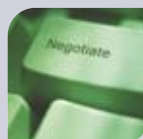
EphMRA Healthcare Business Skills Courses

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 tactical 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



Medimix Asia Opens in Hong Kong

Offering more than 10 years experience with pan-Asian surveys

Satellites in Shanghai, Beijing, and Singapore

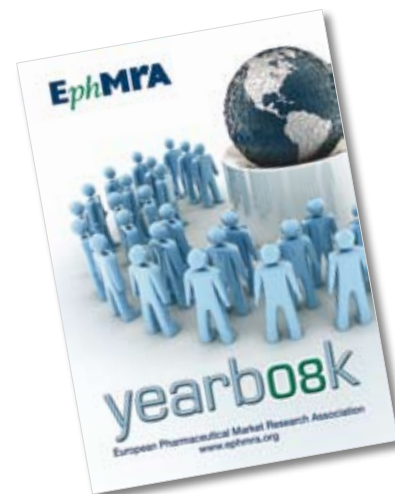
Your eyes and earson new markets you can't ignore

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

EphMRA 2009 Yearbook

Associate Members should ensure that their entry for the 2009 Yearbook is returned to EphMRA before the end of March. Included in your membership fee is a free one page standard entry in the Yearbook

Contact EphMRA – generalsecretary@ephmra.org



2009 Conference Update

– Register at
www.ephmra2009.org



6. EPHMRA 2009 PROGRAMME

6.1 Time Schedule (overview)

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

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**EphMRA 2009
Conference Programme
– at a Glance**

7.3 Who is entitled to attend?

Attendance is free to fully registered Conference delegates from EphMRA Full and Associate Member companies. If you are an active EphMRA Committee Member only attending your Committee Meeting and EphMRA AGM (and not staying on for the Conference) then you can attend a Masterclass on a complimentary basis.

Only 1 delegate per member company can attend each Masterclass.

Masterclasses are filled on a first come first served basis, and spaces are limited.

The Masterclasses are split into two sessions - the first session on Tuesday 16 June and the second session the next morning Wednesday 17 June. You must attend both sessions. If you do not attend the Masterclass - at the start (at 14.30) on Tuesday 16 June then an invoice of CHF 1'400 will be issued, even if you join part way through. This is because Masterclasses are designed to have all delegates there from the start and it is disruptive to have latecomers.

You are not allowed to attend the Masterclass session on Wednesday 17 June only - you need to attend both sessions.

If you wish to cancel your workshop attendance (without cancellation fee) then please do so in writing by 12 June 2009.

You can send a colleague in your place if you are unable to attend, provided this person is from the same member company.

7.4 Time Schedule

TUESDAY 16 JUNE 2009

14.30 - 17.30 Masterclass Training Workshops - 3 in parallel - Session 1

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
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WEDNESDAY 17 JUNE 2009

08.30 - 11.30 Masterclass Training Workshops - 3 in parallel - 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
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11.30 Masterclasses finish

Programme Outline

- Mapping - where is our products position and where are the others? - Convenors - Alexander Rummel - Psyma International Medical Marketing Research, Henrik Zoeller - Gruenthal and Felicina Itoe - Abbott International.

The aim of this Masterclass is to enable participants to evaluate a number of different mapping methods in relation to one's own, actual market research goals. It will also help to reduce the underlying multivariate tools to their common methodological background, or at least to pose the right questions for clarifying this. In the context of positioning or brand tracking, where agencies offer lots of multivariate tools, this Masterclass will enable us to answer the question "What do I really get from this?"
- Forecasting - Role of Market Research in Pharmaceutical Forecasting - Julie Buis - Aequus Research, Rachel Sewell - AstraZeneca and Kurt Ebert - F.Hoffmann-La Roche Ltd.

The aim of this Masterclass is to focus on the role market research plays in the forecasting process;

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**2009 Pre-Conference
Masterclasses**

Classification Committee Update

EphMRA Board initiates independent market research survey amongst Full Members

Following the very insightful survey conducted amongst Associate Members in 2008, a qualitative study has just been commissioned amongst Full Members.



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

Once the results of this initial exploratory stage have been reported on (hopefully by mid March) then the Board will decide on any further research to be undertaken.



Celebrating 20 Years !

Life Sciences Marketing Research -
in 50 + countries Six offices around
the world & more to come!

World Headquarters - Miami
Florham Park , NJ • London, UK
Mexico City, DF • Sao Paulo, Brazil
Hong Kong, China

Contact:

communications@medimix.net
www. Medimix.net

Dear EphMRA and PBIRG members,

The EphMRA/PBIRG Classification Committee has an Associate position that is open to analysts with 2-3 years of relevant experience.

