

Welcome to the EphMRA Annual Conference in Berlin

business
as
usual

More Choice - More Papers

Wednesday 23 June - Ensure you are there... for the Key Note speaker - Plenary Session - Dr. Matthew Fraser - Professor at American University of Paris, a lecturer at the Institut d'Etudes Politiques de Paris and a former Senior Fellow at INSEAD



Matthew is a recognised Web 2.0 strategist and new media expert who speaks insightfully about the impact of Facebook, Twitter, Google, YouTube on business, politics and society.

He is the author of several books, including **'Weapons of Mass Distraction: Soft Power and American Empire'** (2005) and **'Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World'** (2008).

Matthew Fraser's talk will offer compelling insights into how Web 2.0 social networks like Facebook and Twitter present both opportunities and challenges to business and government as the "millennial" generation enters the workforce. The implications of these powerful changes, extending far beyond marketing and political campaigning, are rapidly changing organizational dynamics in areas such as health care, human resources, knowledge management, and leadership models.

Award: Market Research Case Study

EphMRA has launched an annual award for all pharmaceutical market researchers and this involves submitting the description of a case study. This case study should showcase a piece of pharmaceutical market research undertaken, and is open to agency and client side researchers of all levels of experience and in any location.

Each year the topic of the case study submissions will be different.



In 2010, the first year, we are asking for case study submissions on:



There are 2 finalists:

- Optimal Strategix Group
- Ipsos

Winner to be announced at the 2010 Conference.

Healthcare leadership opportunities in three exciting cities



Synovate Healthcare is seeking three industry experts to lead the development and growth of its rapidly expanding businesses in Australia, Canada and the Middle East. These roles will be based in Toronto, Sydney and Dubai.

If you are looking for a new challenge in a vibrant city and have a proven track record of leading successful and profitable teams, then this could be the next step for your career. A proven leader with strong commercial credentials, you will drive the development and growth of our Healthcare business. Providing a clear focus and strategy for growth beyond market performance, your efforts will increase the profile of our expertise within the industry.

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Alternatively, you can visit our website www.synovate.com/careers.



2010 Conference Sponsors

EphMRA wishes to thank the 2010 Conference Sponsors for their generous support.

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

Pierre Pigeon, CEO, A+A

Aequus Research

Sponsor: Agency Fair Lunch



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

Julie Buis, Managing Director, Aequus Research

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Peter Eichhorn, Managing Director

GfK HealthCare

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

Kim Hughes, Managing Director

The Planning Shop international

IMS Health

Sole Sponsor: Post Conference News



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

Robert Dossin, Vice President, IMS Health

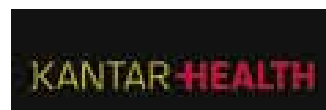
IMS Health

Sole Sponsor: Guide to the Agency Fair



Kantar Health

Sole Sponsor: Conference programme



Kantar Health is pleased to be continuing our support of EphMRA and its efforts in the European market research community.

Ceri Thomas, Head of Global Marketing, Kantar Health

Ipsos Health Division

Sole Sponsor: Conference Delegate List



Ipsos Health Division

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

Sarah Phillips, Head of Health, Ipsos Health Division

SGR International

Sole Sponsor: Conference Pad



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

Piergiorgio Rossi, Managing Director, SGR International

EphMRA 2010 Programme

DAY 1 - TUESDAY 22 June 2010

09.00 - 14.15	Committee Meetings
14.30 - 17.30	Masterclass Training - 3 in parallel - Session 1 Includes coffee break

Masterclass 1	Masterclass 2	Masterclass 3
NLP (Neuro Linguistic Programming)	War Gaming	Research for Devices, Equipment and Formulation options

19.00	Welcome Cocktail
19.00 - 19.30	Welcome Orientation Cocktail for first time attendees, Board and Committee Members only, in ECC Foyer 1.
19.30 - 20.30	Welcome Cocktail open to all registered Conference delegates and Committee Members, in ECC Foyer 1.

DAY 2 - WEDNESDAY 23 June 2010

08.30 - 11.30	Additional time for Committee Meetings, includes coffee break
08.30 - 11.30	Masterclass Training - 3 in parallel - Session 2 - Includes coffee break

Masterclass 1	Masterclass 2	Masterclass 3
NLP (Neuro Linguistic Programming)	War Gaming	Research for Devices, Equipment and Formulation options

11.40 - 12.15	EphMRA AGM - for Full Members Only
11.30 - 12.15	Agency to Agency Supplier Meetings (<i>you must register for this session if you wish to attend</i>)
12.15 - 12.35	EphMRA President's Welcome and Update report - open to all registered Conference Delegates
12.35 - 13.35	Plenary Session - Key Note Speaker - Dr. Matthew Fraser - Professor at American University of Paris, a lecturer at the Institut d'Etudes Politiques de Paris and a former Senior Fellow at INSEAD. Matthew is a recognised Web 2.0 strategist and new media expert who speaks insightfully about the impact of Facebook, Twitter, Google, YouTube on business, politics and society. He is the author of several books, including 'Weapons of Mass Distraction: Soft Power and American Empire' (2005) and 'Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World' (2008).
	Session Chair: Anne Loiselle, EQ Healthcare, Canada
13.40 - 15.50	Lunch and Agency Fair
16.00 - 16.45	Parallel Sessions

Dr. Matthew Fraser



EphMRA 2010 Programme

DAY 2 - WEDNESDAY 23 June 2010 (continued)

16.00 - 16.45

Parallel Sessions

Parallel Session 1

Session Chair:

Sarah Phillips, Ipsos Health Division, UK

Age old vs. New age techniques; when to embrace the thrill of the new and when to 'stick to the knitting'.

Carolyn Chamberlain and **Tracey Brader**, Praxis Research & Consulting, UK



Carolyn Chamberlain



Tracey Brader

Using a court room style approach, this paper will put techniques 'on trial'. It will (in a controversial and thought provoking way), capture, challenge and crystallize the role, use and contribution of 'new age techniques' (such as NLP and semiotics) Vs older, more traditional, tried and tested techniques in the world of international pharmaceutical market research.

Parallel Session 2

Session Chairs:

Anna Garofalo, Double Helix Development, UK

Will Market Researchers be the Neanderthals of Homo Marketingus?

Henry Gazay, Medimix International and **Alex de Carvalho**, Adjunct Professor Social Media, University of Miami, USA

Henry Gazay



Alex de Carvalho



This paper will explore the role of social and professional networking sites across the globe amongst medical professionals and will show how global patterns and specific regional variances will help pharmaceutical companies better focus their e-marketing strategies. So, if you want to learn what skills market researchers need to avoid becoming the Neanderthals of Homo Marketingus, this paper will provide the answers.

Parallel Session 3

Session Chairs:

Peter Eichhorn, GfK and Bernd Heinrichs, Gruenenthal, Germany

Assessing the 'value of knowing' for reimbursement bodies. **Koenraad Dierick**, suAzio Consulting, Belgium and **Teresa Zyczynski**, GE Healthcare, USA



Koenraad Dierick



Teresa Zyczynski

In the context of the changing global healthcare landscape, this paper explores (through robust primary research) whether the 'value of knowing' that a patient suffers from a specific pathology impacts on the level of reimbursement for new drugs in the US. Prepare to be surprised.

16.50 - 17.15

Soapbox session - in plenary room

Session Chairs: Alex West, P\SL Research Europe, UK

Healthcare marketing Research in the years to come: Not Business as usual.

Richard B. Vanderveer, GfK Healthcare, USA



Richard B. Vanderveer

This soapbox session will be provocative and challenging. It will demonstrate that all of healthcare, not just drug development, public insurance etc. will need to be totally rethought if healthcare delivery is to continue at its present rate - let alone improve. Changes will need to be disruptive rather than evolutionary and the results will certainly not be 'business as usual'.

17.15 - 18.00

Associate Members Meeting - for all Associate Members - in Plenary room

19.30 - till late

EphMRA Evening Event

EphMRA 2010 Programme

DAY 3 - Thursday 24 June 2010

09.15 - 10.15

Plenary Session

Session Chairs:

Sarah Phillips, Ipsos Health Division, UK

Directionally right or precisely wrong? Harvesting and linking the best, if disparate, public domain data with secondary data for real market insight. **Marion Wyncoll**, Themis, UK and **Kathryn Jones**, Kariad Partners, USA



Marion Wyncoll



Kathryn Jones

This paper builds on the premise that for many biotech/specialists market launches, traditional audits often do not provide enough information and budgetary restrictions mean that there is no longer the option to conduct large studies. We all know that there is a huge amount of information available in the public domain but can we obtain useful information for free and can it help make decisions when integrated with other sources? This paper will reveal all.

