

## Welcome to the March issue of EphMRA News!

As you can see, EphMRA News has been given a fresh new look for 2011 - a fitting tribute to our half-century! Make sure you read all about EphMRA's 50th Anniversary inside.

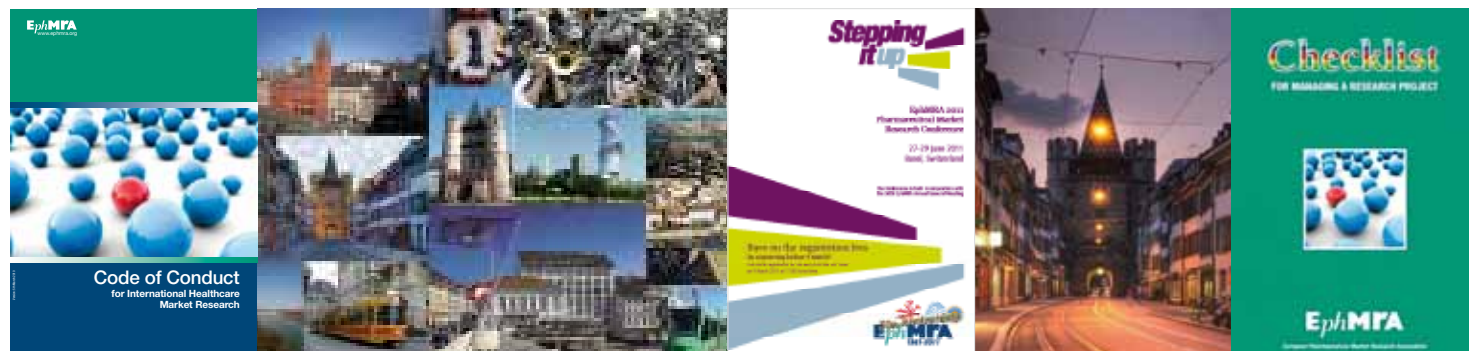
Also in this issue, we unveil details on the 2011 Annual Conference - 'Stepping it Up', in Basel. The thinking behind the theme? Not only must we watch, adapt to and evolve with the shifts in the pharma market, we must also innovate our own practices to support the industry. Upping our game is what the conference is all about - complete with some new additions to the format.

Also within these pages, you'll find a full update from the Board, the latest on the Code of Conduct, news from EphMRA's Committees, the first in a series of 'In the Corner With...' interviews, and much more.

As we celebrate the last fifty years and usher in the next fifty, the Board would like to thank all those on whose support the organisation relies - in particular, our members.

If you have any comments or feedback on any aspect of EphMRA News, please email [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org).

### The EphMRA Board



### what's inside

update from the board ...2   committee focus ...3-6  
 2011 conference - key highlights ...8-11   in the corner with ...12-13   code update ...14-17  
 associate members news ...19-23   add your voice - how to write for the EphMRA news ...17  
 advertise with EphMRA ...14   join EphMRA! ...18   get in touch ...24

## Working for Members



The Board comes together every quarter - usually via telecon with the agenda focusing on Board initiatives or issues brought up by Committees.

A few of the items on recent agendas have been:

- Discussions on a consultation document sent out to Full Members on the future composition of the Board in terms of size, number of members etc.
- The revised Training Plan developed by the PRM&T Committee - reviewed and feedback given to the Committee
- Plans for the IMM and Conference
- Code of Conduct - update on initiatives and plans to extend the Code
- Newsletter - plans for a revamp of the look and feel of the Newsletter as well as revising the content in future Newsletters

Feel free to contact the Board with any item you wish to raise -

[generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

## Celebrating 50 Years of Service: 1961 - 2011

**As you probably know by now, 2011 is a very special year for EphMRA: it is none other than our half-century!**

Fifty years ago - when the pharmaceutical landscape looked very different to how it does today - fourteen European-based pharmaceutical companies converged in Geneva. Their mutual objective? To achieve comparable information on a multinational basis to support product research and marketing. As a result of that meeting, EphMRA was born.

Well we've come a long way since then and, today, our membership includes practically all major pharmaceutical companies worldwide, along with a significant proportion of its market research suppliers.

As EphMRA has evolved and grown, so too have the services we are able to provide to our members. Here, we've listed our proudest achievements over the past 50 years. After all, we think you'll agree that a half-century is as good an excuse as any to celebrate them!

## Our Proudest Achievements Over 50 Years:

- Bringing clarity & order via the Anatomical Classification of Products
- Bringing international uniformity to audits & databases via the creation and maintenance of New Form Codes
- Setting international standards through the EphMRA Code of Conduct and Ethics Group
- Championing members' interests and investing in the industry's future through our active, collaborative committees
- Providing data & information through Foundation Committee projects and member publications and resources
- Training the Industry and creating a recognised and respected career development path for healthcare market researchers
- Sharing knowledge & opening the channels of communication both formally and informally

For any members who missed the anniversary message from the EphMRA President at the beginning of the year, it is included on the News back page. In the meantime, here's to the next fifty years!



*“ As EphMRA has evolved and grown, so too have the services we are able to provide to our members. ”*

## What do EphMRA's 6 Committees do? Here's a quick recap...

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**The Classification Committee:** maintains and updates the EphMRA Anatomical Classification System, a fundamental structure that forms the architecture of pharmaceutical audits and analyses worldwide.

