

# EphMRA news

keeping members informed and involved

## AMSTERDAM 2015

Registration opens in **January 2015**



- 2015 Conference – we've listened and acted
- Future Leaders Group update

- Added value of membership
- 2014 JH Award winners

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

**PHARMACEUTICAL MARKET  
RESEARCH CONFERENCE**  
23-25 JUNE 2015 AMSTERDAM

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## Diary

**20 January 2015**

**New Year Forum (Formerly IMM) – Free to members. Registration open on the website.**

**Venue:** Paris, Hilton Paris Charles de Gaulle

**12 March 2015**

**Germany Local Chapter Meeting**

**Venue:** Umweltforum Auferstehungskirche, Pufendorfstrasse 11, 10249 Berlin

**22 - 23 April 2015**

**4th Asia Conference**

**Venue:** Park Royal Hotel, Singapore

**23 - 25 June 2015**

**Pharmaceutical Market Research Conference**

**Venue:** Amsterdam

## Get in touch

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

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

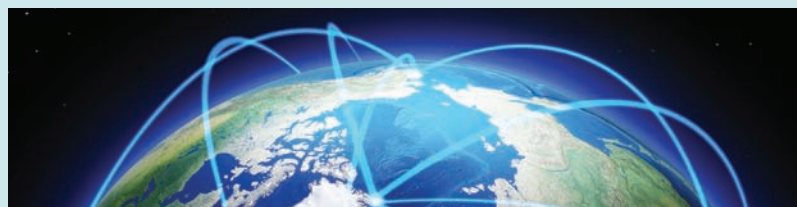
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Produced with the Environment in mind.



Any views expressed in this Newsletter do not necessarily reflect the views of EphMRA.

# Welcome to **EphMRA news**



**So the end of another busy year is almost upon us and we hope you have all had a good Q4 – it is always nice to end the year on a good business note.**

As you look through the News you will see the value added benefit you get from your membership from Professional Development to Networking and Code of Conduct support from the Ethics Committee.

Over the past 18 months the Executive Board has allocated resources to the targeted recruitment of more Pharma Company Members and during that time we have been delighted to welcome nine new Pharma Members:

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| <b>1. Biogen idec International</b> | <b>6. Grifols International</b>    |
| <b>2. Biomerieux</b>                | <b>7. Phonak</b>                   |
| <b>3. Eli Lilly</b>                 | <b>8. Thermo Fisher Scientific</b> |
| <b>4. Fresenius Kabi</b>            | <b>9. Tillotts Pharma AG</b>       |
| <b>5. Gilead Sciences Europe</b>    |                                    |

The Board is proactively bringing the benefits of joining the Association to companies and this approach has really shown results.

Looking forward to 2015 and the Executive Board sends best wishes to you and your families for the festive season.



**Bernadette Rogers**

General Manager

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



# Board Report

## Reaching Out

The Executive Board took a step back to look at what 'value' delegates were looking for when attending an EphMRA event and for suppliers what constitutes a successful ROI. How to meet Full (Pharma) Member needs was specifically discussed, as attracting end-clients to the event is a key priority. For the June Conference EphMRA proactively contacts all Pharma Member companies in advance by email or phone to assess their availability to attend and how many delegates would be registering. The information gathered through this process gives valuable feedback to the Board.

A very successful Chapter meeting took place in Japan in October with a very favourable pharma to supplier attendance ratio (practically 1:1) and this unique networking opportunity was very well received.

Feedback from this and other Chapter meetings will also be used in planning.

## Your Full Board Members for the 2014 – 2015 term are:



### Thomas Hein

EphMRA President  
Thermo Fisher Scientific



### Georgina Butcher

Associate Director Marketing Intelligence  
Astellas Pharma Europe



### Karen Giorgi-Vigo

Associate Director Business Insights  
Shire Pharmaceuticals



### Bernd Heinrichs

Head of Global Market Insight Team  
Grünenthal



### John Shortell

Head – Global Market Research Specialty Medicine  
Bayer HealthCare Pharmaceuticals Inc



As you see there is an opportunity for a pharma colleague to join us on the Board – interested? It's a fantastic opportunity to add your voice to the Association's strategic direction. Please do get in touch at [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

Many thanks

**Executive Board**

## Keeping you in the loop

Emails are regularly pushed out to all contacts but you can also keep up to date by joining the EphMRA LinkedIn Group and following EphMRA on Twitter. All our news is shared across these channels.



## Copy Deadlines

**January 15 2015 is the deadline for submitting your copy for the March News.**

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

### Future editions:

June Edition

– Copy Deadline 15 April 2015

September Edition

– Copy Deadline 7 July 2015

## Advertising

**You can buy a half page or full page advert in the eNews and we can now hyperlink your advert to a website address etc.** Please provide this with your advert.

Half page  
150\* swiss francs

Full page  
275\* swiss francs

\*Prices in Swiss Francs (CHF)

# Associate Member Update



EphMRA is an industry organisation set up to support its members through professional standards, codes of conduct and thought leadership. We also welcome and listen to the input from all members, both Full Members and Associates, and act on it.

We made a number of innovative changes to the conference this year following delegate feedback and a consultation period with members. We have done the same for next year, to continually improve the conference experience for everyone. Thank you to everyone who has participated in this process, from calls with Associate Members, to online feedback, to emails.