10.15 - 10.30

EphMRA Code of Conduct - short update

10.15 - 10.45

Coffee

10.45 - 11.30

Parallel Sessions

Parallel Session 4

Session Chair:

Anne Loiselle, EQ Healthcare, Canada

Dumb it Down at your peril; Giving up face to face means 'Marketing by Numbers'. **Stephen Godwin**, Synovate Healthcare, UK



Stephen Godwin

Parallel Session 5

Session Chair:

Alex West, P\SL Research Europe, UK

Getting answers without asking questions. Analysing online conversations about common health problems with aging. **Niels Schillewaert**, Insites Consulting, Belgium



Niels Schillewaert

Parallel Session 6

Session Chairs:

Session Chairs: Gerald Wackert, Medefield, Germany and Bernd Heinrichs, Gruenenthal, Germany

The importance of health insurances as a target group for the pharmaceutical industry - consequences for market research. **Ludwig Prange**, Berlin Chemie and **Markus Schoene**, YouGovPsychonomics AG, Germany



Ludwig Prange



Markus Schoene

(Parallel Session 4, 5 and 6 continues on next page)

EphMRA 2010 Programme

(Parallel Session 4 continues)

This paper will challenge and provoke discussion about the role and value of high tech approaches in today's market research environment. Whilst the paper is not aimed at taking sides, its real goal is to make researchers aware of many different ways that research can be conducted and to show that while high tech approaches can be more cost effective and faster, there are - and continue to be - situations and challenges where face to face interviewing cannot be bettered.

(Parallel Session 5 continues)

This paper will explore how social media content can serve market research and the healthcare industry. Through a real-life case about ageing, the paper throws light on how elderly and caregivers experience living with several health problems associated with ageing, such as dementia, sleeping problems, decreased mobility, heart failure, anxiety and depression and how social media can enhance our understanding of these patients.

(Parallel Session 6 continues)

This paper will provide the audience with insights into the importance of health insurers as key customer groups for the pharmaceutical industry. Drawing on the German experience, the paper will show the value of understanding this sector; how to research them and how this understanding can really add value.

Parallel session Papers are 30 minutes long with 5 minutes Q&A

11.35 - 12.15

Parallel Sessions

Parallel Session 7

Session Chair:

Alex West, P/S/L Research Europe, UK

United Breaks Guitars - The Rise of the Prosumer - **Steve Thomson**, Ipsos CPG and **Sarah Phillips**, Ipsos Health, UK



Steve Thomson



Sarah Phillips

This paper investigates the fascinating concept of the 'prosumer' in the context of healthcare; how physicians deal with these patients and how the pharmaceutical industry should support the physician in the face of these patients. Using novel research techniques with both physicians and patients in 2 EU markets, this paper promises to be a real insight into the psychology of this important patient group.

Parallel Session 8

Session Chair:

Anna Garofalo, Double Helix Development, UK

Bringing innovation to Market by understanding customer needs - customer targeting for launch of an innovative new product. **Willy Hoos**, Philips Respironics and **Jordan Bayless**, Optimal Strategix, USA

Willy Hoos



Jordan Bayless

This paper shows the challenges faced and the solutions used to develop an effective launch strategy for a new device. Based on a real case study, the paper will show how unique approaches and advanced market research methodology allowed the launch team to understand all the different stakeholders in the value chain and how they took a customer focused view to developing a detailed strategic and tactical launch plan.

Parallel Session 9

Session Chairs:

Peter Eichhorn, GfK and Gerald Wackert, Medefield, Germany

Enabling Bio/Pharmaceutical Pricing Strategies by integration across customers & constructs. **Sanjay Rao**, CRA Life Sciences, USA



Sanjay Rao

With a slowdown in growth for the global biopharmaceutical industry predicted over the next 3 years, there has never been such an important time to find the optimal pricing for a drug throughout its lifecycle. This paper shows how an integrated, marketing research driven approach to developing and managing a pricing strategy can help achieve the optimal pricing for drugs, using practical examples derived from real life scenarios.

Parallel session Papers are 30 minutes long with 5 minutes Q&A

EphMRA 2010 Programme

DAY 3 - Thursday 24 June 2010 (continued)

12.15 - 14.15 Lunch and Agency Fair

14.15 - 15.00 Parallel Sessions

Parallel Session 10

Session Chair:

Sarah Phillips, Ipsos Health Division, UK

Fair Trial. **Anna Williams** and **Neil Rees**, Hall & Partners Health, UK



Anna Williams



Neil Rees

With a wealth of different qualitative techniques at our disposal now, including both digital and face to face, how do we know which technique works 'best'? This paper will put digital and face to face techniques 'on trial' using oration and film documentary to fight their corner. This paper promises to provide a fascinating insight into the value of different techniques and will show where different techniques have a place in our market research armoury.

Parallel Session 11

Session Chair:

Anna Garofalo, Double Helix Development, UK

Seeing is not believing - a critical review of Eye-tracking in Communications Research. **Nigel Griffiths**, Insight Research Group, UK



Nigel Griffiths

Eye-tracking is back in the news but can it really deliver in communications research? This paper explores the pros and cons of this technique, using a case study with UK PCPs and shows where eye-tracking has a place in communications research and how to use it effectively alongside conventional qualitative techniques.

Parallel Session 12

Session Chair:

Anne Loiselle, EQ Healthcare, Canada

Its life Jim but not as we know it...

Julie Curphey and **Marianne Fletcher**, Pfizer Ltd, UK



Julie Curphey



Marianne Fletcher

Can the pharmaceutical industry and agencies wake up to the challenges ahead? This paper lays down the gauntlet to the industry, putting forward the premise that if agencies do not continue to develop innovative and customer centric approaches, then market research runs the risk of being kicked out of the Boardroom. It's do or die!

15.00 - 15.25 Coffee

15.25 - 15.50 'Soapbox' - Hot Topic Update - Session Chair: Alex West, P\SL Research Europe, UK

15.55 - 16.25 Presentation of Jack Hayhurst Award for Best Conference Paper and EphMRA Contribution Award to Pharmaceutical Market Research

Closing remarks

16.25 - 17.00 Closing Cocktail



Post Conference News 2010

The Post Conference News will be mailed out in September 2010. This gives a comprehensive overview of all the Conference papers as well as reports from the Training courses.

If you would like to advertise in the News please let EphMRA know by 9th July 2010 - contact generalsecretary@ephmra.org

ADVERTISING SPECIFICATION

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Half page horizontal	148mm x 210mm	158mm x 220mm	128mm x 190mm
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Quarter page	148mm x 105mm	158mm x 115mm	128mm x 185mm
Box ad	80mm x 60mm	—	70mm x 50mm

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

PRICES (CHF)

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

CHF = swiss francs

Post Conference News
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EphMRA

European Pharmaceutical Market Research Association

Contact: **Bernadette Rogers**
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Masterclass Programmes

Masterclass 1 - Neuro Linguistic Programming (NLP)

Day 1 - Tuesday 22nd June - 14.30 - 17.30

Day 2 - Wednesday 23rd June - 08.30 - 11.30

Workshop Convenors

The Masterclass is being organised by the EphMRA Primary Research Methods and Training (PRM&T) Committee and the workshop will be convened by Julie Buis - Aequus Research - UK and Peter Caley - Branding Science - UK.

Workshop Background

NLP has become an integral part of the market research armamentarium but do we really know what it is and how it can best be applied to pharmaceutical market research projects? Do you know what to look for if you are buying research services which utilise NLP and how can you get the most out of NLP techniques, both in your professional and personal lives? This Masterclass will help you learn about the value of NLP in its broadest sense.

Workshop Objectives and Learning Outcomes

This Masterclass is designed to give you an introduction to the fundamental principles of NLP. The sessions will be practical, informal and relaxed and they will give you the opportunity to actually experience and use NLP. Above all, this Masterclass will enable you to see how NLP can be applied to your business and personal lives and how NLP can be applied to market research, to achieve greater insight into customers behaviour and beliefs.

You will come away from this Masterclass having learnt how to use leading-edge techniques that are helping so many people move forwards and it will open a new world of possibilities for you.

Who can and should register for the Workshop?

This Masterclass is only open to EphMRA Full and Associate Members and is offered free as a member benefit and so participation is limited to 1 delegate per company which allows more Members to benefit.

The target audience is experienced market researchers who want to understand more about NLP in practice and how it can be used to enhance conventional qualitative research methodologies in the Pharmaceutical arena.