The Associate will conduct secondary research into product classification and potential new categories; share responsibility for a therapeutic class, under the mentorship of a full Committee member; attend meetings and join in Committee discussions of therapeutic classes and individual product classifications. Participation in these open discussions with experienced Committee members will provide the Associate with in-depth understanding of the global pharmaceutical industry, a broad range of therapeutic areas, research trends and the industry-WHO relationship. The Associate will also gain knowledge of the audit databases.

The Committee benefits by having more input and by having a person who could eventually become a full committee member.

The Associate's Company would benefit from the extensive training and the wealth of knowledge that the analyst would bring back to the Company.

There will be a Certificate of Recognition from the Executive in appreciation of the Associate's contributions.

The cost of attending Committee meetings will be borne by the Associate's company.

An application form for this position follows. Please return the form to either Bernadette Rogers (EphMRA) or Carol Reilly (PBIRG):

Bernadette Rogers

General Secretary, EphMRA

T: [44] 161 304 8262 **F:** [44] 161 304 8104

E: generalsecretary@ephmra.org

Carol Reilly

Executive Director, PBIRG

T: [1] 215 855 5255 **F:** [1] 215 855 5622

E: creilly@pbirgexec.com

Best regards,

Christine Wong

Chair, Classification Committee

Classification Associate Application Form

Name _____ Company _____

Department _____ Job title _____

Years involved in pharmaceutical market research/business intelligence _____

Responsibilities (check all that apply):

Primary research (surveys) ☐

Secondary data analysis ☐

Please include a brief description of your job responsibilities:

Responsibilities of the trainee, under the guidance of a Committee member:

- Conduct research into product classification and potential new categories
- Share responsibility for a therapeutic class
- Attend meetings and join in Committee discussions of therapeutic classes and individual product classifications.

Committee responsibilities:

- Guide and mentor the trainee

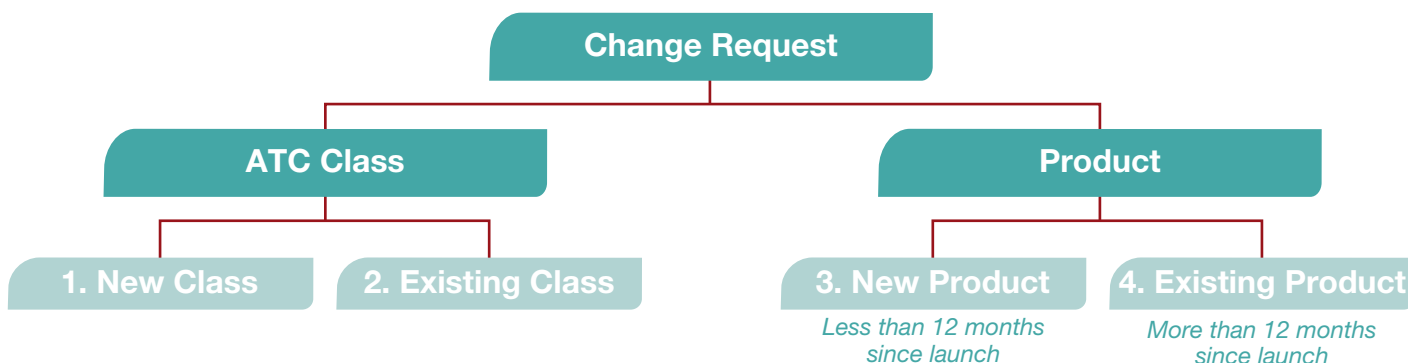
There will be a Certificate of Recognition from the Executive in appreciation of the trainee's contributions.

EphMRA/PBIRG Classification Processes & Timelines

EphMRA Classification Committee

EphMRA/PBIRG Classification Change Request

4 Types of Changes



Note: EphMRA Classification Committee meets quarterly to address classification issues, including change requests from industry

EphMRA/PBIRG ATC Class Change Request

- 1. Create New Class
- 2. Modify Existing Class



- **Throughout year:** class change request may be submitted at any time to any committee member
- **July 31st Request Deadline:** in order to execute change in 18 month long process
- **August:** preliminary research on request by one committee member
- **September Quarterly Classification Meeting:** preliminary discussion
- **September-December:** reach out to other companies that may be affected by change and continue research
- **December Quarterly Classification Meeting:** address any additional issues that may have come up from other companies and/or research, and conclude impact analysis
- **March Quarterly Classification Meeting:** committee finalizes class change & its wording
- **End of April:** EphMRA/PBIRG members vote on change
- **June:** all approved changes are announced at EphMRA AGM
- **January:** change executed

Note: This timeline applies to most class change requests but depending on the complexity of the change, it may take longer if there are many companies involved. Additionally, a change request may not be approved by the committee if it does not contribute to the optimal data structure.

