

From EphMRA...

A record attendance at the 2010 Conference in Berlin



This year's annual conference, Business as Usual, met with overall positive reviews from delegates. The conference format, the greater level of choice offered by the parallel sessions and the difference a day makes with less time out of the office remained good.

The content of the papers was well received although there were some comments that for 2011 some papers need to be more in-depth and more of a 'deep dive' into some subjects. The Programme Committee will be working on this for 2011.

The Board would like to take this opportunity to say a big thank you to all 2010 Conference speakers, delegates, sponsors, exhibitors and staff, all of whom made the event such a success.

Looking forward to the 2011 Conference 27-29 June 2011, Basel.

Registration opens in January

The 2011 Conference Programme Committee is:

Trevor Acreman	Millward Brown	UK
Allan Bowditch	A B Consulting	USA
Anna Garofalo	medeConnect	UK
Steve Lowery	Synovate Healthcare	UK
Dorothy Parker	fastforward research	UK
Sarah Phillips	Ipsos Health Division	UK
Elena Ripamonti	elma research	Italy
Martin Schlaeppi	Praxis Research	UK
Alex West	PSL Research	UK
Hilary Worton	Aequus Research	UK



...supported by Caroline Snowdon, EphMRA Committee Support

EphMRA is 50 years old in 2011...

Here's some of the history:

In the 1950's considerable changes took place within the pharmaceutical industry. Whilst this was a period of rapid growth as a result of the introduction of many new and unique products designed for the relief of human and animal suffering, the costs of research escalated exponentially. At the same time legislation and controls were introduced in many countries at an ever-increasing rate.

For research-based pharmaceutical companies who were experiencing this cost escalation, their continued viability and prosperity became increasingly dependent on the successful introduction and acceptance of their products in countries throughout the world.

With the growing need for - and emphasis on - a multi-national outlook when considering product research and marketing, the logical consequence was a requirement for reliable and comparable information about these different countries.

In order to explore the problems posed by the need for comparable and reliable information on a multi-national basis, and to design methods of overcoming them, representatives of

fourteen research-orientated European-based pharmaceutical companies met in Geneva on May 5th 1961. This meeting resulted in the founding of the European Pharmaceutical Market Research Association (EphMRA).

Moving on...

the EphMRA Vision in 2011 is:

'Creating excellence in professional standards and practices to enable Healthcare market researchers to become highly valued business partners'.

...join us for the Conference evening event in Basel, June 28th to celebrate EphMRA's 50th...



Looking to the Future



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DECISIONS WITH CONFIDENCE™

ANTERIO Inc.

**Formerly TM Marketing Inc.,
our new name ANTERIO Inc., has its roots in the Latin word 'anterior,'
reflecting our drive to provide research solutions with an eye to the
changing market environment.**

**We look forward to continuing to provide you with intelligence
that adds value.**

Part of EphMRA's remit is to establish and encourage high standards and quality control in healthcare market research. At the coalface of its work in this area are EphMRA's committees.

As you may know, EphMRA now has six committees, each made up of agency and pharmaceutical company personnel who work on a voluntary basis to tackle the big issues facing us all. They use collective knowledge and power - and often supplier collaboration - to bring improvements for the benefit of the industry.

A lot of their work goes on behind the scenes, so we caught up with two of EphMRA's committees to find out a little more...

Anatomical Classification Committee

Creating Clarity & Order in a Shifting Landscape

Today, virtually all pharmaceutical audit data - be it sales, promotional or medical - groups products into categories according to the EphMRA Anatomical Classification System. A fundamental structure, the Anatomical Classification provides a means of analysing a wide spectrum of pharma products in many and diverse therapeutic categories.

Because there are always new pharma market developments, such as new therapies and treatment approaches, the classification system can never remain static, and so we need the Classification Committee. Comprised of ten core members (primarily from EphMRA member companies, PBIRG and IMS), the Committee represents multiple countries and therapeutic specialisations. It ensures that the system evolves with the market by:

- Developing and improving the system in line with changes in pharmaceutical markets
- Ensuring the correct classification of products
- Interpreting and discussing suggested changes and acting accordingly
- Reclassifying products at year-end to be in line with the new classification
- Conducting a census of EphMRA/PBIRG on new, requested changes to the system
- Reconciling differences of opinions in the classification of products
- Liaising with the WHO (World Health Organisation) re their classification system to ensure that the two systems converge rather than diverge (including production of a comprehensive comparison of our Classification with that of the WHO)

The new class for Anti-TNF Products was introduced at the beginning of 2010 - this was as a result of research and discussion with relevant companies, and reflects the interest in

tracking this market. For 2011, new classes are planned in the HIV Antivirals section to reflect new therapies. One of the projects currently being undertaken by the Committee is to review the classification of Oncology and related products in order to best represent this major therapy area.

The benefits of the Committee's work are many and varied. The Anatomical Classification System is fundamental to the pharmaceutical industry, defining how it views the market. Market performance is also described by third parties in terms of the Classification groupings.

The Classification also provides clarity and order that saves analysts time and ensures accuracy. In short, it ensures clarity and order in a shifting landscape.

Room for any more...?

In a word, yes. EphMRA is always keen to welcome new members who can enrich our Committees' collective knowledge. As well as contributing significantly to the industry at large, involvement in any Committee - with its exposure to new ideas, new developments and latest thinking - creates personal and professional development opportunities for both the individual and the company.