Masterclass 1 - NLP

Day 1 - Tuesday June 22nd

14.30 - 14.50 Welcome and Introductions - Convenors

Session 1: Understanding NLP - how it can impact our lives, both personally and professionally

14.50 - 15.30 Sammy Lloyd - Sammy Lloyd Partnerships - UK: The theory of NLP and how it has emerged as a powerful communications tool

- History and origins of NLP
- The thinking behind the techniques and approaches
- The range of communication tools available through NLP which will enhance communication both internally and with customers

15.30 - 15.50 Coffee Break and group work

15.50 - 16.30 Sammy Lloyd - Sammy Lloyd Partnerships - UK: The basic skills of NLP (*mixture of practical and theory*)

- Learn how to run your mind more effectively
- Master some of the core skills to create a more empowering future and improve your business performance
- Discover how modeling excellence in all fields of your life can bring hugely beneficial results - fast

16.30 - 17.15 Mike Pepp - Branding Science - UK: How NLP can be applied to the Market Research environment - an introduction

17.15 - 17.30 Convenors Summary and Learnings from Day 1 + setting 'homework' overnight!

19.00 Welcome Cocktail

19.00 - 19.30 Welcome Orientation Cocktail for Conference First Time Attendees, Board and Committee members only

19.30 - 20.30 Welcome Cocktail open to all registered Conference Delegates and Committee Members

Day 2 - Wednesday June 23rd

08.30 - 08.45 Convenors Introduction and review of overnight 'homework'

Session 2: Practical applications of NLP in Pharmaceutical market research

08.45 - 10.00 Mike Pepp - Branding Science - UK: How NLP can really make a difference in market research

- Which methodologies can NLP be applied to
- How we can persuade research buyers that NLP has a value in market research
- How we can persuade our internal clients that NLP will provide greater insight than conventional methodologies
- 'Hot tips' for buying NLP services in market research

10.15 - 10.45 Coffee break and practical group work

10.45 - 11.15 Client speaker (tba): Real life applications of NLP in market research

11.15 - 11.25 Masterclass wrap up and close - Convenors

Masterclass Programmes

Masterclass 2 - War-gaming

Day 1 - Tuesday 22nd June - 14.30 - 17.45

Day 2 - Wednesday 23rd June - 08.30 - 11.30

Workshop Convenors

The Masterclass is being organised by the EphMRA Primary Research Methods and Training (PRM&T) Committee and the workshop will be convened by Alexander Rummel - Psyma International Medical Marketing Research - Germany, Felicina Itote - Abbott - USA, Rachel Sewell - AstraZeneca - UK.

Workshop Background

War-gaming has become a popular technique in recent years but do we all know what it is; what happens in a war-gaming session and most importantly, what can be learnt from these sessions? There are many valuable outcomes from war-gaming, which this Masterclass will demonstrate through practical sessions on both days.

Workshop Objectives and Learning Outcomes

The key objective of this Masterclass is to enable all participants to immerse themselves for 2 half days in the process of war-gaming, giving everyone the opportunity to really experience what it is like to be in a simulated war-gaming environment. Through this highly 'hands on' Masterclass experience, the sessions will hopefully enable all participants to understand how war-games are run and what can be achieved, in a relatively short space of time. We hope that all participants will go back to their place of work and be able to apply the learnings at the Masterclass, in full or in part and to see where war-gaming might be used to enhance their business.

Who can and should register for the Workshop?

This Masterclass is only open to EphMRA Full and Associate Members and is offered free as a member benefit and so participation is limited to 1 delegate per company which allows more Members to benefit.

The target audience is any market researchers (agency and Pharma company) who want to understand what war-gaming is; how it is done and what can be achieved.

In order for all participants to gain the most from this Masterclass, all who sign up will be emailed a case study **2 weeks in advance** of the session, which participants will be expected to be fully conversant with prior to the session.

Masterclass 2 - War-gaming

Day 1 - Tuesday June 22nd

14.30	Welcome and Introductions - Convenors <ul style="list-style-type: none">• Summary of objectives of Masterclass• Learning outcomes expected
14.40 - 15.10	Bryan Deane - Independent Consultant - Introduction to war-games <ul style="list-style-type: none">• When and why choose war-gaming• Practical experience - a case study
15.10 - 15.30	Stephen Godwin - Synovate - Conducting a war-game <ul style="list-style-type: none">• The process and logistics• Dos and don'ts of war-gaming• Scheduling, planning, materials, briefing and implementing etc.

The war-game - Phase 1; The base case

15.30- 15.40	Stephen Godwin - Synovate - The war-game brief
15.40 - 16.50	Team exercise and tea/coffee <ul style="list-style-type: none">• Preparing strategy and presentation• Tea-coffee will be available during the war-game exercise• Convenors will 'referee' each group
16.50 - 17.45	Report back - All teams <ul style="list-style-type: none">• Each team will present back their strategy (10 minutes per team)• Discussion, questions and challenges by other teams
19.00	Welcome Cocktail
19.00 - 19.30	Welcome Orientation Cocktail for Conference First Time Attendees, Board and Committee members only
19.30 - 20.30	Welcome Cocktail open to all registered Conference Delegates and Committee Members

Day 2 - Wednesday June 23rd

08.30 - 08.40	Bryan Deane - Independent Consultant - Recap of Day 1
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The war-game - Phase 2; The new scenario

08.40 - 08.50	Stephen Godwin - Synovate - Re-briefing of altered scenario based on first war-game case study
08.50 - 10.00	Team exercise and tea/coffee <ul style="list-style-type: none">• Adjusting the strategy and presentation• Tea-coffee will be available during the war-game exercise• Convenors will 'referee' each group
10.00 - 11.00	Report back - All teams <ul style="list-style-type: none">• Each team will present back their strategy (10 minutes per team)• Discussion, questions and challenges by other teams
11.00 - 11.20	Stephen Godwin - Synovate and Bryan Deane - Independent Consultant - Facilitated discussion around the 'home' team
11.20 - 11.25	Masterclass wrap up and close - Convenors

Masterclass Programmes

Masterclass 3 -

Research for Devices, Equipment and Formulation Options

Day 1 - Tuesday 22nd June - 14.30 - 17.30

Day 2 - Wednesday 23rd June - 08.30 - 11.30

Workshop Convenors

The Masterclass is being organised by the EphMRA Primary Research Methods and Training (PRM&T) Committee and the workshop will be convened by Steve Grundy, Marketing Sciences - UK, Henrik Zoeller, Grünenthal - Germany, Kurt Ebert, Roche - Switzerland.

Workshop Background

Trends show there are fewer New Chemical Entities (NCEs), and more and more New Technological Entities (NTEs): a great number of technical innovations aiming at beneficial ways to transport existing medications into the body are being developed. Especially the injectable and transdermal administration routes are subject to various innovations that should make the intake of drugs more efficient, with higher safety and more convenience for the patient, and also for medical staff. An example for the benefits of such "high-tech medicine" is modern anesthesia during surgery. But think also of the importance - and eventually lifesaving function - of administration devices in diabetes. As we know, technological innovations of medical devices are closely related to respective administration forms (galenical forms) of the medical substance, so that these two branches of development cannot be strictly separated.

Finally, if we turn from therapy to diagnosis, the range of advanced technology is even greater, not only in radiology and internal medicine, but also in neurology, gynaecology, and even in "standard" primary care practice. There should be good reason to have testing methods at hand that may help us to separate TOPs from FLOPs within the highly innovative field of medical devices.

Workshop Objectives and Learning Outcomes

The aim of this course will be to demonstrate the importance of various market research approaches and bring this to life through real case studies. Innovation in devices is fast moving and marketing research has never been more key in determining brand success. This Masterclass will demonstrate the importance of detailed research and bring this to life through real case studies. We welcome lively interactive discussion to enhance your learning outcomes.

Who can and should register for the Workshop?

This Masterclass is only open to EphMRA Full and Associate Members and is offered free as a member benefit and so participation is limited to 1 delegate per company which allows more Members to benefit.

The target audience is experienced market researchers who want to review their device testing approaches, bring true insight to their marketing research projects and build brand success.