**The Data & Systems Committee:** collaborates with global providers to optimise secondary market research platforms for the benefit of all EphMRA member companies.

**The Foundation Committee:** funds and supports original projects in the international healthcare market research and business intelligence fields to raise the standards of knowledge and best practice amongst members.

**The New Form Codes Committee:** agrees new, changed and deleted NFC classes and requests for NFC changes for specific products.

**The Primary Research Methods & Training Committee:** maximises the potential of new methods and techniques in pharmaceutical primary market research, primarily through training courses and workshops.

**The Syndicated Data Committee:** raises awareness and understanding of syndicated data sources, and uses its collective influence to enhance supplier quality and outputs.

- **Free-to-Access Data Repository:** in recent months, the SDC has been channeling the majority of its focus into developing a database of links to high quality, free-to-access data sources on the web. External agency, Themis, will be working with the Committee to compile this repository of freely available information, ranging from epidemiology data through to government and economic indicators. (There will also be a paper on this project at this year's annual conference)
- **'Beginners Guide to Understanding Epidemiology Data':** recently published by the SDC, this document is available now on the EphMRA website.
- **Guide to Using Longitudinal Patient Data:** the SDC is currently working with agencies to develop a guide, in Q&A format, on using longitudinal patient data. Due to be published shortly, it will help marketing researchers who are less familiar with these data sources.
- **Seeking new members!** If you or your colleagues are interested in the above topics or indeed any area within the SDC's remit, the Committee would love to hear from you. Just email Karen Cooper at [SDCommitteeChair@ephmra.org](mailto:SDCommitteeChair@ephmra.org) to discuss further.

## The Syndicated Data Committee

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EphMRA is on Twitter! For news, views, info & guidance on all things healthcare market research, start following us now...



## The Foundation Committee

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- **BRIC Physician Internet Usage Project:** it's been all hands on deck for the Foundation Committee, working with the EphMRA member agencies to complete the BRIC Physician Internet Usage project. The reports from Brazil, Russia, India and China are now being finalised and reviewed, ready for publication to EphMRA members. The aim of this project is to provide an initial snapshot of the current and future extent and nature of internet access by BRIC physicians, and to identify some of the key success factors and barriers to participation in internet surveys for these increasingly important markets. The results will be published as individual country reports in PowerPoint, with a poster at the Conference in June providing an opportunity to discuss the results with your colleagues. They are also considering a WebEx presentation for those who can't wait until June, so watch this space!
- **An important message for members:** Don't forget that the Foundation Committee exists as a resource for you - the EphMRA members. Next time you have a burning question about whether there is private healthcare in Turkey, how doctors from different countries tend to respond to the same rating scales, what makes market research valuable to our internal customers (all previous Foundation projects), etc., please contact the Foundation. They're always keen to hear new ideas for projects that will raise knowledge and standards but are unlikely to be covered by pharma or agency budgets. So if you have an idea for a future Foundation Committee project, please do contact the committee ([foundationchair@ephmra.org](mailto:foundationchair@ephmra.org)). They're at your disposal!
- **The FC is also recruiting!** The Committee wishes Christin Firchau from Pfizer a joyful maternity leave, and is now looking to add additional expertise and experience to ensure the Committee maintains its momentum in her absence. The more manpower the Foundation has, the more of your questions they can answer. To discuss, just contact Sally Birchall at [foundationchair@ephmra.org](mailto:foundationchair@ephmra.org).

## The Classification Committee

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- **Meeting with World Health Organisation (WHO):** Feb 3rd 2011 saw the Classification Committee meet with the WHO ATC Classification group in London. An annual event, this meeting ensures that the EphMRA/PBIRG and WHO classification systems continue to converge, not diverge. This successful collaboration has been in place for many years and continues to provide value.
- **New Classes for 2011:** The Committee has introduced new classes for 2011, and all class updates and changes have been made on the EphMRA website - please refer to this to keep up to date.
- **Farewells & new faces:** Alice Burstein from Pfizer is leaving the Committee after 15 years; her knowledge and experience will be greatly missed and we thank her for all her contributions over the years. At the December 2010 meeting, she was presented with a letter from the President of EphMRA and a deserved gift. Alice, the PBIRG representative on the Committee, is being replaced in this role by Anthony Palkovic of Pfizer, USA. We welcome Anthony to the team; he brings a wealth of experience with him which will be invaluable to our work. Other new members we have welcomed in the last few meetings are Alex Adams from Novartis, Basel and Emma Yeung from Takeda, UK.



*Alice receiving the gift from Theresa Ormiston, Committee Chair*

- **A key promotion:** Meanwhile, Grégory Senac has just been promoted from an Associate position to Full Committee member, and was presented with a letter from the President of EphMRA at the December 2010 meeting. Grégory has written an article on his experiences with the Classification Committee:

“ *Being an associate member of the EphMRA/PBIRG Classification Committee has been a very interesting and enriching experience. Working for a global system that is used daily worldwide and contributing to the development of an analytical tool in existence since 1971 has been very gratifying.*

*Becoming a full member will allow me to continue to develop my skills and knowledge in various therapeutic areas and to gain a better understanding of the mechanism of establishing classifications which is far more complex than it seems. Moreover, my presence on this committee also means that my company can be a propelling force in the development of the ATC classification.*