If you're keen to get involved, or just want to know more, just contact EphMRA at generalsecretary@ephmra.org.

Committee Focus

New Form Code Committee

Bringing International Uniformity to Audits & Databases

Understanding the history of the New Form Code requires a little more background; in the mid-60's, the Three Letter Code (TLC) was introduced as a dosage Form Code in the pharmaceutical audits. But as many new dosage forms started to appear, the decision was taken to revise the system to create a unified worldwide classification.

Accordingly, an EphMRA working party - comprised of representative countries and IMS - introduced the New Form Code (NFC), which later replaced the TLC in audits and databases. For the most part, this conversion was completed automatically using IMS programs based on the form descriptions.

Now, everything from tablets to powders to medicated dressings gets assigned a 3-letter New Form Code. The first letter differentiates between administration route, systemic effect, topical effect, long-acting and ordinary forms, while the second letter denotes the general form of medication. The third letter sub-divides this into more specific dosage forms. Critically, the classification remains simple and easy to understand so that it can be used internationally.

So what does The New Form Code Committee do? It meets to discuss developments in dosage forms and drug delivery systems, to agree on new, changed and deleted NFC classes, and to agree requests for NFC changes for specific products. In the past 3 years, the Committee has also been hard at work on the classification of Bone Cement Products, the investigation of Pegylated Forms of (Biopharmaceutical) Active Ingredients, and the creation of new codes FNH and GNH for Parenteral Ordinary and Retard Pre-filled Autoinjectors.

Don't forget to contact the NFC Committee if you have a new dosage form and would like to know how it would be classified, or if you discover an error or have doubts about a code allocation.

Data & Systems Committee

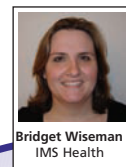
The Databases & Systems Committee has decided to extend the scope of their activities to cover secondary data quality & coverage issues. In that perspective the Committee will focus on audits integrated on IMS & CSD international databases. As a consequence the Committee will be named Data & Systems from now onward.

Benefits of EphMRA D&SC, what the members say...



Catherine Beauce
(Chair)
Sanofi - Aventis

'It's more & more challenging with 11 members to set meeting dates, manage agendas & follow up with minutes on the top of my day to day job ... but it increases the benefits of what we learn and how we can influence providers working with us. **So it makes it worthwhile!**

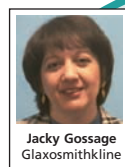


Bridget Wiseman
IMS Health



Alan Harrison
IMS Health

'IMS is extremely pleased to be part of the D&SC - it is a fantastic way to gain direct client feedback for IMS existing offerings, and also to gain input to develop new offerings to meet the future needs of the industry.'



Jacky Gossage
Glaxosmithkline

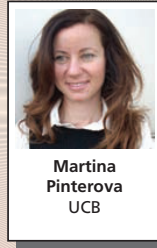
'Working with the committee is a way of sharing best practice with colleagues doing similar jobs in other companies, it's a learning opportunity.'



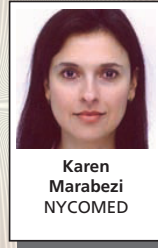
Silke Behrendt
Boehringer
Ingelheim

'The aim is to continually improve the way we use and analyse data and try to make providers offers in line with those needs. A very challenging task is our current exploration of unmet needs within international market research in conjunction with the Syndicated Data Committee.'

Newcomers



Martina
Pinterova
UCB

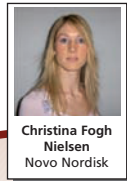


Karen
Marabezi
NYCOMED



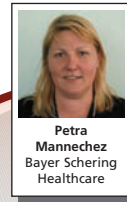
Axel Rocholl
Roche

'Elearning on secondary data & communication around changes have been key focuses for the D&SC over the past recent years. IMS has since launched elearning tools and set up communication process & systems. CSD also worked with Committee members and have produced an elearning course for promotional data.'



Christina Fogh
Nielsen
Novo Nordisk

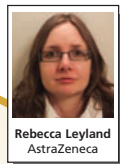
'It's a way of influencing developments and encouraging system/software improvements of major secondary data providers: IMS historically but CSD as well since a few years now'



Petra
Mannechez
Bayer Schering
Healthcare

'D&SC is a unique way to set up durable human relationships between people working for competing and supplying companies!'

Christina is now leaving the Committee and EphMRA would very much like to say 'thanks' for her dedicated work on the Committee over a number of years and she will be missed by her Committee colleagues.



Rebecca Leyland
AstraZeneca

'We had already significant input into many features from IMS such as recently launched international standardised prescription & reimbursement categories or in the past few years biologic segmentation, generic market segmentation, international standardised strengths codification.'



Christopher
Wooden
Cegedim Strategic
Data

'Our involvement with the D&SC has provided CSD with a deeper understanding of how our international services are perceived and used. Access to high quality data and service are fundamental to our success, so working with this group helps us better appreciate and respond to what is expected from MR agencies.'

In the next issue, we take a closer look at other EphMRA Committees.

Committee Focus

Targeted Training for Today & Tomorrow (PRM&T Committee)

Whether it's inducting new members into category and research issues, or exposing senior staff to fresh approaches, training is a core focus for EphMRA. In fact, one of our overriding objectives is 'to provide quality pharmaceutical business-related training in a non-promotional context using experts within chosen fields'.