Masterclass 3 - Research for Devices, Equipment and Formulation Options

Day 1 - Tuesday June 22nd

14.30	Welcome and Introductions - Convenors
14.40 - 15.00	Ethical considerations around device and formulation testing - Kurt Ebert - Roche
15.00 - 15.15	Discussion surrounding ethical issues raised

Session 1: Testing and evaluating competitiveness and market potential - concept testing devices

15.15 - 15.45	Steve Grundy - Marketing Sciences and Van Tang - BD Medical - Online Testing of Medical Devices <ul style="list-style-type: none"> • Insights based on a case study conducted in Europe with doctors and nurses • Methodology included use of visual images and a conjoint assessment • Strengths and weaknesses of the online testing case study, to guide how it can best be integrated into medical device development
15.45 - 16.00	Coffee Break
16.00 - 16.30	Marianne Purdie and Guy Pascoe - Purdie Pascoe Ltd - Testing Medical Devices: Methodology and Sampling issues <ul style="list-style-type: none"> • Methodology of device testing: From 'Blue sky concepts' to prototype testing and concept evaluation • Sampling and recruitment issues • Factors to consider in prototype testing • Extra importance of involving interviewers and observers
16.30 - 17.00	Convenors Summary and Learnings from Day 1
19.00	Welcome Cocktail
19.00 - 19.30	Welcome Orientation Cocktail for Conference First Time Attendees, Board and Committee members only
19.30 - 20.30	Welcome Cocktail open to all registered Conference Delegates and Committee Members

Day 2 - Wednesday June 23rd

08.30 - 08.35	Convenors Introduction
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Session 2: Useability and functionality of devices etc.

08.35 - 09.05	Matthias Fargel, Psyma Group AG - Testing Medical Devices: Case Study <ul style="list-style-type: none"> • Evaluation criteria: Device attributes and Handling Aspects • Time and Motion Objective Measurements • Case Study: Study Design - Main Findings - Recommendations for Product Optimisation • Recommendations for Product Optimisation
09.05 - 09.35	Dorothy Parker - Fast Forward Research - UK - Case Study: Growth Hormone Injection Devices
09.35 - 10.00	Coffee break
10.00 - 10.30	Henrik Zoeller - Grünenthal - Germany - How to deal with speed-accuracy trade-offs <ul style="list-style-type: none"> • Exploring trade-offs between handling errors and handling speed in ergonomic evaluations of applicator devices and how when seen in isolation they often produce contradictory results • How in a very short time these contradictions can be resolved
10.30 - 11.10	Group exercise: Testing the useability of a medical device
11.10 - 11.20	Masterclass wrap up and close - Convenors



**EphMRA 2011
Pharmaceutical Market
Research Conference**

21–23 June 2011
Basel, Switzerland

**Contributions &
Synopses Invited**
Deadline 16th September 2010

EphMRA
www.ephmra.org

The Conference is held in conjunction with
the 50th EphMRA Annual General Meeting

Introduction

“It is not enough to stare up the steps - we must step up the stairs.”

VANCE HAVNER

This appropriate quote sums up the need for all of us in the management information business to address and implement a great many changes in our business practices as we move into the second decade of the 21st Century. Despite the significant changes taking place in the healthcare business that will undoubtedly impact the type and the way information is provided, adaptability, innovation and market understanding will help keep us “ahead of the curve”. Nevertheless, make no mistake, this is not a time to sit back and hope that all will be well. The pharma industry itself is significantly shifting its own business practices and we cannot allow ourselves to merely follow its lead.



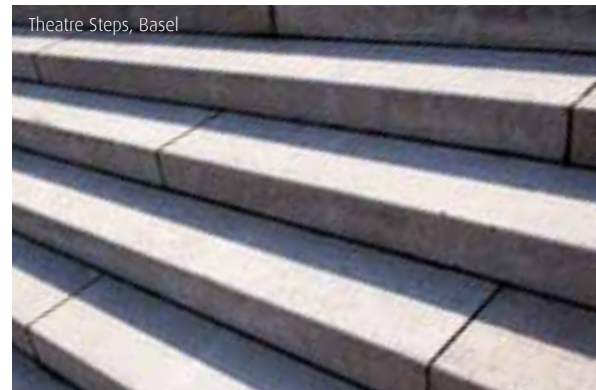
City Hall, Basel

Given the slow down in pharmaceutical sales in the US and Europe, the growth in emerging markets and the shift towards economically based treatment protocols in the US, some companies have already announced that they have shifted their strategic focus:

■ Current moves by Jim Cornelius and his colleagues at BMS signal an effort to become a smaller pharma entity that focuses on high margin, cost-limited, politically safer, specialty categories such as oncology and virology.

■ Pfizer, Novartis and Abbott, to varying degrees, are making themselves diversified healthcare companies with far flung businesses such as consumer healthcare products, generics, original and follow-on biologicals, vaccines, diagnostics and “orphan” areas.

■ Andrew Witty (GSK) has indicated that if the company cannot improve on its ability to develop new molecular entities that advance standards of care, it will make money from the drug business as an investor/financier and marketer for smaller companies that possess such capability.



Theatre Steps, Basel

Basel is our conference location in June 2011. A city that comprises international flair with small town charm. It is no accident that the city attracts highly skilled specialists and their families from the widest possible variety of countries. A place where three countries meet, it is the fastest growing economic region in Switzerland. Clearly an appropriate location to refocus on our own business prospects and the changes needed to ensure that we too develop our continued growth.

Novartis and F.Hoffmann-La Roche are two of the most significant business entities not only in Basel but within the healthcare industry. They represent two shining examples of innovative change which we would do well to understand and appreciate.

Franz Humer, Bill Burns and Severin Schwan at Genentech/ Roche have clearly demonstrated their commitment to a diagnostics-pharma strategy in which diagnostics leads pharma by first developing biomarkers that will aid molecular synthesis. Sales rose by 11% (in local currencies 2009) almost double the industry growth rate, fuelled by the Asia-Pacific (+20%) and Japan (+29%) regions. The combined Roche/ Genentech R & D pipeline is now one of the richest in the industry.

Novartis also has a strong track record in bringing effective biotechnology-based medicines to patients (e.g., Xolair, Lucentis, Simulect, Extavia, Proleukin). Building on this experience, Novartis created a dedicated biologics unit in 2007 to strengthen its commitment to biologics. It has over 40 biologics in the pipeline. In addition, Novartis Corporate Research institutes foster collaboration and access talent pools throughout the world. Corporate Research works to contribute drugs and vaccines for neglected diseases through drug discovery and vaccine research.

Add to this the company's emphasis on orphan drug areas and generics and one begins to



understand where it envisions its future. The latest figures indicate that Novartis sales also rose 11% in local currency terms with the highest increase in percentage terms coming from the top six emerging markets (+17%) of Brazil, China, India, Russia, South Korea and Turkey.

With these examples in mind it comes as no surprise that our conference is focusing on those aspects that will help us to stay one step ahead even though, as Lou Tzu says "The journey of a thousand miles begins with one step!" But those planning to continue their careers in marketing support need to have

already commenced this journey towards "stepping it up."



See EphMRA web site for the topic areas where synopses and contributions are invited.

Interim Members Meeting 2010 - Report

London - February 11 2010 - around 65 members gathered at the Hilton Hotel Heathrow T4 for the Interim Members Meeting.

The day started with a networking coffee, after which there were separate members meeting held.

Full members met to discuss a range of topics including:

- Pros and cons of a centralised approach to market research. This can create a greater need for co-ordination within and between business units and can require processes to be put in place to enable efficiencies and co-ordination
- In organisations where there is less market heritage and an ad hoc approach to the function/activities it can be beneficial to understand the process ideas from larger more centralised organisations.
- As healthcare moves from the 'Blockbuster' era to a more uncertain period where fewer new (and innovative) drugs are brought to markets with smaller patient populations a strategic approach should feed into the tactical efforts that make a real difference both to customers and the business

Companies are becoming far more cost conscious and focus on regions (e.g. Americas, Europe, Asia, etc) and therapy area structures can create more efficient models that integrate all functions. This is leading to - possibly - greater centralisation of MR, BI, forecasting, CI activities and a virtual network between countries.

Increasing compliance issues has a big impact on market research (primary and secondary). This led the discussion to focus on what EphMRA could offer to its members - and the industry as a whole - in terms of guidance and training. There was a feeling that companies should simplify the process and EphMRA could lead by providing European/international training on AE reporting, etc.

Associate Members had an update on a number of EphMRA initiatives and discussed the fact that there are no formal guidelines surrounding RFPs - in terms of the number of agencies who can be asked to submit a proposal and guidelines for clients to give feedback to agencies as to why they were not successful in winning the project. This is not covered in the new EphMRA Code of Conduct since it is more on the side of commercial best practice. However the EphMRA Board will look at how

guidelines on commercial best practice could be established.

Associate members also asked about whether costing grids used by clients could be standardised more. For example - categories concerning types of staff could be standardised to avoid having to fill in forms each with slightly different staff categories. A template from EphMRA could help with this. The EphMRA Board agreed that the AMB should take a lead on this matter and look to getting a Working Party together.

Guest speakers at the IMM included - **Marc Hogan, a Sales and Communication Expert** who spoke about Inspirational Communication and Networking skills.