*Beyond this, it also allows me to interact with colleagues in similar positions, from other cultures and using different methods all of which are very enriching and allow me to remain open to differences. ”*

Grégory Senac

“ *a very interesting  
and enriching experience* ”



Grégory receiving the letter from Theresa Ormiston, Committee Chair

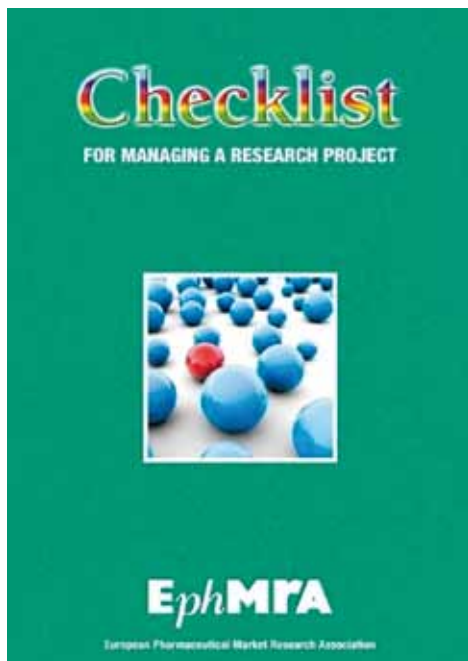
## The Primary Research Methods & Training Committee

- **Checklist for Managing a Research Project:** EphMRA's Primary Research Methods & Training Committee (PRM&T) has been hard at work evolving its 'Checklist for Managing a Research Project'. First published in 2005, this critical guide has just been updated to provide the blueprint for commissioning primary and secondary market research today. Conceived to help members get the most out of their research projects, this handy guide offers step-by-step instructions for all stages of the commissioning process - from defining information needs internally right through to reviewing project outcomes with the supplier. One critical new inclusion in the 2011 edition is guidance from the Syndicated Data Committee on purchasing syndicated data services. The applications of the checklist are innumerable; members can adapt and incorporate it into their internal protocols, use it to induct new research staff, educate marketers about the research process, and more.

(continued >>)



# committee focus



You can access the Checklist now on the EphMRA website. Meanwhile, listed below is the comprehensive range of topics covered:

- Defining information needs internally
- Preparing a shortlist of suppliers
- Writing the brief
- The proposal
- Selecting the supplier
- Selecting a supplier of secondary data
- Code of Conduct adherence
- After the decision
- Project acceptance
- Initial project kick-off meeting
- Understanding how suppliers work with fieldwork suppliers
- Suppliers working with other suppliers - best practice
- Reporting the results
- Review the project with the supplier

More from the PRM&T Committee in the next issue of News!

## The Data & Systems Committee

- **Change in remit & name:** Just a reminder that the Database & Systems Committee has now extended the scope of its activities to cover secondary data quality & coverage issues, and will be focusing on audits integrated on IMS & CSD international databases. As such, it is now known as the **Data & Systems Committee**.
- **New Faces:** The Data & Systems Committee is delighted to give a warm welcome to Markus Kaemmerer from Abbott. A global database specialist, Markus decided to join the Committee as *"It's not only a way to build enduring long-term relationships with people from other companies but also the opportunity to influence the development and enhancement of new systems of secondary data providers."*



Whenever there's news from any of EphMRA's six committees, you'll find it here. Meanwhile, if you're keen to find out more about the work of any Committee, just email [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org) to be put in touch with the right person.

**Simon Tunna, Director**

20 years marketing and research, delivering insights that drive commercial decision-making. Simon started his career in the financial sector, working in both client and agency areas. Simon previously held senior positions at both GfK NOP and IFF Research.

**Dr Pamela Walker, Associate Director**

A Doctorate in Neuroscience and Psychology and an experienced Medical and Scientific writer with over 6 years of pharmaceutical consultancy experience. Latterly, Pamela worked in Strategic and Brand Consultancy gaining expertise across several areas including: Ophthalmology, Oncology, Infectious Diseases, Urology, Dermatology, Allergy, Neurology, and Medical Devices. Pamela's focus is on strategy development through to implementation, qualitative/quantitative research, clinical trials, and market access.

**Richard Tompkins, Business Development Director**

Previously, a qualitative and quantitative Senior Researcher before specialising in Business Development. Richard has also worked client side in sales and brand management as well as clinical research.

**Samantha Martin, Research Executive**

A Psychology graduate with qualitative and quantitative experience, having worked across a range of areas, including Diabetes, Asthma, Haematology, Heart Failure and Auto-immune diseases. Samantha's passion is understanding human behaviour in terms of uncovering latent values, motivations and attitudes and the value that Ethnography brings to the mix.

**Ellie Jones, Research Executive**

A Communications graduate with qualitative and quantitative experience. She has worked across a range of areas, including Oncology, Neuroscience and Rheumatology. Ellie's passion is the development of effective communication strategies that drive brand uptake.

# 2011 conference - key highlights

27-29 june, basel, switzerland



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

See [www.ephmra.org](http://www.ephmra.org)  
for full programme



Tuesday 28 June at 12.35

Plenary - Key Note Speaker -

**Katherine Holland**, General Manager, Global Life Sciences Industry, IBM Corporation

Hear about the future of healthcare systems from IBM.



Tuesday 28 June at 15.55

What's happening with US Healthcare reform?