EphMRA/PBIRG Product Classification Change Request

- 3. New Product
- 4. Existing Product

- New Product Change
 - If it has been less than 12 month since launch, an agreed upon change request may take effect immediately
- Existing Product Change
 - If it has been more than 12 months since launch, an agreed upon change request will be executed in the following January
- Possible Issues
 - If the change could have a broad impact, then the change is held until the committee conducts research and reaches out to companies that may be affected
 - A change request may not be approved by the committee if it does not contribute to the optimal data structure

Foundation Committee

The EphMRA Foundation Committee seeks a new Committee Chair. The Committee currently has several active members and a wide ranging remit. The Chair can be from a Full or Associate Member company.

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

The Foundation Committee has recently completed a number of projects:

Doctor Statistics:

.....in Canada, France, Germany, Italy, Japan, Spain, UK and USA.

Project completed by Datamonitor

.....in Turkey

Project completed by Cegedim Turkey

.....in Scandinavia – Denmark, Finland, Norway, Sweden

Project completed by GfK Scandinavia

.....in India

Project completed by GRAM

.....in Asia - Australia, China, Korea and Taiwan

Project completed by Warwick University team

.....in Latin/South America - Argentina, Brazil, Chile and Mexico.

Project completed by Brintnall & Nicolini



Interested in being Chair? Please contact EphMRA – generalsecretary@ephmra.org

PRESS RELEASE

Rueckersdorf / Nuremberg – London; December 2008



Market Research Institute opens new Subsidiary in the UK

The global market research institute Psyma International Medical Market Research GmbH, headquartered in Nuremberg and part of the PSYMA GROUP AG, increases its global reach with the creation of a new office in the United Kingdom.

The UK Psyma office is the latest addition to the other Psyma healthcare hubs in Madrid, Nuremberg, Moscow, Shanghai, Mexico City, São Paulo and Philadelphia.



Philip Howe, a qualified biologist who has worked in the pharmaceutical industry for some twenty years, will head up the new office. During this time Phil has held senior management positions in

both the client and agency environments where a full understanding of all aspects of healthcare market research has been developed. He is at his best when designing qualitative approaches to answer tricky client questions.

His previous positions include Head of Business Information for a large pharmaceutical company and prior to joining Psyma he was the Managing Director of an international healthcare market research company. In addition he has been a speaker on international conferences, e.g. EphMRA, BHBIA, on a wide variety of issues.

Based on the consolidated experience of Psyma Medical Marketing Research International and Philip Howe, the UK Psyma office will provide both qualitative and quantitative market research capabilities at both a national and international level.

It is also envisaged that this office will become a strategic point for all aspects of fieldwork in the UK market research arena.

Psyma Office UK

Dorset House, Regent Park
Kingston Road
Leatherhead
KT22 7PL
United Kingdom

Phone: +44 (0) 1372 824709

Fax: +44 (0) 1372 824600

Mobile: +44 (0) 75380983848

Email: philip.howe@psyma.com

Associate Members News

People



David Ward has joined B2B International as Head of Data Processing, and will be responsible for producing cross-tabs, online surveys and scripting CATI surveys in the specialist B2B Medical division.



Karen Swords has joined The Research Partnership as Quantitative Director, having previously worked for Ipsos Mori Healthcare and IMS Hospital Services. Matthew Newman has joined as Associate Director from GSK.



Caroline Wilson - not previously known to be the retiring type! - has hung up her clipboard after 30 years in market research. She'll be missed by all who worked with her.



HRW is delighted to welcome Ashley Miller who has joined from The Insight Research Group as a Research Executive. Ashley will be working on both qualitative and quantitative international projects.



Double Helix launches a new US Consulting division in New York, with Drew Baker, President. Drew has 20 years experience in Market Access including 14 years with Pfizer Outcomes Research.



TM Marketing welcomes Kimiteru "Kimi" Tsuruta to the Global Operations Department. Fluent in both English and Japanese, Kimi will assist with handling RFQs and commissions from overseas agencies.



Aequus Research announces the appointment of Katie Brinn as Associate Director and Basil Feilding as Senior Research Executive further expanding our well-established range of qualitative and quantitative research capabilities.