As with all things, training programmes cannot stand still. As the issues and challenges of the industry evolve, so too do members' training needs. EphMRA needs to know that our training programme is optimally relevant to members both today and tomorrow - whether it's about the topics covered, the speakers used or the format in which it's delivered. Only you, our members, have the answers.

For this reason, EphMRA's Primary Research Methods & Training Committee (PRM&T) has, over the past few months, been conducting a comprehensive survey among Full and Associate members to identify exactly how EphMRA can add more value as part of our current training mix. The feedback from this research is being used to inform our 2011 training programme.

Some of the highlights of that feedback? Overall, members wanted to see training topics very much aligned to their business,

with an emphasis on practical implementation. They expected a wide range of credible and respected speakers - from client companies and other industries and disciplines, as well as agency-side trainers. Courses, they said, must be marketed effectively, providing the right level of detail about targeting and content. And of course, cost efficiency remains an important factor, with many suggesting having a level of flexibility in terms of tailor made in-house training. Finally, views for online training included member networking, with perhaps a designated 'go to' tutor. All of this feedback has been taken on board by the PRM&T Committee and, as far as possible, is being incorporated into the programme for 2011. Next steps are Board approval and then final development of the plan. The result? The right training programme to meet the needs of EphMRA members both today and tomorrow. More information to follow...

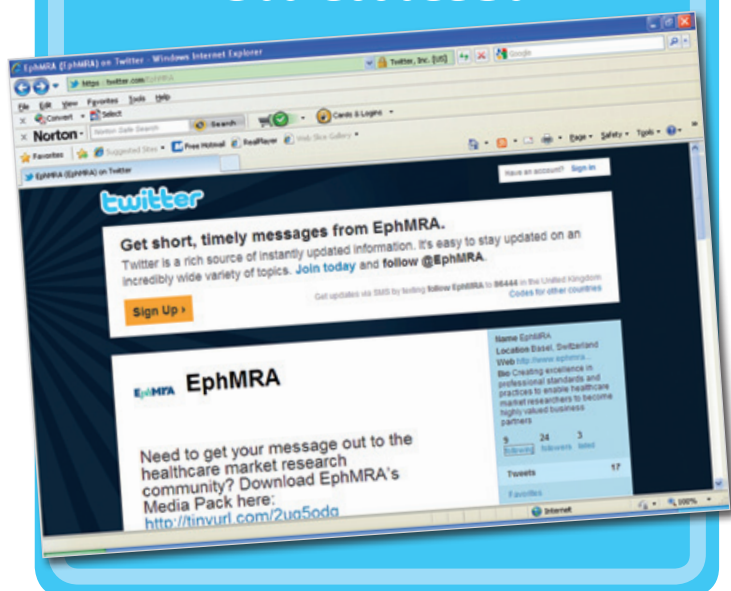
New Members



Karl Mann

Karl Mann, Shire Pharmaceuticals, has joined the PRM&T Committee, along with **Peter Toogood from Pfizer**.

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Contact Us by phone, fax or email...

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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.

EphMRA March 2011 News copy deadline is 17th January 2011.

Code of Conduct Training 12th October 2010, London

26 delegates gathered at the Hilton Hotel Heathrow on 12 October for the first EphMRA face to face Code of Conduct Training course (the course was full!).

Earlier this year, EphMRA introduced a brand new Code of Conduct - specific to primary healthcare market research in international markets. A vital initiative, the new Code offers critical and up-to-date guidance on legal, ethical and data protection issues affecting your day-to-day work. To ensure successful implementation of the Code - to ensure legal and ethical research across our industry - EphMRA organised this training session, comprising lectures, discussions and practical work that reflects real scenarios, the training was developed to offer a thorough grounding in all aspects of the Code. Attendees worked in small teams and were encouraged to share experiences and ask questions at any point.

Delegates on the day received a certificate of attendance.

Hear what they said about the course:

"The training was extremely helpful for my daily work and it was presented in the most entertaining way possible for such a "dry" subject. In addition, the personal exchange with colleagues really helped."

"Great course - practical summary of the fundamentals and a must have core training! The training was well organised and the EphMRA team made an excellent job of summarising key aspects of the code of conduct in a simple/understandable manner."

"A potentially dry subject matter was made relevant and interesting by plenty of exercises and group discussions."

"I attended the Code of Conduct training in October armed with a number of queries that had been raised internally as we had discussed various parts of the CoC. The presenters were welcoming and happy to answer questions that were raised throughout the day. They presented in a clear, logical and sensible manner, encouraging audience participation and questions. They broke what can seem a very daunting booklet down into the different parts of the project and distilled the information such that it was easy to understand what the various clauses are saying."

There were a number of exercises that enabled us to put into practice what we had learnt. The different styles of the presenters worked well together and ensured that the day didn't stagnate."

I left the day with most of my queries resolved and have since used the Enquiry Service to get answers for the remaining ones. A very enjoyable, and one that has left me feeling more secure in my knowledge as to what is and what isn't allowed according to the Code of Conduct."