Marc Hogan



Adam Poole

Adam Poole, Principal, IMS Pricing and Reimbursement

gave a talk on 'Emerging Pricing and Market Access Challenges in Europe over the next 5 years'.



Emma Richmond

And the day concluded with **Emma Richmond, Senior PCT Pharmacist - NHS Richmond, UK** who covered 'The Changing Role of Payors and how they will impact on Pharma (UK)'

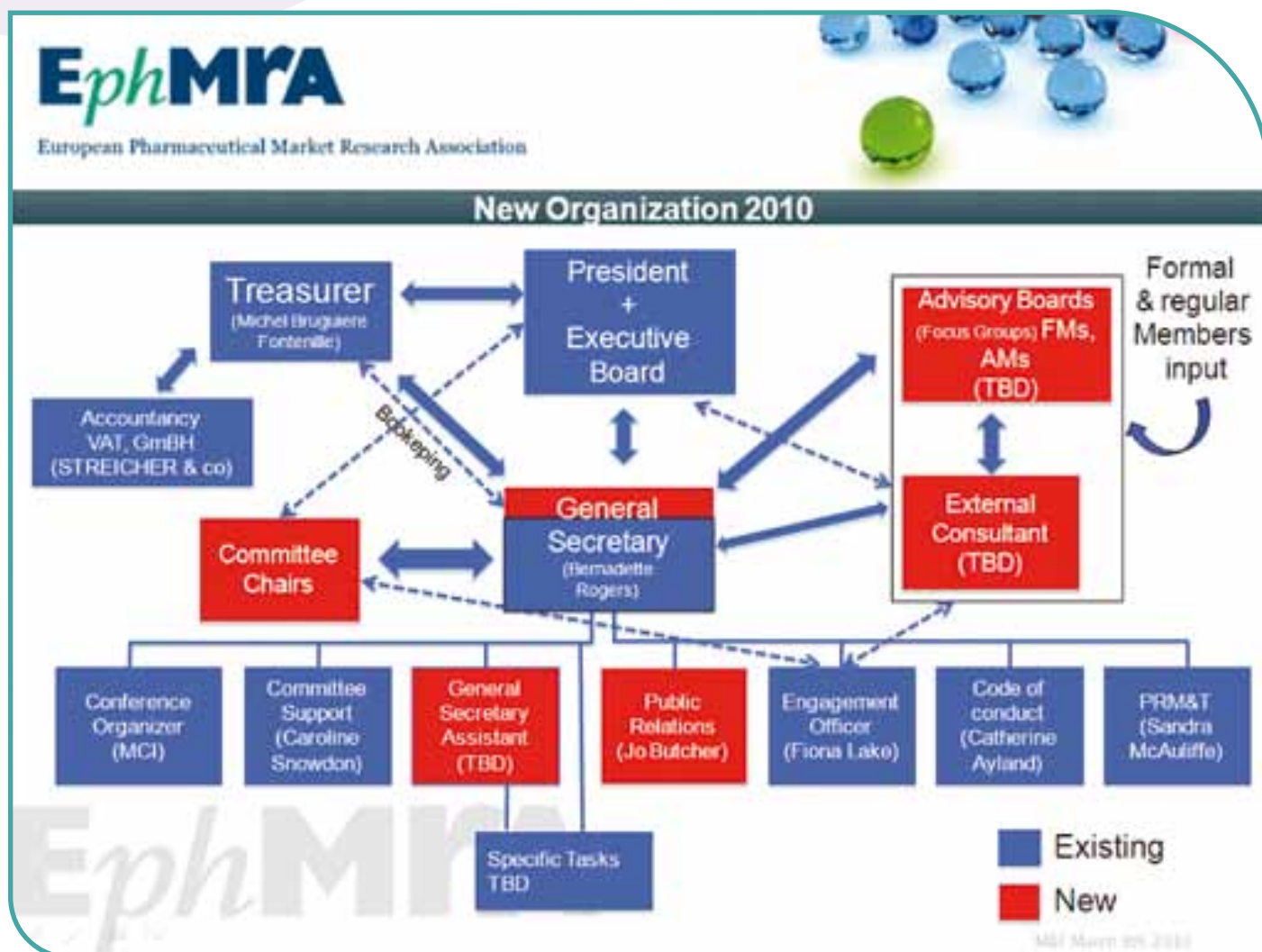
EphMRA Announcement - new Organisational Structure - April 2010

Over the past few months EphMRA has been reviewing how it can be more effectively organised internally to move the Association forward, to support members in their jobs and to deliver added value services. The revised structure of EphMRA would be designed to facilitate the smooth running of the Association and

putting processes in place to manage the professionals now undertaking specific roles for the Association.

All those working in member support functions eg Committee Support, PR, Engagement Officer, PRM&T, Conference Organisers, Code of Conduct, will be centrally co-ordinated by the General Secretary who will manage and co-ordinate the activities. This is now called the Operating Team.

Key: Dotted line = liaison link. Whole line = management link



The essence of this new organisation is as follows:

EphMRA Executive Board

The EphMRA Board will still comprise of the following Full Members:

- the current President
- the Past President
- the Vice President
- 5 regular Board members

All Board members are elected by the members and are voting members.

The remit of the Executive Board is to, working with the EphMRA President, set the strategic agenda for the Association and to advise and make decisions on how the Association should move forward to fulfil and exceed members expectations. EphMRA remains an Association driven by members for members.

Board Members - Associate Members

Associate Members to be appointed by the Executive Board to advise on strategic issues and to provide fresh ideas and innovative thinking. These Associate members do not represent the Associate Members Board but participate fully in Board discussions on Association issues. The Associate Members Board will continue to provide input to the Board on member issues.

EphMRA Treasurer [non voting member of Executive Board]

Responsible for financial welfare of the Association, budgeting and planning for income and expenditure. Liaison with the Association's bankers, UBS in Switzerland and Accountants in Basel.

General Secretary

Responsible for running the Operating Team and implementing the strategy as defined and outlined by the Board. Liaises with EphMRA Board, manages external suppliers, conference organiser, External Consultant(s) and the Operating Team and Assistant, as shown on the organisational structure.

Committee Chairs

Members have fed back to the Board that the important work of the Committees should be better showcased and the Committee deliverables made more visible and so to support this regular telecons will be held with Committee Chairs.

External Consultant

EphMRA is seeking to appoint an external Consultant to assist the Association in understanding the challenges facing Members - this includes both pharma (Full) and Associate (agency). The Association feels that greater and more regular input is needed by Members to the Executive Board so that the strategic direction of the Association can be effectively tailored to meet Members needs.

The person appointed needs to be experienced in the pharmaceutical MR, with sufficient recent pharma (ideally both industry and agency) experience to enable effective running of Member Advisory Boards/depth interviews and feedback with recommendations on the way forward and steps to support implementation of ideas generated, for the Board to consider.

More details on the Operating Team

Caroline Snowdon - 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

Recently appointed to facilitate Full Member feedback and provide an independent link between members and the Board. Contacts FMs 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

A freelance PR consultant, Jo 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. PR is a new initiative for EphMRA with the aim being to tie a communication piece into each activity as appropriate. The aim is to link in a PR activity to each event/initiative - be it writing email text/Newsletter text/activity updates to members etc.

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.

General Secretary Assistant

This will be a General Secretary Assistant to undertake admin work, Yearbook work, and some tasks currently undertaken by the General Secretary.

Update on EphMRA Activities

Brand New - EphMRA Code of Conduct

Introducing the EphMRA Code of Conduct for International Healthcare Market Research. The Comprehensive Guide for today's International Healthcare Market Researcher.

As international healthcare market researchers, we need up-to-date, sector-specific guidance on the critical issues affecting our industry. That's why, in our biggest and most important initiative for 2009, EphMRA has created a brand new Code of Conduct for healthcare market research.

Now more than ever before, researchers from both client and agency side are equipped to define and safeguard the rights of respondents and protect data integrity.

About the Code of Conduct

A milestone in EphMRA's pursuit of excellence in professional standards and practices, the new Code provides:

- An international healthcare industry focus
- New & important guidance on legal, ethical and data protection issues
- Vital updates to relevant points from the existing Code
- Synchronicity with local country codes
- A Code Enquiry Service for Members
- Planned annual updates to address both current and future needs.

(Please do not contact the EphMRA Steering Group or Ethics Group direct with any questions - please use the Enquiry service via the online form).