Marketeers Research welcomes two new members: Hatem Zaki in the Pharmaceutical department and Nermin Abu Elnaga in the FMCG department in order to satisfy the growing market needs.



TPSi is pleased to announce the appointment of several research staff to its London office. Welcome Sabrina Jordan (AD), Lola Fakorede (SRE), Dinisha Cherodian (RE), Carole Wheatley (Head of Field).



Jean-Yves Le Cleac'h joining SKIM Healthcare. Previously working in market research in Paris at another agency, Jean-Yves now moves to Rotterdam to strengthen the EU headquarters of SKIM Healthcare.



Asuncion Corrales has joined the Ipsos Health team. She joins from Pfizer Spain where she was part of their business intelligence team, specialising in oncology and cardiology.



Ifop welcomes Christina Bienenfeld (previously TNS France) as Director to lead Ifop Healthcare Global together with Doreen Wolpert (Ifop North America), and to head Ifop Healthcare for France and Europe.



As a result of 20 years of experience in the health sector, Motivação has created a new business unit exclusively dedicated to healthcare market research headed by Marta Gaspar.



Fieldshop is pleased to announce the arrival of Karim Mebarki who joined our team in October 2008 as research executive. He was formerly fieldwork executive at A+A Healthcare Marketing Research



TNS Healthcare expands team:

Since November 2008, Susanne Michel, MD, leads the Global Market Access, Pricing & Reimbursement Practice, to help pharmaceutical companies drive optimal access at optimal price points

Associate Members News

Services

farmINFORM

Farminform is expanding its sales data services by launching fiSCRIPT; monthly national prescription information for the Dutch pharmaceutical market!

MATTSONJACK

MattsonJack's Oncology Market Access Europe provides an analysis of each EU Big 5 country to help subscribers position products and develop marketing strategies to secure optimal pricing and patient access.



East To West MR has launched a subscription web site for patients and healthcare workers in Russia, Ukraine, Belarus and Kazakhstan. More than 100 Oncologists signed up in Russia.



CSD is the only company to cover the Top 5 Europe with longitudinal patient data following its launch in Spain.



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.



NHWS now available in Japan!

Data from the National Health & Wellness Survey (NHWS) is now available in Japan. Expansion plans in Asia include fielding in China later this year.



Immersion Trek© fastforward recently introduced the Immersion Trek©, an embedded experience with patients, physicians or payors, providing live insights into the challenges and achievements of the customers' daily world.



Ulveman Explorative now offers qualitative online surveys both as bulletin boards and chat groups. The methodology provides high flexibility across geographical distances, nationally as internationally, and among busy professionals.



all global

All Global has launched All Test

All Test offers rapid response data to concept testing and is the first in a number of product developments from All Global this year.



EQ Partners Claire Engelsma and Anne Loiselle combine complementary skills and synergistic experiences gained from 20 years each within Agency and Industry respectively. Their primary focus is international qualitative research.



Ziment launches two new approaches for early stage marketing research.

COMPOUNDZ helps clients make timely go/no-go decisions. SEQUENCEZ provides powerful modeling of time to market effects for new products.



London based specialist healthcare fieldwork company WorldOneResearch, with offices in Charlotte, Vilnius and Barcelona, expands its reach, opening a Hong Kong office, now providing clients with greater depth into Asia.



Medimix International celebrates 20th anniversary with opening of its new regional office, Medimix Asia, under managing partner Bruno Leraillez.

Address:

6 Harbour Rd., Wanchai, Hong Kong.
For Info: communications@medimix.net



Ronin Corporation successfully completes its first year in new premises based in Vauxhall, London.

The company continues to expand its global healthcare data collection services with strong panel growth.

Office Moves



Synovate Healthcare drives

MedTech - Lynda Levy has been appointed Head of Synovate's medical technology & diagnostics unit, MedTech. Lynda will focus on strategic development within this growth sector.



A WINDOW, the viewing facilities managed by MG Business & Research Solutions, announces for Spain the launch of high quality video streaming services at a reduced cost.

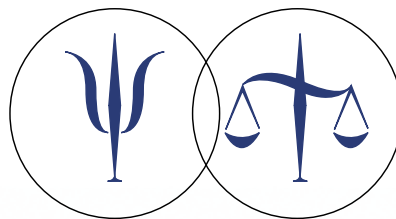


KeyQuest Health Ltd have moved to larger offices and are now at:

34 Paradise Road,
Richmond-upon-Thames,
Surrey TW9 1SE.
Mainline: +44(0)20 8090 5546.



Inside the Consumer Mind™



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