**Charlotte E. Sibley**, Senior Vice President Business Management, Shire Pharmaceuticals, USA gives an update



Toralf Haag

Wednesday 29 June at 9.15am

*Biosimilars are not the same as generic biologics - requiring much more complex development and regulatory processes. So what does this mean for marketing?*

**Toralf Haag**, Chief Financial Officer, Lonza Group Ltd, Basel, Switzerland and **Chris Krattiger-Savelkouls**, Head of Global Marketing, GfK HealthCare, Basel, Switzerland will share their views on this topic.

## What else does the conference have on offer? Speakers include:

**Five pillars to success - developing a framework for emerging markets market research.**

**Steve Kretschmer**, Global Head of Emerging Markets Research (Turkey), Ipsos and **Beyza Ozel**, Strategic Planning and Marketing Excellence, Novartis Turkey

**Free to Access Data Sources Project - from the EphMRA Syndicated Data Committee**

**Revising the Pharma Business Model: Online Brand Communities - a new medium for Business**

**Andrew Reid**, Managing Director, VERVE, UK and **Allan Bowditch**, Board Director, PharmaGems, USA

**Market Accessibility - a dip into reality**

**Ana Schaeffer**, Managing Director, Psyma Pesquisas de Mercado Ltda, Brazil and **Simeon Pickers**, Deputy Director, Psyma Latina S.A de C.V., Mexico



Spalentor Gate, Basel



# 2011 conference - key highlights

## Mirror, Mirror on the Wall... Who is the Fairest of Them All? Does Your Company's Self Image Reflect Social Media Reality?

**Henry Gazay**, CEO, Medimix, USA and **François Noailles**, Director of Global Market Research, Pierre-Fabre Medicament, France

## Assessing Optimum Pricing in the Indian Market

**Sangita Salunke**, Associate Director of Market Research, Sanofi-Aventis, India and **Gauri Pathak**, General Manager (India), Kantar Health

## Customer closeness through social media: Stepping it up by stepping alongside

**Su Meddis**, Business Intelligence Director, AstraZeneca (UK) and **Nigel Griffiths**, Director, Insight Research Group, UK

## Can lessons from other sectors help increase return on investment from marketing and communications for global pharmaceutical companies?

**Nick Molden**, Managing Director, Oxford Indices, UK

## And to end the conference - a fascinating debate:

### Consumer Researchers do it better

*Do consumer researchers do it better? This is a topic which is highly controversial and generates high passion on both sides and will be debated at length at the 2011 Conference. Two speakers will argue 'for' the motion that consumer researchers do it better and 2 will argue 'against' the motion. Run as a 'balloon debate', this session promises to be lively, informative, impassioned and entertaining - with plenty of audience participation to finally answer the question - do consumer researchers do it better? Not to be missed!*

### Proposal - Yes, Consumer researchers do it better!

**Speaker 1 - Alastair Bruce**, Executive Vice President, Consumer Healthcare, GfK Custom Research North America, USA: Big ears: how both healthcare and consumer researchers can benefit from reciprocal learnings

**Speaker 2 - Louis Rougier**, Senior Vice President, Ipsos Marketing - Head of the Global Qualitative Knowledge Centre of Ipsos

### Proposal - No, Consumer researchers don't necessarily do it better!

**Speaker 1 - Stephen Godwin**, Group Research Director, Synovate Healthcare, UK: 'Creativity? It's nothing to do with us!'

**Speaker 2 - Markus Koester**, Director - Global Business Intelligence, Merck KGaA, Germany and **Gary Johnson**, Managing Director, Inpharmation, UK: Consumer researchers are more creative but are they more effective? Oncology research as a case in point



# 2011 conference - key highlights

## Want More?

Wednesday 29 June, 10.10 - 11.10

### Poster Session with Authors

It's your chance to ask questions of the authors!

Posters will be available for general display all day on 29 June but the Q&A element will be from 10.10 - 11.10.

- **Poster: Shining a Light on a 'Hidden' Disease.**  
Jon Simons, Account Director, Insight Research Group, UK and Dr Robert Siegmund, Director Global Commercial Analytics, Actelion, Switzerland.
- **Poster: Do Clinical Quality of Life Measures Mirror the Reality of what Patients actually Value?**  
Jeanette Kaye, Deputy MD and Sian O'Regan, Research Manager, Healthcare Research Worldwide, UK.
- **Poster: Tracking Reincarnated.**  
John Tapper, President Global Insights, Kantar Health, USA.
- **Poster: Combining Choice Methods and Simulation to Evaluate Compounds in Development.**  
Roger Green, President, Roger Green and Associates, USA and Mark Boyer, Senior Director Global Early Commercial Input, Shire Pharmaceuticals, USA
- **EphMRA Foundation Committee Poster - Internet Access in Brazil, Russia, India and China (BRIC)**

And in addition EphMRA Members can attend a masterclass training on a complementary basis...

27 June 14.30 - 17.30  
and  
28 June 08.30 - 11.30

#### Masterclass 1

Future Needs of Decision Makers within a varied and changing environment throughout Europe & Emerging Markets.

[6 hour session]

27 June 14.30 - 17.30  
and  
28 June 08.30 - 11.30

#### Masterclass 2

Increasing the value of both Market Research and the functional area within an organisation through persuasive negotiation.

[6 hour session]

A 3 hour Masterclass.  
Session 1 will take place on  
27 June from 14.30-17.30  
and will be repeated again as Session 2 on  
28 June 08.30 -11.30

#### Masterclass 3

The role of research in social networking.