Basil Feilding, Aequus Research

Next (face to face) Code of Conduct Training

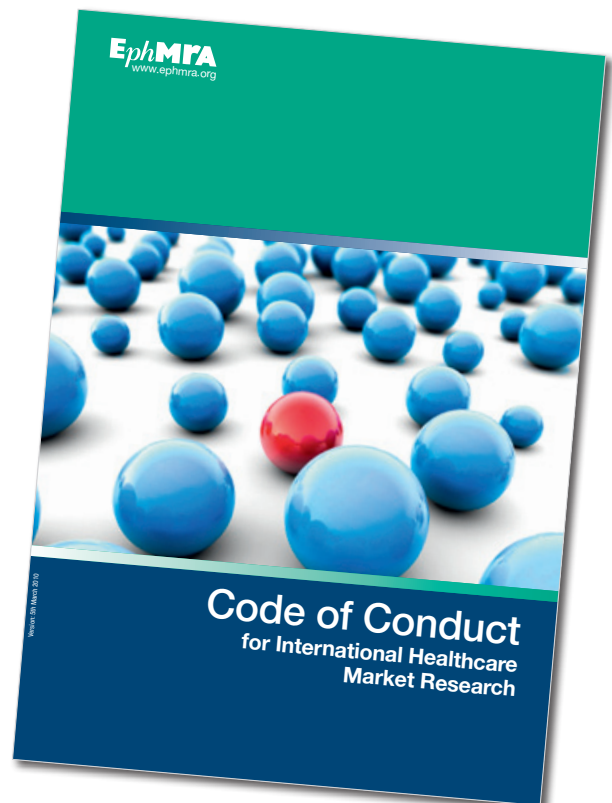
On Monday 27th June 2011 in Basel. Details to be announced in January.

Online Code of Conduct Training Module - will be launched in Q1 2011. Watch out for details which will be announced in January.

Code of Conduct - now translated into French, German, Italian and Spanish.

CODICE di CONDOTTA
CODE de CONDUITE
VERHALTENSKODEX
CÓDIGO DEONTOLÓGICO

You can find the translations on the EphMRA web site (under Professional Standards). Please let colleagues in the relevant countries know they are available, especially field managers and interviewers.



Copies of the Code of Conduct Booklet in English are still available from EphMRA.

EphMRA Board

The EphMRA Executive Board (all voting members) from 1 October 2010 to 30 September 2011, as voted at the EphMRA AGM are:



Georgina Butcher

Georgina Butcher, Astellas Pharma Europe, based nr London, UK. Associate Director Marketing Intelligence working with the Transplant and Dermatology brand teams.



Virginie Verdoucq

Virginie Verdoucq, sanofi-aventis Groupe, based in Paris, France. Director, Business Analysis Global Operations



François Noailles

François Noailles, Pierre Fabre Médicament, based in Castres, France. Director, Global Market Research Department



Robert Verspagen

Robert Verspagen, Nycomed GmbH, based in Zürich, Switzerland and Konstanz, Germany. Senior Manager International Market Research



Beatrice Redi

Beatrice Redi, Merck Sharp & Dohme/Schering-Plough Italia, based in Rome and Milan, Italy. Customer & Disease Understanding Senior Manager - Italy



Michel Bruguere-Fontenille

The Board are supported by Michel Bruguere-Fontenille, EphMRA Treasurer (non voting) and Bernadette Rogers, General Manager (non voting).



Rob Haynes

Rob Haynes, Merck inc, USA
Rob remains as a member of the Board and as President to ensure the Association continues to run smoothly.

Executive Board, including Associate Members Bob Douglas (Synovate Healthcare) and Piergiorgio Rossi (SGR International).

2011 Interim Members Meeting

Date for your Diary



**1 February 2011
Frankfurt**

Members are invited to the Interim Members Meeting at the Sheraton Hotel, Frankfurt Airport.

Programme and Registration now available.



EphMRA IMM (Interim Members Meeting) 1 February 2011, Frankfurt

09.45 - 10.15

Networking and Welcome coffee

10.15 - 11.15

Full Member Meeting

10.15 - 11.15

Associate Members Meeting

11.20 - 11.40

Networking coffee

11.45 - 12.45

Eva Edery, IMS Health, Senior Principle in Thought Leadership

Impact of healthcare reforms in EU - which ways to win in the new environment?

This presentation will look at the latest performance of key European markets and highlight key drivers and constraints. We will also look at the dynamics of the different segments of the market including launches, protected brands and generics.

The economic crisis has fuelled a rise in the public debt burden and national deficits across many European countries. This has resulted in significant cuts in public healthcare financing, including a raft of measures to contain pharmaceutical expenditure.

IMS will share with the audience their latest forecast outlook as a result of the impact of the healthcare reforms. This presentation is an adaptation of the SMR with greater focus on implications for market research.

12.45 - 13.50

Networking lunch

14.00 - 14.30

Marc Van Tendeloo, Partner, AX's Consulting

Wanted: a new-style researcher to deal with the complexity of the market access process

Market Access (MA) has become a highly complex process and drug companies recognize the need to better understand and manage this process. Drug development according EMEA/FDA requirements alone is no longer sufficient and MA requirements need to be factored in as early as phase 2.

The implications of these developments are important for marketing research. Not only in the complexity of accessing payers: identifying the right ones, being able to access them, interpreting their words correctly... Do we take into account how decisions on market access in one market can influence other markets?

2011 Interim Members Meeting

But the same question holds true in researching health care professionals on more strategic studies: do we understand their access constraints well enough? In our interpretation, are we taking into account regional differences and are we sampling correctly? This paper will look at how overlooking such issues could lead to wrong conclusions and misguide strategy decisions and what are the critical pieces of information that every healthcare researcher should know before embarking on major strategic research studies.