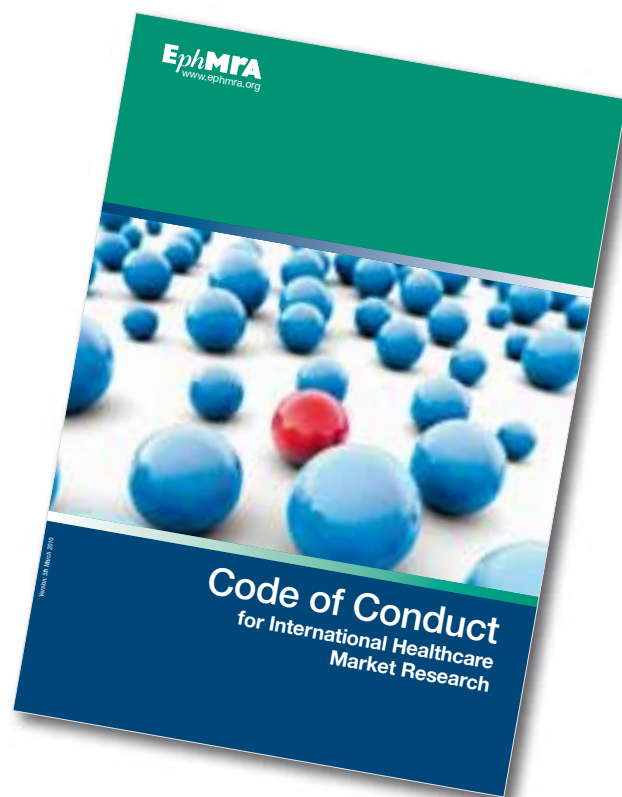
The Team Behind the Code

The new Code was developed by a dedicated EphMRA Steering Group, led by Bob Douglas, and supported by the EphMRA Ethics Group and an independent consultant.

EphMRA would like to thank:

The EphMRA Code of Conduct Steering Group:

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



The EphMRA Ethics Group

(from the countries covered by the Code).

- Eric Robillard - GfK (France)
- Werner Palancares - GO Medical Fieldservice (Germany)
- Piergiorgio Rossi - SGR International (Italy)
- Beatrice Redi - Merck Sharp & Dohme/Schering-Plough Italia (Italy)
- Ignacio Macias - Psyma-Iberica (Spain)
- Heike Baumlisberger - BMS - BHBA representative (UK)
- Richard Vanderveer - GfK (USA)
- Kim Gray - IMS Health (USA)

Independent Ethics Consultant

- Catherine Ayland

Optimising the Code's Impact

You, our members, can help EphMRA to optimise the implementation and impact of the new Code of Conduct. Please help us drive awareness of the Code and its value by sharing it with your affiliates, local branches and senior managers.

For more information please contact EphMRA at generalsecretary@ephmra.org

Update on EphMRA Activities

EphMRA Code of Conduct Enquiry Form



EphMRA Members can submit an enquiry about the Code of Conduct to EphMRA and this will be assessed and answered by EphMRA.

EphMRA welcomes enquiries as this helps to improve our Code.

There is no charge for this service as it is a Member benefit.

Please kindly note:

- 1.** A written answer to your question will be provided by email. Telephone queries cannot be answered.
- 2.** Most questions can be answered within a few working days. However some may take a little longer as we may need to consult other sources to help with the answer.
- 3.** EphMRA may contact you by email or phone to request further information or clarification in order to answer your question.
- 4.** The reply given by EphMRA is not legal advice and if a legal opinion is required then you should seek this separately.

Please do not contact the EphMRA Steering Group or Ethics Group direct with any questions - please use this Enquiry service via the form.

Find the Enquiry Form here -
<http://www.ephmra.org/professional-standards/code-of-conduct-enquiry-form.aspx>

UK - BHBIA - AE Reporting Update

From 1st May onwards BHBIA member companies must ensure that all newly initiated UK MR projects have AE processes in place that will be compliant with the ABPI's revised guidelines. The revised Guidelines were issued in November 2009 and take effect from 1st May 2010.

The revised Guidelines contain several changes - one of them major. In brief, any event linked to a company's drug needs to be forwarded whether or not a patient identifier is present.

When the UK AE Reporting Guidelines were first launched in 2007, market researchers were required to forward AEs that were cited in the context of an individual, identifiable patient, and events cited in groups of patients did not need to be forwarded (as an individual patient could not be identified). However, MHRA inspections have made clear that this level of AE collection does not go far enough. Consequently the ABPI issued revised guidance which states that in the UK, pharma companies and their legal agents e.g. agencies, must now forward all AEs that are cited in the context of any actual patient or patients whether or not a specific identifier is present. As a result AEs cited in groups of patients and aggregated patient

data now also need to be forwarded whether or not specific identifiers are present.

For further information, see the BHBIA's web-based AE Reporting Training Programme which has been updated and is available online through the BHBIA's website to non-BHBIA members, as are the Guidelines - **www.bhbja.org.uk**



Update on EphMRA Activities

NEW!! EphMRA Yearbook - online and paper format

Search the EphMRA Yearbook
online - here on the web site

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

You can search for suppliers by various
criteria including:

- Where based
- Where conduct research
- Services offered
- Free text search - type any text
including people's names and search
the entire Yearbook.

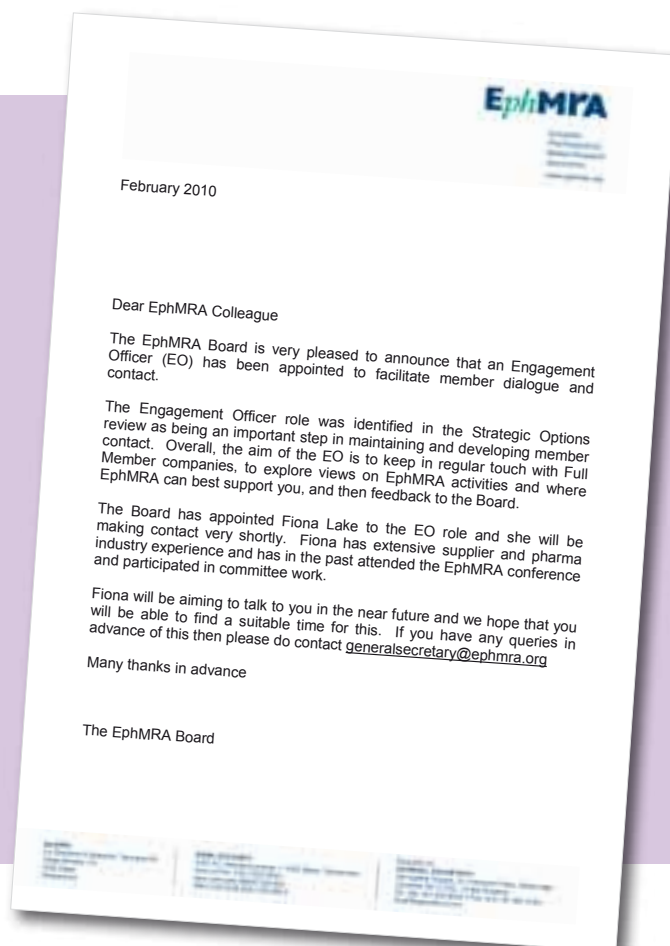
Yearbook

The Yearbook is mailed out to members
during the summer.



EphMRA Engagement Officer - Fiona Lake Appointed

EphMRA has appointed Fiona Lake to
facilitate and develop member dialogue
and communication. Fiona has extensive
pharma market research experience and will
be contacting Full Members in the coming
months. The letter of introduction (right)
has been sent out. The EphMRA Board
looks forward to feedback from members.
The strategic options review recommended
the appointment of an EO.



Classification Committee

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

Want to network within the industry?

Want to contribute to the shaping of market analysis?

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

We shall be at the EphMRA June AGM/Conference and available to talk to anyone who wishes to learn some more about the Committee.

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

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

You can join as a:

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

For more information please visit us at
www.ephmra.org/classification.aspx

or contact The Classification Committee co-chairs:

Robert Verspagen: robert.verspagen@nycomed.com

Alice Burstein: bursta1@pfizer.com

www.ephmra.org

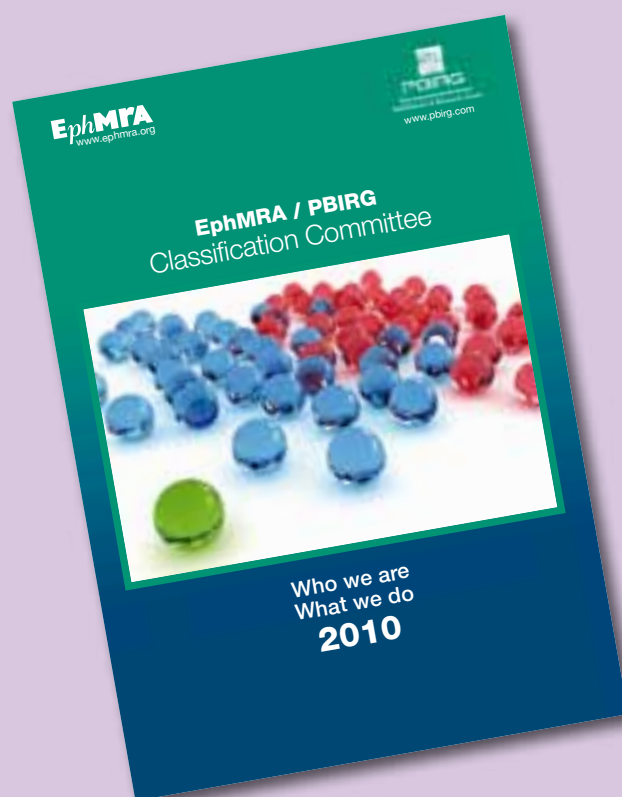
www.pbirg.com

2010 Classification Committee Booklet - Who we are

The updated booklet is available in the conference delegate bag and has been mailed out to all members and non-members.