# 2011 conference - key highlights

## What's New for the 2011 Conference?

### More Choice - More Papers

Feedback from the 2010 Conference revealed that the new format was well-received. Building on this, the Conference Programme Committee has now added even more choice: a total of 9 papers in parallel session format, 3 plenary session papers and a great debate!

### Poster Session with the Authors

You'll find a number of posters on display showcasing innovative papers. Have some refreshments and listen to each poster being presented by the authors.

### Agency Fair Format

As in 2010, the Fair will be open over 2 extended lunch periods on Tuesday 28 June and Wednesday 29 June. Conference feedback showed that this was the preferred format.

### Networking for Fieldwork Suppliers & Freelancers

This new session is intended for fieldwork suppliers and freelancers to network with full-service agencies in a business setting. We've extended the timeslot, and now Associate Member companies can send one person to attend this session free of charge. It is not intended to replace any aspect of the Agency Fair, but to provide an opportunity for supplier meetings.

### Code of Conduct Training

On Monday 27 June, EphMRA will hold its second training course on EphMRA's Code of Conduct - Responsible Research.

See <http://www.ephmra2011.org> for full details on all of the above.



*City Hall, Basel*



# in the corner with...

## Bob Douglas



Global Head, Synovate Healthcare  
Associate Member, EphMRA Board

“That’s a really difficult question, as there is so much fantastic work done within EphMRA in all of the Committees, much of which does not get the recognition it deserves.”

### Bob, what do you do for EphMRA?

I have been a member of the Executive Board of EphMRA for the last 2 and a half years. I was one of two Associate Members asked to join to help with the strategic review of EphMRA and to bring an outside perspective to the Association. I also chair the Ethics Group, which was responsible for developing the Code of Conduct - launched successfully last year. I have served twice on the PRM&T Committee, which, amongst other things, is responsible for the EphMRA training programme, and have been a regular speaker at the AGM and various workshops over the years.

### What’s the best thing about your role?

The last few years have seen a lot of positive change within EphMRA, with a new strategic mission and direction, a new organisational structure, changes to the format of the AGM to make it more relevant to the membership and, generally, an increasing role for Associate Members. I enjoy being part of this change and helping make EphMRA more relevant to its members in the future. It has also given me the opportunity to work closely with many researchers from across the industry, and to share ideas. I firmly believe that the more you put into something the more you get out. So for me it’s been a very rewarding experience.

### If you weren’t in healthcare market research, what would you be doing?

It’s difficult to imagine now as I have a genuine passion for healthcare market research, built over many years, and like many people leaving university I had no idea of what I wanted to do then! I think market research is a great career and it remains challenging with never a dull moment. In my early twenties I was offered a job with British Airways as a steward. At the time the prospect of lots of travel to many different places around the world seemed glamorous. I’m sure the glamour would have worn thin by now, and in any case I’m still fortunate enough to visit lots of very interesting places around the world and to get a buzz from our cultural diversity.

### EphMRA is 50 this year: what do you think has been the organisation’s biggest achievement to date?

That’s a really difficult question, as there is so much fantastic work done within EphMRA in all of the Committees, much of which does not get the recognition it deserves. For me, though, I would say it has to be the increasing professionalism of our business that EphMRA fosters, whether it’s the work done by the Classification Committee, the professional development through the PRM&T Committee, setting the standards by which we work, now encapsulated in the Code of Conduct, or any of the numerous activities of the Association. There is now an Operating Team within EphMRA, which certainly helps to make it more professional and to give us the focus and dedication we need to run the organisation. Everything we do is now checked against the mission statement, ‘Creating excellence in professional standards and practices to enable Healthcare market researchers to become highly valued business partners.’



## in the corner with...

If you could change one thing about the industry today, what would it be?

I believe the business is still structured primarily as a data factory, without enough focus on deriving actionable results and recommendations to address real business issues. The status of market researchers has improved significantly over the years with a general recognition of the value it can bring to the pharmaceutical industry. This is still work in progress, however, as I think there is much more we can do to enhance the value we all bring to the business. So it's not just about being good researchers, but good marketers. We therefore need to think of our own roles differently.

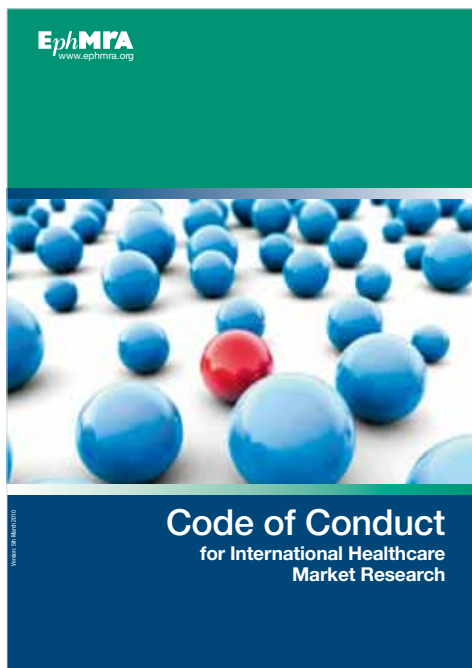
What 3 things do you think will have the most impact on our industry in the next 5 years?