14.35 - 15.05

Graham Page, Executive Vice-President, Consumer Neuroscience, Millward Brown

Digging Deeper: Using neuroscience-based research effectively

This presentation will illustrate the pitfalls associated with neuroscience based work and how to avoid them. It will also give guidance on when to use such methods, and which ones are practical tools vs more academically suited. With reference to Pharmaceutical research, the presentation will discuss the ability of such methods to help uncover the real basis of physician and patient decision-making, and how to uncover unspoken emotional brand associations that may underlie such decisions.

15.05 - 15.20

Networking coffee

15.25 - 15.55

Monica Gangwani, Director, Synovate Healthcare India

India ... Impact of Changing Lifestyle on Patient attitudes towards Healthcare

It's no denying that Healthcare in India will take centre stage as Government, Policy Makers and Private Enterprises deploy time, attention and enormous financial and human resources to effect significant improvements in the creation and delivery of healthcare mechanisms to the general populace. With Healthcare accounting for only 0.9% of the national GDP as against 12% by G7 countries, the opportunity to grow is phenomenal.

One of the key forces influencing the healthcare dynamics in the country is a changing lifestyle and consequently a changing disease profile. Patients' attitudes towards their health too have been undergoing slow yet perceivable changes. India has always had a huge ailing population base but not enough "patients" thanks to a passive attitude to healthcare in general. The dominant approach to healthcare has been "crisis led" and "disease focused" with very little evidence of a proactive and preventive approach to managing self and family health.

Medicine used to be a hierarchical affair with white-coated professionals being the all-knowing, and the lesser mortals would do best to do what they said. Well informed patients today empowered by technology are challenging doctors and making sure they receive best possible treatment. The presentation would elaborate on the key trends in Healthcare in India and changing patient's attitudes.

16.00 - 16.20

EphMRA Code of Conduct Update

An update on recent developments from the Ethics Group

16.20 - 17.00

Networking cocktail

2011 Interim Members Meeting

Speakers Bios



Eva Edery

Eva Edery is a Senior Principal at IMS Health, Thought Leadership Group based in London.

Eva started at IMS Health in 1993 as project manager working on pharmaceutical country forecasts. She was then promoted to Area Sales Manager for South East Asia in 1995, supporting all IMS Health Consulting services for the region and focusing more particularly in developing IMS business in China. In 1998, Eva joined the Consulting Division helping clients with strategic issues within the pharmaceutical industry, particularly on geographical growth opportunities, portfolio planning and forecasting.

In 2001, Eva moved into the IMS Global Pharma Strategy Group preparing and presenting Strategic Management Reviews to key clients at senior management/board of director level in Europe. She has been focusing on client issues and providing strategic insights to major corporations. In 2008, she joined the Thought Leadership Group, EMEA, driving development projects in key strategic pharmaceutical areas.

Eva is a well regarded speaker at industry events and conferences.

Prior to joining IMS Health, Eva worked at Frost & Sullivan for 2 years as part of a team building their consulting business. Eva holds a BA (Honours) in European Business Administration from Ecole de Commerce de Reims (France) and Universidad Pontificia Comillas (Madrid), majoring in Marketing and Finance. She then completed a Masters degree in Marketing at the Goethe Universitaet (Frankfurt, Germany).



Marc Van Tendeloo

Marc Van Tendeloo started his career in qualitative market research (Belgium, ACT) handling projects from A to Z, providing several healthcare companies with market research-based consulting in various therapeutic areas.

In 1992, he moved to the pharmaceutical industry in the position of Product Manager (Cardiovascular drugs of Kabi Pharmacia Belgium, now Pfizer).

Three years later he joined the international oncology headquarters at Pharmacia & Upjohn in Milan, Italy. In this position, Marc had worldwide strategic marketing responsibility for a range of existing and new oncology drugs. Furthermore, he has managed several multidisciplinary project teams for clinical development. In this position he was deeply involved in many aspects of drug development: regulatory affairs, price setting, preclinical and clinical development, pharmaceutical development, portfolio appraisal and NPV evaluations, etc.

In 2008 he founded AX'S Consulting with his two business partners (Cathy Clerinx, Werner Palancares). Most of the work by AX'S Consulting work is primary research but training and consulting are rapidly growing due to the high educational needs within the health care industry.

He speaks fluent Italian, English, French and Dutch and has conducted numerous market research projects in all of these languages.



2011 Interim Members Meeting

Speakers Bios



Graham Page

Graham Page is Executive Vice-President, Consumer Neuroscience, at Millward Brown, UK.

He studied experimental psychology at Oxford, and has worked for Millward Brown in Warwick, Chicago and London since 1992. Graham worked on a wide variety of brands and categories as a client service director, prior to becoming a director in the Research & Development unit at the end of 1999. He was appointed head of the Innovations unit in April 2004, with responsibility for creating new research techniques, and developing Millward Brown's existing suite of brand, advertising and consumer research tools for implementation across the company. For the last few years, he has led Millward Brown's development of methods based on neuroscience and cognitive psychology. In 2010 he became head of the newly created consumer neuroscience division, a business unit tasked with the integration of neuroscience methods into Millward Brown's global offer.