If any member company would like some more copies for colleagues/affiliates then please contact:

generalsecretary@ephmra.org



PRM&T Committee

Are you passionate about training and knowledge development within our Industry?

Would you like to get actively involved in shaping the annual programme of events?

If so, the PRM&T (Primary Research Methods and Training) Committee needs YOU.

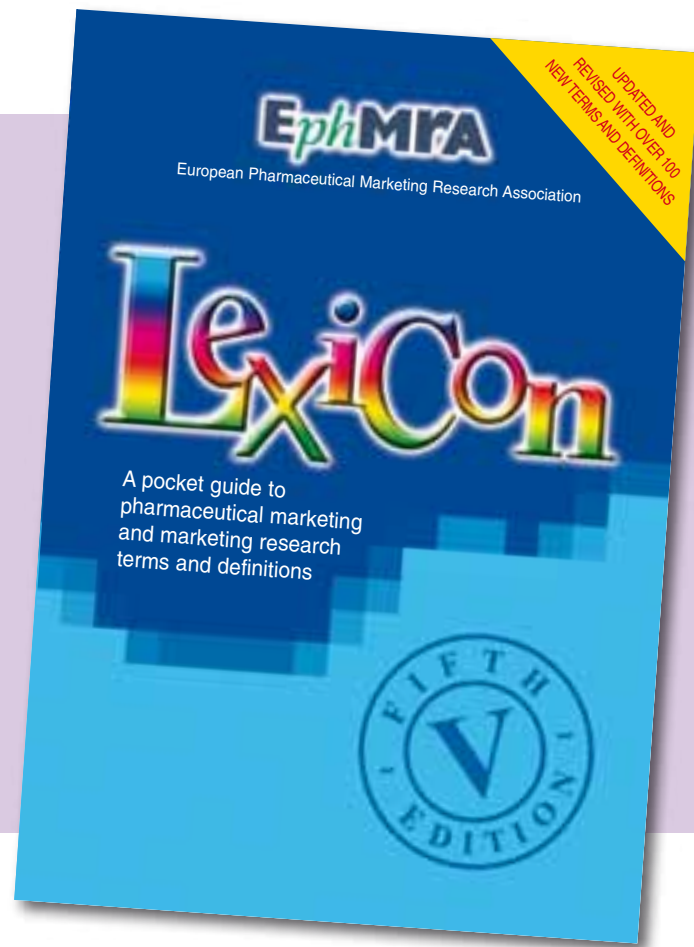
2 vacancies exist for Full Members.

**To register your interest and for further details of what it entails, please contact:
Sandra McAuliffe, Chair PRMT at: prmtchair@ephmra.org**

EphMRA Committee News

The EphMRA PRM&T

Committee is updating the Lexicon - a handy publication which gives definitions of everyday terms used in our jobs. The Lexicon has not been printed for some time now but will be available in the summer and sent out to members.



PRM&T Training Survey

The Committee, in order to be completely aligned with members' current and future training needs, has been conducting telephone interviews with both Full and Associate Members over the past month.

The focus of these interviews has been:

- Approach to training within your organisation
- Extent to which EphMRA meets your needs in this respect
- Key aspects of outstanding need in terms of training support
- Motivations/barriers for opting for an EphMRA run training course/Master class

The Committee would like to thank very much those members who have participated in the survey as the aim is to ensure that investment in time and resource is directed at designing training courses/Masterclasses with members' needs in mind; training which will add significant value in supporting your organisation in your daily activities.

The results will be discussed at the PRM&T Committee meeting in June (Berlin) and fed back to the members in due course.

Databases & Systems Committee

Patient Databases & Systems Group Project

Background

At the moment there is no offering in the market that makes patient data easily available for cross-country, cross-therapeutic area analyses to the international pharmaceutical market research professionals. Current reference offerings for other data type areas are e.g. IMS MIDAS Partner, DATAVIEW & PADDS for sales & medical data or CSD CAM REPORTIVE & IMS PADDS PROMOTRACK for promotional data.

Aim:

Share international pharmaceutical market research experiences & needs to cooperate with providers on such tools developments. Discuss characteristics of needed tools, be a pharma reference point & a challenger as well as beta tester during developments.

The Group will look at systems holding data sourced from electronic systems (EMR - electronic medical records; claims data) and syndicated primary market research with doctors or patients.

Pharma international market researchers & providers are welcome to join this Group project. A short summary of the defined requirements as determined by the Group can be requested from Axel.Rocholl@roche.com.

D&SC Group members : Axel ROCHOLL (ROCHE, Group Leader), Petra MANNECHEZ (BAYER), Silke BEHRENDT (BOEHRINGER-INGELHEIM), Jacky GOSSAGE (GSK).

Foundation Committee

NEW STUDY!

- Where & how do physicians in Brazil, Russia, India & China access the internet?
- Are they willing to take part in future market research studies?
- What factors prompt that decision?

All these questions - and many more - will be answered in a major study currently underway: BRIC Physicians & the Internet

Commissioned by the EphMRA Foundation Committee, the research study will uncover usage and attitudes of GP's (or country equivalent) and Specialists (Cardiologists, Oncologists and IM's) across Brazil, Russia, India and China.

The results, freely available to members over the coming months, will provide vital, up-to-date guidance for market researchers conducting online research in these markets.

Following a rigorous selection process, three agencies were chosen to undertake the study on behalf of EphMRA:

Medimix for Brazil and China;



Evalueserve for India;



Top of Mind for Russia;



As soon as results are available, we'll let you know.

EphMRA Committee News

Syndicated Data Committee

The Syndicated Data Committee has a new lead - Karen Cooper has taken over as Chair. Karen has extensive experience in this area and is looking forward to working with the Committee and will also join the EphMRA Operating Team.

You can contact Karen on: SDCommitteeChair@ephmra.org Tel +44 (0) 1664 420041

New Committee members are welcome. Any agencies wishing to raise issues with the Committee should contact Karen.

Proposals Invited

Submission deadline is 30 June 2010



Free to Access Data Sources on the Web

There is such a wealth of 'free' good quality information on the web, but due to time constraints in our roles we don't always have the time to search for alternative sources, opting instead to go to websites we have saved as favourites, but are we missing a trick?

The aim of this project is to provide this resource in one place, to save time and to help by making looking for data more efficient. This resource will provide you with the starting point as well as hopefully some of the answers you are looking for!

The project will be developed from scratch initially and then once in use regular and timely updates will need to be implemented.



Project Outline

The Syndicated Data Committee would like to develop a repository of 'reliable' web addresses leading to free data sources for France, Germany, Italy, Spain, UK, USA, Japan and BRICKMT (*Brazil, Russia, India, China, Korea, Mexico, Turkey*). Also to be included should be comments about what the data source includes and a brief outline of what it offers. The entire project will be developed in English.

You may submit proposals for any number of countries.

Coverage:

This repository would cover epidemiology, country statistics and demographics, key indicators linked to general population data. E.g. live births, deaths, age distribution, gender, general health status, etc., patient statistics, registries, governmental and economic indicators, medical societies, company, pharma websites, news and marketing information (*such as AMA*). Sources in English should only be included and the resource needs to be well structured, easy to use and organised in a logical manner. This structure will be provided to you by EphMRA.

Therapeutic areas to be covered will include at least 10-15 disease areas (*e.g. oncology, cardiology*).

Deliverable:

We envisage that the deliverable would be an excel file accessible from the EphMRA web site and available to both full and associate members. EphMRA will be responsible for putting the resource up on the web site and designing this format.

EphMRA Committee News



Project Management

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

Proposals

Proposals should be written in English - 5-8 pages at most - and forwarded to the **General Secretary at generalsecretary@ephmra.org by 30 June 2010**. Proposals should be contained in one pdf document.