The way we do business is changing rapidly, and I think there will be a fundamental shift in our industry over the next 5 years. One big change will be in the adoption of social media research. There is a lot of uncertainty around this at the moment within healthcare, particularly around adverse event reporting, but it will be difficult to ignore; it will change the way we view both data collection and the way we interact with respondents. The second factor is geographical reach. It is worth reflecting that in 2010 I visited China more than I did the USA. It's simply a case of, 'that's where the action is!' Much more of the research we conduct will be within emerging markets, not just BRIC countries but many others in Asia, Middle East, Eastern Europe, Latin America and Africa. And thirdly, I see that as our business becomes more complex we will need greater specialisation in a whole range of research techniques and business issues. It is no longer good enough to be generalists; increasingly, we will need real experts in subjects such as forecasting, qualitative, quantitative analytics, market access, branding, etc. The secret of success will be to develop these subject area experts at the same time as fusing specialisms into integrated offerings to our clients.

“ One big change will be in the adoption of social media research. ”

“ The secret of success will be to develop these subject area experts at the same time as fusing specialisms into integrated offerings to our clients. ”

# code update



When we launched the EphMRA Code of Conduct, we made one thing very clear: this would be a living, breathing document, changing in response to industry developments and members' evolving needs.

So, on that basis, what's new with the Code?

- **Updates:** revised in early 2011, the Code now incorporates recent developments including: new guidelines on online research, video-streaming and archiving issues and revisions to the UK ABPI Code of Practice.
- **Extensions:** work is well underway to extend the Code to countries outside of Europe - specifically, China, Japan and India. It has also been agreed to extend the Code to Scandinavia.
- **Translations:** at the end of last year, the Code was translated into French, Spanish, Italian and German; these translations are available now on the EphMRA website.
- **Training:** a highly successful face-to-face Code training session was run last year, and will be re-run on 27th June in Basel (for further details see EphMRA's website). February 2011 saw the launch of both online Code training and Competency Testing and Certification.
- **Member Services:** enquiries regularly come in from members using the Code Query Service - along with great feedback regarding access to the service and the resource it provides. To make sure everybody benefits from these questions and answers, anonymised FAQ's are now available online at <http://www.ephmra.org/professional-standards.aspx>.

In the meantime, we've included a sample FAQ (on the next page) - something we now plan to do in every issue of News:

## advertise with EphMRA

### Target Your Audience

**Advertise with EphMRA - either [www.ephmra.org](http://www.ephmra.org) or EphMRA News - and you'll get your message out to a vast and targeted audience of international and locally-based pharmaceutical market researchers.**

**Who?** All EphMRA members - both Full (client-side) and Associate (agency-side) - are involved in multinational or national pharmaceutical market research and / or business monitoring.

**How many?** The EphMRA website has over 11,660 page views and 2,500

unique visitors each month, with the average time on site being 3 minutes. Meanwhile, EphMRA News is disseminated to 2400+ EphMRA members and contacts.

**How much?** For full details of ad specifications, costs and deadlines, find our media pack online at

<http://www.ephmra.org/web-site-advertising-details.aspx>.

Alternatively, just contact

[generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org).

## The Enquiry Was:

“ I have a question regarding archives of video-streamed interviews. Up front at the recruitment stage we will obviously tell the respondents all the information that is necessary for them to give full consent.

One of these is, which departments of the client company will be watching the interviews, either at the central location or via video-streaming.

If someone from a different department then watches the archive, are we held responsible? We would have given the respondent all the information that we have to hand and I am not sure what we can do to stop the client from showing it to other people (other than relying on them abiding by the CoC!)

Is there a form that we should get the client to sign to agree that only the permitted people will be allowed to watch the archive? ”

## EphMRA's Response is:

EphMRA would advise that all suppliers use a 'Respondent Permission Allowing Client Access to Recordings of Market Research Fieldwork' form - a pro forma for which is available in the appendices of the Code of Conduct (page 49 in the Code of Conduct 6.3 available online). This form requires the client to identify the functions/roles of those who will be viewing or listening to fieldwork recordings and to sign an agreement to this affect. By using this form and securing agreement from the client that only the agreed viewers/listeners will have access, the supplier has done as much as is reasonably possible to ensure that access to fieldwork recordings is not abused.

The reply given by EphMRA is not legal advice and if a legal opinion is required then you should seek this separately.

Please do feel free to ask EphMRA questions about the Code; we love getting them because they bring to our attention issues affecting members in the course of your day-to-day work. This ensures that we shape future Code updates and changes according to your needs.

# Code FAQ: A Question on... Video- streaming

“ EphMRA would advise that all suppliers use a 'Respondent Permission Allowing Client Access to Recordings of Market Research Fieldwork' form ”

## EphMRA Code of Conduct Training

Monday 27 June 2011

### Responsible Research - A Training Course in EphMRA's Code of Conduct

The course will run from 9.30 - 16.30 at the Ramada Hotel, Basel

EphMRA has developed 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 is holding a second Code of Conduct training session. Comprising lectures, discussions and practical work that reflects real scenarios, the training will offer a thorough grounding in all aspects of the Code, as well as a certificate of attendance.

Convenors - from PRM&T Committee: **Henrik Zoeller**, Gruenenthal, Germany and **Alexander Rummel**, Genactis, Germany. From EphMRA: **Catherine Ayland**, Ethics Consultant.