A frequent platform speaker, Graham has written and presented on an extensive range of topics, including building successful brands, consumer segmentation, brand elasticity, corporate reputation, emotion in advertising and neuromarketing.

Graham's paper, 'Cognitive neuroscience, marketing and research: separating fact from fiction', co-written with Professor Jane Raymond of the University of Bangor, won best paper at the 2006 ESOMAR Congress.



Monica Gangwani

Monica Gangwani is a Director at Synovate Healthcare, India.

She is based in Bangalore and handles a wide range of research projects for local as well as large regional studies, both qualitative and quantitative for pharmaceutical and OTC companies. She has experience in various therapeutic areas such as cardiovascular, gastrointestinal, respiratory, contraceptives, nutritional supplements, CNS products, vaccines, infectious diseases, antidiabetics, oncology, etc.

After completing her Bachelors in Pharmacy and subsequently her MBA (Marketing) in 1991 from Mumbai, Monica began her career in Brand Management in a large Indian Pharmaceutical firm, Wockhardt, and then moved on to Warner Lambert as a Group Product Manager. After a 7 year stint in Brand Management, in 1999, she moved from Brand Management to Market Research and joined ORG-MARG (Now a part of AC Neilson) as a Research Director, handling Healthcare studies. In the year 2001, she moved on to Blackstone Market Facts (now Synovate) to set-up and establish the Healthcare Research Division of the Company. She heads the Healthcare Operations in India.



EphMRA has a group to facilitate networking and communication within the EphMRA community.

Find EphMRA on LinkedIn -

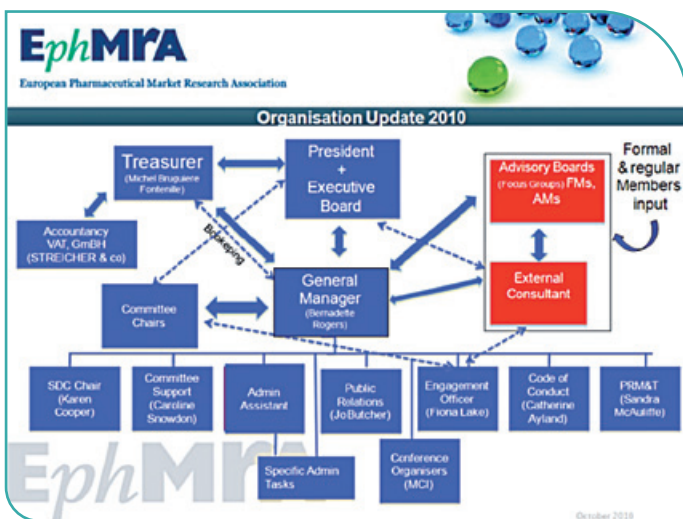
<http://www.linkedin.com/>

- search in Groups and request to Join. You are just a few clicks away from joining a great group.

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

Organisation Update October 2010



The Operating Team is a group of professionals who work for EphMRA on specific tasks, and comprise:

Caroline Snowden - Conference support and general Committee Support

- Works with all the speakers and sessions chairs, manages the paper reviews and web exes, supports speakers getting their presentations ready, supports PRMT with masterclass organisation, attends the conference and manages the speakers onsite. Also gives general support to any other Committee on an ad hoc basis.

Catherine Ayland - Code of Conduct

- Developed the new Code of Conduct and works in conjunction with the Steering Group and Ethics Group. Answers questions via the Enquiry service, will assess suggested revisions to the Code and incorporates any amendments.

Fiona Lake - Engagement Officer

- Appointed earlier this year to facilitate Member feedback and provide an independent link between members and the Board. Contacts Full and Associate Members and discusses their views towards EphMRA and its initiatives.

Sandra McAuliffe - PRM&T Chair

- Chairs the training committee which covers face to face and online delivery as well as the Conference masterclasses. Runs the Committee which comprises Full and Associate Members, committee members convene the courses and define the content.

Jo Butcher - PR

- PR is a new initiative for EphMRA with the aim being to tie a PR communication piece into each activity as appropriate - be it writing email text/Newsletter text/activity updates to members etc. Jo, as a freelance PR consultant, has developed the Full Members slide set with EphMRA - this is a short Powerpoint deck which conveys the benefits to a company of being involved with EphMRA.

Karen Cooper - Syndicated Data Committee Chair

- Chairs the SDC, whose remit is to build awareness and understanding of syndicated data sources and partnership with suppliers to improve quality and outputs

Sally Birchall - Foundation Committee Chair

- Chairs the Foundation Committee whose remit is 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.

MCI

- Based in Geneva, MCI are the professional conference organisers which are engaged for 2009 - 2011 conferences right now. They take care of all the logistics and registrations etc for the conference whilst EphMRA prepares the content.

EphMRA has appointed Bernadette Rogers as General Manager, and in her role she will continue:

- Organising the Association's daily work, freeing up the President and Board from time consuming tasks additional to their own full time job
- Managing the Operating Team
- Working with the Executive Board/Council on implementation of initiatives

Admin support is being identified and will undertake as appropriate secretarial tasks and general admin.

Some of Bernadette's tasks also include, in addition to the above:

Communications - working with our PR consultant and producing the quarterly Newsletters

Interim Members Meeting - IMM

Treasury - supporting the Treasurer on financial control, invoices, chasing bad debts, etc.