Please do not send multiple files or excel files. Your proposal should additionally include transparent costing with a clear breakdown of where costs are allocated.

The proposal should also include details of subcontracting where applicable and the rational for this.

- Your company name, address, contact details
- Company web address (*if applicable*)
- The person who will be the main project contact and the names of those who will also work on the project
- An indication of the level of work you anticipate to deliver the report.
- The time you need for the project from project commission to results delivery.
- Please quote separately for the initial project and the cost for a twice yearly review and update.

Guidelines

EphMRA looks for proposals which:

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

Funds available

The funds awarded to each project are intended as a contribution to costs incurred and is not intended to cover the entire project fee. 50% of the project fee is payable on commission and the remainder on successful completion and results delivery. Please indicate the level of grant you are asking for in your proposal. Invoices are paid on 30 days. Grants are payable in euros and so please quote in euros (*proposals quoting in other currencies will not be accepted*).

Ownership of Reports

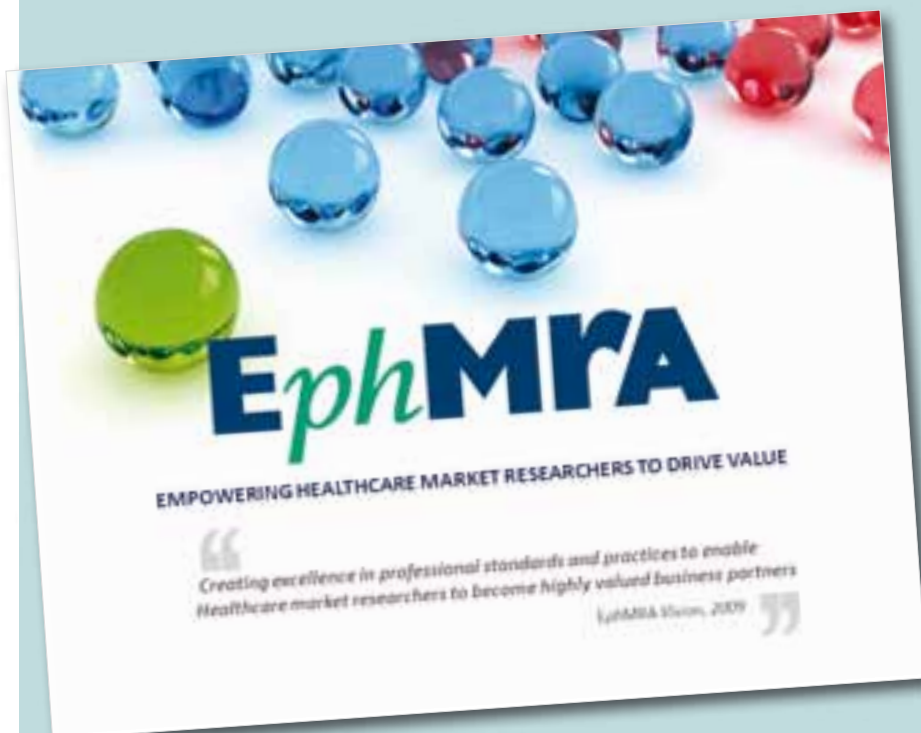
EphMRA maintains ownership of all reports resulting from EphMRA grants and any intellectual rights.

Member Services

EphMRA Full Members Slide set

The EphMRA Board has finalised a short set of slides which Full Members can use to convey the benefits of EphMRA membership and participation to their managers.

The Full Members survey highlighted that managers need to be better informed about EphMRA and we need to be able to better communicate the benefits being a member of the Association can bring.



The set is 16 slides long and in the Notes section is a script to support what each slide is conveying. The first 8 slides form the core set with the remainder being support slides with more detail if needed. Not every activity of EphMRA could be included in the slides - the feedback from the Full Members survey was used to help shape the content.

Please do let EphMRA know if you use the slides and how effective they were in supporting the message and conveying the benefits of EphMRA.

The slides are on the EphMRA web site under 'Publications and Resources'.

EphMRA



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

Enhance your EphMRA networking by joining the Group:

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

Find EphMRA on LinkedIn -

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

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

Associate Members News

Services



MDLinx, an M3 company, and DXY, the largest physician portal in China, announced an agreement granting MDLinx exclusive access to their physician panel of 350,000 for international pharmaceutical market research



GKA launch dedicated online qualitative service under new brand 'iThink Qual' designed to deliver an enriching and cost effective alternative for your medical fieldwork.
www.gilliankenny.com



The Research Partnership has expanded its "Living with" series of global patient studies with the launch of "Living with depression" and "Living with asthma".



all global

All Global Launches Physician Panels in Russia and Poland

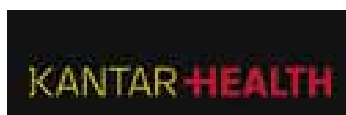
These panels represent thousands of physicians across 12 high-demand specialties such as Cardiology, Hematology/Oncology, Psychiatry, Endocrinology and General Practice.



42 market research has significantly expanded its online panels, allowing higher samples sizes, for India, Brazil, Mexico, Canada and Australia amongst others. For more information, please visit www.42mr.com.



TforG launched the report and presentation about purchasing behavior of European hospitals in 2010-2012. Over 150 face2face interviews. Topics are trends, drivers, hospital market outlook, challenges, threats and opportunities.



Kantar Health launches newly refined positioning framework - a holistic, multiphased approach that helps clients build optimal positionings to serve as the core foundation for their products' marketing strategy.



Themis Analytics, UK providers of business intelligence solutions to the global industry have won the Queens Award for Enterprise (International). Exports have more than tripled in the past six years.

Associate Members News

People



Zaicom Research Plus has appointed Mathew Francis as its Commercial Director. Formerly at Aventis, AMO, Harris Interactive and GfK, Mathew will lead growth of the innovative global qualitative research consultancy.



Ron Byron has joined suAZIO and brings with him over 20 years of management and strategic planning experience. Ron was most recently Senior Global Marketing Director at UCB Pharma.



GfK HealthCare has appointed Andreas Guhl MD as Director, Market Access Centre. In his new role Andreas is responsible for overall European Market Access services and projects including emerging markets.



Medefield opens new offices in Lyon led by Anne-Béatrice Clidassou, and Hamburg by Gerald Wackert. The offices strengthen Medefield's ability to offer excellent fieldwork, MedeQual and local qualitative services.



Alex deCarvalho joins Medimix as Social Media Director: A recognized social networking expert, he will manage Scanbuzz™ 1st online social media tracking service for lifesciences, and VoxMed online medical community.



Adelphi International Research welcomes Sarah Tuxford who joins as Research Manager. Sarah brings with her new perspectives and insights through a largely FMCG background, clients included Virgin, Aviva and Boots.

Associate Members News



Nicole Drake-Boven joins SKIM's team after 6 years on the industry side in roles at the Global, US, and EU country level.

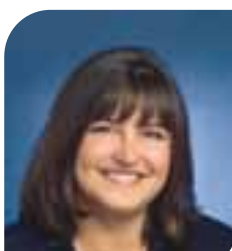
Come say hello during the EphMRA conference!



We are delighted to announce that Jeanette Kaye is now Deputy Managing Director at Healthcare Research Worldwide (HRW) with her key focus being on our most valuable asset - our people.



Branding Science would like to welcome Director Clare Zamble, Dominic Lobo our new in house multi-media guru and Maureen Richey VP for our new San Francisco office to the team.



To drive growth in Specialty, IMS Health has appointed Pam Sauerwald General Manager. In her global role, she focuses on cost effective methodologies and consistent metrics to meet client needs.



Ipsos Health Division

Ipsos Health are delighted to announce the promotion of 6 members of their team and the recruitment of 7 new members of staff. Congratulations and welcome all!

Associate Members News

Office Updates



Millward Brown Qualitative Healthcare is now in UK, Spain and Poland. To understand how our love of listening and interpretation connects your brands to better opportunities contact Martine. leroysarman@millwardbrown.com, Antonio.imedio@millwardbrown.com or Janusz.Krupa@millwardbrown.com



PARIS OPENING
Hall & Partners Health, the branding and communication experts, have opened an office in Paris, headed up by European Partner Clarissa Guengant Del Pup.



WorldOne opens New York office
Healthcare fieldwork firm, WorldOne, Inc., has opened their North American headquarters in New York City in April 2010. For more information, visit www.worldone.com.



PMR Research moves to larger premises in order to accommodate its growing team of experts in medical and healthcare research and fieldwork in over 20 CEE countries.
www.research-pmr.com



European *Pharmaceutical* Market Research Association

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