### Programme

#### 1. Introduction

#### 2. The Code of Conduct

This section will review the Code of Conduct's purpose, scope, key principles and fundamental rights and will explain:

- Why we have a Code of Conduct. What underpins the Code of Conduct. The benefits of compliance.

#### 3. Respondents' Rights Before Fieldwork

This section will cover ethical and legal obligations when recruiting and incentivising respondents including variations by respondent type and methodology, delegates will learn:

- What respondents must be told when recruited. What must be documented. How to use client databases and physicians when recruiting. What sort of incentives can and cannot be offered

#### 4. Respondents' Rights During Fieldwork

This section will cover rights and responsibilities when fielding a study and will include variations by respondent type and methodology, delegates will learn:

- How to ensure questions and stimulus are presented fairly.
- What can and cannot be done when recording and observing fieldwork. What adverse event reporting requirements exist

“ The new Code offers critical and up-to-date guidance...”



## 5. Respondents' Rights After Fieldwork

This section will cover what can and cannot be done when using MR findings and how data should be protected, delegates will learn:

- How to report MR responsibly. How to store data securely.

## 6. Conclusions & Close

Mark the date in your diaries and register now!

### Logistics

You register via EphMRA (not MCI) from the EphMRA web site (under Training).

**The course fee is CHF 1'000.- + 8% VAT.**

You will receive an invoice for CHF 1'000.- + 8% VAT from EphMRA and this fee must be paid to the EphMRA bank account as stated on the invoice (and not with your Conference fees to MCI).

You do not have to be a Conference delegate to attend the Code training, but the course is only open to EphMRA members.

Places on the course are only confirmed when the invoice is paid (*invoices must be paid on 30 days*).

“ only 25 places  
available for this session ”

## add your voice

Got a new perspective on a key industry issue? Have the inside track on a future trend affecting EphMRA members? Conducted a ground-breaking study that would be of interest to all? Just send a 1-page synopsis of your proposed article to [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org).

## How to Write for EphMRA News

## EphMRA's Guiding Principle

*“Creating excellence in professional standards and practices to enable Healthcare market researchers to become highly valued business partners”*

### How does EphMRA **benefit the industry?**

- Adds rigour, credibility and commercialism to healthcare market research
- Creates the base for a professional healthcare market research career
- Provides data, information & guidance on industry-critical issues
- Fosters open communication, critical in today's shifting landscape
- Brings collective power & influence to bear on legislative changes
- Harnesses collective investment in the industry's future

### How does EphMRA **benefit you?**

- Ongoing news, updates & guidance from EphMRA
- Access to EphMRA Code of Conduct & Query Service
- Access to free original data from Foundation Committee studies
- Access to publications, the Lexicon & other resources
- Peer-to-peer networking & contacts
- Involvement in EphMRA committees
- Preferential rates for EphMRA Annual Conference
- Free attendance at pre-conference one-day masterclass training
- Preferential rates for EphMRA training courses
- Invitation (free) to annual Interim Members Meeting (IMM)
- Supplier networking & contacts (Full Members)
- Free full-page entry in EphMRA Yearbook (Associate Members)
- Free announcements in EphMRA Newsletter (Associate Members)

### Next steps

See full details, including fees for Full and Associate memberships, online at <http://www.ephmra.org/membership.aspx>.

Alternatively, contact [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org).



## People News



Sian O'Regan has been promoted to Senior RM and Kirsty Page to RE. New starters include: Sarah Fountain, Caitlin Davies (field and operations), Paul Tinworth (Snr RM) and five TREs!



Anna Garofalo, managing director, medeConnect Healthcare Insight MedeConnect, the market research division of Doctors.net.uk, has appointed Anna Garofalo. Anna is responsible for business operations and leads product and service development.



New Executive Director of CE&Co. Pharma Health David Vittoria, health psychologist, with over 10 years experience in IMS, TNS-Kantar Health and Medi-Pragma.



Double Helix grows! - the global strategic market research team welcomes Munna Vio as Director, Arijit Ray as Associate Director and Aude Mircovich as Research Manager to its London Headquarters.



Munna Vio



Dr William Russell has joined Silver Fern as Research Director. He brings 13 years of international market research experience gained across the whole product life cycle.



Medimix Asia announces appointment of Shanghai based Commercial Manager Jiavin He. Graduated in biotechnology her former experience includes cardiovascular research and hospital sales for Chinese pharmaceutical company Xian-Janssen (J&J group)



Adelphi appoint Vivienne Law to head new Multi-Local research division. Meeting changing needs of pharmaceutical market research: local insight, local service, multi-local synergy via our local office network.



## People News

Data Intelligence's Growing Team  
During Q4 2010 we added 7 new people to our growing team now of 20 people - covering Analytics, Data Warehousing and Dashboard/Reporting techniques for Pharma.



fastforward research are delighted to announce that Laura Hunt has been promoted to Research Manager. Laura supports major clients with challenging strategic decision making, delivering "groundbreaking insights".



GfK healthcare welcomes Shakthi Rajah into the Customized Solutions team, Nuremburg. Shakthi comes to GfK after 5 years of hands-on healthcare research experience across multiple therapy areas at Psyma International.



Black Swan Analysis appoints Luke McDermott as Business Analyst. Luke brings a scientific and business background with an MSc from the University of Warwick.