Web site - maintaining content, updates

Yearbook - paper/on-line directory

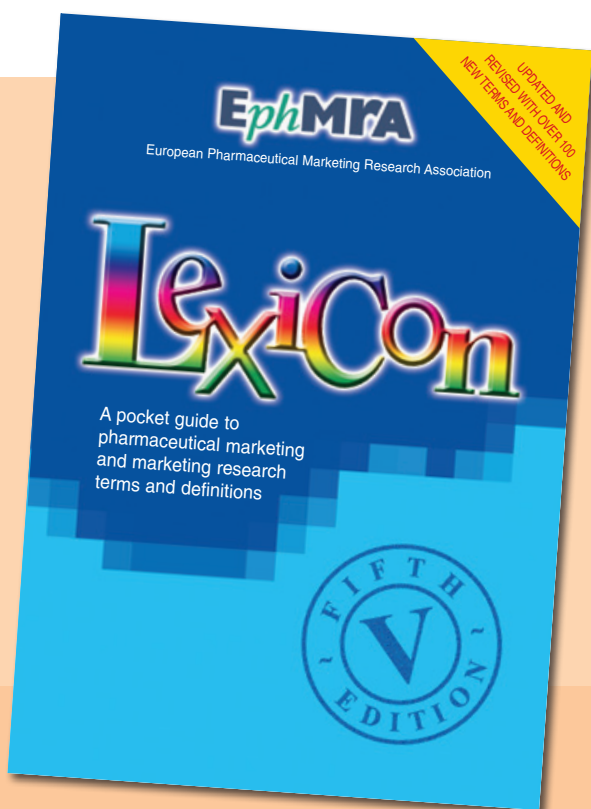
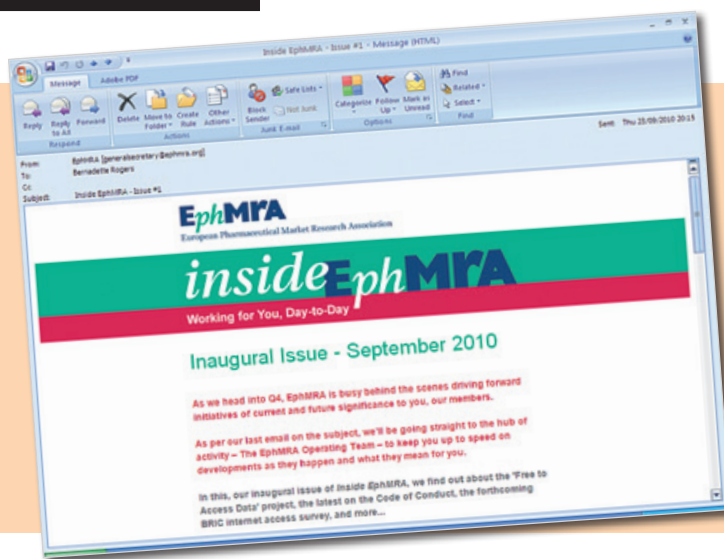
EphMRA Contacts database

Links with other associations eg ESOMAR

Inside EphMRA

Members are receiving regular updates of the work undertaken by the Operating Team - this is behind the scenes work for EphMRA members.

...look out for these emails so you can keep up to date.



Search the Lexicon online - you can look for terms in the search engine at www.ephmrpublications.org

The EphMRA PRM&T Committee has updated the Lexicon - a handy publication which gives definitions of everyday terms used in our jobs. Packs of 10 Lexicons have been mailed out to member companies and more are available for other colleagues - contact EphMRA.





Market Research Case Study

EphMRA announces the 2011 Award for all pharmaceutical market researchers which involves submitting the description of a case study. This case study should showcase a piece of insight work, which could cover primary, secondary research or a combination of both. This is open to agency and client side researchers of all levels of experience and in any location.

In 2011 submissions are invited on all topics - the most innovative, interesting and forward thinking entries are sought.

As researchers we are all being asked to think harder about what we do and to demonstrate how the research will make an impact and help to shape the business. Bearing this in mind your synopsis must clearly demonstrate:

- The business decision the research is supporting
- How the research added value to the decision making process for the client
- The extent to which the research made an impact, and in what way

In assessing your synopsis the Judging Panel will look to see how the above questions have been answered in the case study.

Case studies which demonstrate a well reasoned approach showing how the research process evolved, what went well, lessons learned along the way and how the outcome was shaped will be particularly welcomed.

PMR Award 2011

So, how do you enter the Case Study Award?

There is no entry fee for this award - it is free to enter.



Step 1

In the first instance you should submit a synopsis to EphMRA which should be a 2 page maximum written outline of the case study. This should be in Word format. Case studies may include any country or geographical region. The synopsis should be sent to generalsecretary@ephmra.org

Time deadline for EphMRA to receive your synopsis is **January 31st 2011**. Submissions after this date are not possible due to the time schedule.

Step 2

By 3rd week in February the Judging Panel will have assessed the synopses and feedback given.

Step 3

The most promising synopses are then invited to make a final case study submission, so not everyone will proceed to this step.

This final submission should be a maximum of 8 Powerpoint slides long along with other multi media files to ensure it is state of the art and up to date. In addition to this a Talking head video in a Windows media file should be submitted (max 5 minutes long) whereby the author presents the research in English.

Time deadline for EphMRA to receive this final submission is **30 April 2011**. Submissions after this date are not possible due to the time schedule.

Step 4

The Judging Panel will assess all entries in May and early June 2011.

Step 5

Winners are announced at the annual EphMRA Conference - in June 2011.

Case Study Confidentiality of Topic

As much information as possible about the product/brand involved as well as the methodology and findings should be disclosed in the case study submission but EphMRA appreciates that anonymity may be necessary with regards to certain information in the case study.

Language

All synopses, documentation, media etc must be in written and spoken English.

Judging Panel

The Judging Panel for the 2011 Award is:

Karen Swords - Director - The Research Partnership, UK

Marianne Fletcher - Senior Brand Intelligence Manager - Pfizer Limited

Beatrice Redi - Customer & Disease Understanding Sr. Manager, Customer Services & Solutions - Merck Sharp & Dohme/Schering-Plough Italia

David Mackenzie - Managing Director - Adelphi International Research

Supported by Bernadette Rogers, EphMRA General Secretary

Judging Confidentiality

All case study submissions will be assessed in confidence by the Judging Panel.

Winners

There will be one overall winner of this award. However, the Judging Panel, at their discretion, may make Commendation Awards to other highly valued case study submissions.

What the Overall winner receives

- An engraved trophy to display in your office

The winning case study will be:

- published in the EphMRA September News available on the EphMRA web site
- subject of an EphMRA webinar during which the case study will be presented to all members who wish to dial in

Commendation Awards

- A certificate to display in your office The case study will be published on the EphMRA web site

2010 Winner

Optimal Strategix Group was the 2010 Winner with their case study:

'Understanding Stakeholders' Unmet Needs to Commercialise Discontinuous Innovations'.

This is available on the EphMRA web site (under Publications).

Contact and Questions?

Bernadette Rogers, General Secretary - generalsecretary@ephmra.org - tel +44 161 304 8262

Associate Members News

People



fastforward research are pleased to announce that Sarah Smith has joined us as Senior Research Executive. Sarah has extensive experience in the international healthcare sector from other major agencies.



The Research Partnership has appointed Sven Thiede as European Business Development Manager, for Therapy KnowlEdge - the company's online market tracking tool. Sven Joins from Frost & Sullivan's healthcare practice.



Laura Lane has joined the forecasting group at Black Swan Analysis. She brings a strong science background to the team with a PhD from the University of Cambridge.



Medefield London appoints Will Parsons as Account Director. Will brings 6 years specialised healthcare fieldwork experience, dedication to customer focus and a strong understanding of project management.



PBI's new Unit Director Healthcare Research: Dr. Barbara Lang brings 10 years of experience to our company, having previously worked for GIM and Sanofi-Aventis as senior research manager.



In keeping with our philosophy that has always focused on innovation and on the contribution of fresh minds, Elma Research welcomes Marina Panizza (Research Director) and Francesca Serra (Statistical Programmer).



Medi-Pragma is delighted to announce the appointment of Alfonso Martuscelli as new Field Manager for qualitative and quantitative fieldwork and the promotion of Francesca Venturi-Visconti to Market Research Qualitative Manager



ANTERIO is pleased to welcome newest member Julie Nam. Julie is trilingual with 5+ years market research experience in Korea, and looks forward to serving you in Japan and Asia.

Services



Kantar Health launched Epi Database® EM, a Web-accessible database that provides researched, documented and comprehensive epidemiology data for 26 indications for the emerging markets of Mexico and Turkey.

Associate Members News

Services



EUMARA Healthcare extended its branding expertise by the new service Social Media Monitoring. It analyses the perception of brands in web 2.0 and researches the target group's online behaviour.
www.eumara.com



Ipsos Health Division

Ipsos Health, in conjunction with Ipsos OTX (the US sector leader in media research), is proud to announce the launch of its global media platform - specialising in pharmaceutical outcomes



all global

Leading healthcare research agency, All Global, has introduced snapshot, a completely unique same day survey service for breaking pharmaceutical news. Visit the All Global website - <http://www.allglobal.com> - for introductory snapshot offers.



An international pricing methodology study was organised by suAZIO. A written report of the results can be requested by sending a mail to: concepts@suazio.com



FocusVision High Definition VideoStreaming. With HD technology clients experience clearer audio and crisper images to better read respondent facial expressions, higher quality clips, and enhanced projection on the large screen.

Top of Mind

Marketing Research & Consultancy

Top of Mind has joined forces with Focus Vision to offer video conferences and virtual focus groups from Russia. FV facilities are based in Top of Mind's focus-studio in Moscow.



Medimix White Paper available: *'Cultural Differences in Using Standard Notation Through Promotest Studies'*, 20 country comparison compiled from 49,838 concept test interviews from 2006-2010.
Email: communications@medimix.net or 1-305-573-5233



TWG is proud to have played a significant role in a brand-creation which resulted in the client/agency being selected for "Campaign of the Year" - PM360 Trailblazer 2010 Awards.



Inspired by SKIM, the new research facility Triggerpoint in Rotterdam, the Netherlands, started up successfully. Since September various clients enjoyed using the facility for inspiring qualitative research sessions.



verified

OmniPanel, the premier online panel of ^ healthcare professionals in emerging markets now offers access to over 25,000 physicians in Latin America.

- Unparalleled global reach
- Largest Latin American physicians panel
- 100% verified panelists guarantee authentic responses
- Fully profiled physicians allow for targeted sampling capabilities

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