Ipsos Health announces the arrival of Mike Holland, Research Director. Mike will lead the implementation of key performance indicators for healthcare and focus on the execution of large, international surveys.



**Ipsos Health Division**



Genactis welcomes Alexander Rummel as MD of their Cologne team. Alexander has nearly 19 years experience in healthcare coming from Psyma International Medical, where he served as MD since 2003.



Swantje Werthmann-Warns has taken over as new manager of the studio of GO Research in Frankfurt. She will be responsible for the operative business and acquisition of new customers.







Medefield announces the opening of our Hong Kong office, which will be led by Fanny Thong. This office solidifies Medefield's presence in Asia, expanding our quantitative and qualitative fieldwork offerings.



MB Healthcare announcements: James Hosking promoted to Project Director and Steve Brockbank to Senior Account Researcher, Lucy Howell joins as Senior Account Researcher. Farewell, Account Director Kevin Gledhill taking retirement.

*James Hosking*



New Member in Searchlights Moderators Team.  
On January 1st Ines OLESCHKEWITZ joined Searchlight Pharma Partner, leading agency for fieldwork services in Germany, to strengthen our Team of Moderators.



Following a 5-year term at GSK Victoria McWade resumes her association with Insight Research Group. McWade, based in Lausanne near Geneva, Switzerland will bolster Insight's resources in central Europe.



Louise Tamblin, previously with Kantar, has joined Strata Research as Head of Research. Strata supports the pharmaceutical industry through its unique blend of research, consultancy and application of psychological techniques.



Nada Sahinagic has joined KeyQuest Health as a Project Director. She brings extensive healthcare experience enabling further KQH growth in delivering quality international fieldwork. For more info, see [www.kqhealth.com](http://www.kqhealth.com)



## Services News



Elma is pleased to announce the introduction of MAST, a study combining the use of semiotics with conventional message tracking.



Facta's online panel of Latin American healthcare professionals has reached 40,000 physicians across the region. It expects to grow to 75,000 by the end of 2011.



ANTERIO is pleased to announce the release of "Patient Mindscape," a syndicated data product providing insight into satisfaction and compliance for 1,200+ drugs from a sample of 700,000 patients.



FocusVision improves InterVu Webcam Focus Groups with enhanced whiteboard tools for more effective collaboration, feature rich note taking, advanced chat options, added audio and video controls and more customization.



Amber Marketing (Spain) facilities equipped with FocusVision®  
Now our clients can watch focus groups or interviews online. For more information, go to [www.ambermarketing.com](http://www.ambermarketing.com) or contact us at [international@ambermarketing.com](mailto:international@ambermarketing.com)



EUMARA Multi-channel Monitoring  
EUMARA's new Multi-channel Monitor helps measure the comparative efficiency of different communication channels and indentify each channel's impact on your overall success. Further information: [info@eumara.com](mailto:info@eumara.com)



A new study from The Research Partnership entitled "Living with Diabetes China" has been conducted amongst 1,000 patients, offering fresh insight into patient attitudes and behaviours.



TWG has developed Competitive Threat Assessment: strategic research will provide actionable information about the potential uptake of competitive products and their effect on your product. Contact David Ireland: 609 720 9500 ext. 105

## Services News



If you are interested in an upcoming pricing study or pricing event dedicated to life sciences, you may send a request for more info to: [concepts@suazio.com](mailto:concepts@suazio.com)



GlobUs Consulting & Research has released a new Canadian physician panel and has created a new healthcare research division, GlobUs healthcare, further enhancing its online pharma research capabilities. Info: [info@globuscr.com](mailto:info@globuscr.com)



M3 USA, parent company of MDLinx, has signed an agreement to purchase EMS Research. The newly merged international division of MDLinx, EMS, and M3 will be designated M3 Global Research.

## Company News



OPENING OF A+A US OFFICE  
We are delighted to announce the opening of A+A's new office in New York City headed by Hal Hendler and Judy Winzemer. Contact: +1 (212)8518413



# Anniversary message from the EphMRA President

Dear **Members**,

## **Happy New Year from all at EphMRA!**

*Of course, 2011 is not just any year...2011 marks EphMRA's half-century: 50 exciting years of growth and evolution!*

*When EphMRA first came into being, market research was in its infancy. Now it plays a critical role in guiding companies' tactical and strategic decision-making. As the role of market research has changed, so too has the role of EphMRA. Today we exist to help equip healthcare market researchers to be highly valued partners to their businesses. When I look at the range of initiatives both in place and on the horizon, I have no doubt that EphMRA will spend the next fifty years continuing to do just that.*

*As we celebrate our anniversary and all that has been achieved, I would like to make two very important toasts; firstly, to all those who have given their time and expertise over the years to make EphMRA what it is today; and secondly to you, our members, for your continued support - without which we would not be able to provide the services we do.*

*So once again, from all at EphMRA, happy New Year, happy anniversary, and thank you!*

*Best regards,*

**Rob Haynes**

President of EphMRA

## get in touch

If you have any enquiries, suggestions or feedback, just phone, fax or email us:

Bernadette Rogers, General Manager

**Tel:** +44 (0) 161 304 8262

**Fax:** +44 (0) 161 304 8104

**Email:** [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

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

If you  
have any  
enquiries

## June News - Copy deadline

# EphMRAnews

June 2011

**keeping members informed and involved**

April 15th is the deadline for receiving your copy for the June pre-conference News. Send it to [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)