## Here are some of the highlights of the innovations for 2015:

**More sessions and more networking time:** The conference will take place all day Wednesday and Thursday and the conference will open early on Wednesday morning. The sessions will be arranged to provide everyone with more time to network and to spend more time together.

**Conference Hub:** There will be a heart to the conference, where you can spend down time, and chat with colleagues.

**Sponsors and Exhibitors:** There are new packages for sponsors and exhibitors (we listened to everyone who asked for the sponsored pens to come back!). For exhibitors, the agency fair will be open throughout the conference, and will be the centre of the conference. Events and drinks will be held in the fair to maximise networking opportunities. There are also a number of additional freebies for exhibitors.

**Welcome Cocktails:** Will make a welcome return, and the evening social event will be held in the agency fair, complete with entertainment.

This is the start of the planning process for next year's conference.

We have paid very careful attention to the venue layout to make sure everyone maximises their time networking, not walking from location to location. If you have any additional comments, please don't hesitate to get in touch.

We look forward to seeing you and telling you more at the New Year Forum in Paris (20 January).

## Your AM Board representatives who took their seats on 1 October 2013 are:



### David Hanlon

Senior Group Director  
Kantar Health  
Board Contact: Forward Thinking Group  
David.hanlon@kantarhealth.com



### Richard Head

Director  
The Research Partnership  
Board Contact: Training and Future Leaders Group  
richardh@researchpartnership.com



### Kim Hughes

CEO  
The Planning Shop International  
Board Contact: Forward Thinking Group  
Kim.hughes@planningshopintl.com



### Gareth Phillips

Managing Director UK  
and Head of Western Europe  
Ipsos Healthcare  
Board Contact: Training and Future Leaders Group  
gareth.phillips@ipsos.com



### Sarah Phillips

Head of Research  
Prescient Market Research Ltd  
Board Contact: Events  
sphillips@prescientmr.com

# Update from the Future Leaders Group

The Future Leaders Group (formerly Mid Level Group) is a unique forum for the upcoming and developing talent in the healthcare market research arena. Establishing active engagement with the Group members is key to ensuring the Future Leaders remain positively involved in our industry.

## This is what the Group aims to achieve:

- Professional development opportunities
- Networking forums
- Senior Manager interaction (New Year Forum)
- Ensuring the Future Leaders' voices are heard at EphMRA Executive Board level

## Who is the Steering Group?

Thanks to our active members who are shaping the initiatives for our industry's future talent.

### Jennifer Curtis

Consultant  
ZS Associates  
jennifer.curtis@zsassociates.com

### Laura Hunt

Director  
Fast forward research  
laura.hunt@fastforwardresearch.com

### Carl Vandeloo

Senior Customer Insights Manager UCB  
Carl.Vandeloo@ucb.com

### Darren Grainger

Associate Director  
Ipsos Healthcare  
Darren.Grainger@ipsos.com

### Rob Rawlinson

Senior Account Executive  
Hall & Partners  
R.Rawlinson@hallandpartners.com

**In addition, for strategic guidance the group liaises with two Executive Board contacts:**

### Richard Head

Director  
Research Partnership  
RichardH@researchpartnership.com

### Gareth Phillips

Managing Director UK and Head of Western Europe  
Ipsos Healthcare  
gareth.phillips@ipsos.com

## Here's why you also might want to get involved:



"The Group can establish a network that helps members learn from each other, outside of their immediate organisations, as they transition from a delivery mindset to a deeper understanding of the underlying strategy behind market research."

**Jennifer Curtis**, Business Consultant, ZS Associates



"I joined the EphMRA FL Group to help people connect, collaborate and develop throughout levels and across client and agency side within business intelligence."

**Rob Rawlinson**, Senior Account Executive, Hall & Partners



"I wanted to join the EphMRA Future Leaders Group in order to network with like-minded people around the industry and also to have the opportunity to contribute to the work done by the group in order to provide training and learning opportunities for researchers developing their careers."

**Darren Grainger**, Associate Director, Ipsos Healthcare

## In 2014 the FL Group has initiated a number of webinars:

**March** – Devices Research – Can You Handle It?

**October** – Advanced Quantitative Research

**December** – Market Research and the orphan Disease area

## What's next for the Future Leaders Group?



**Join us at the New Year Forum on 20 January 2015 in Paris to discuss:**

### From Information to Insights for the Business

#### With three sessions included:

1. Deriving valuable business insights from a plethora of data
2. Visualisation and how to sell it
3. How to 'sell' insights to key stakeholders

**Venue:** Hilton Hotel, CDG Airport, Paris





## The added value of EphMRA membership in 2015

In this quarter we start a new membership year and EphMRA has been focusing on delivering substantial benefits in line with our strategic plan. Membership for 2015 includes a vast amount of useful and tangible benefits, some of which you'll already be accustomed to and others which are brand new for the coming year.

## Build your knowledge

One of the key benefits of a membership is the opportunity to take advantage of EphMRA's commitment to your professional development. We are providing both face-to-face and online training to keep you at the top of your game professionally and abreast of all developments in the industry. We urge all members to take advantage of our complimentary webinars and publications, tailored to suit your professional needs.

## Reach out

EphMRA membership offers a number of opportunities to network with others in your field. We'll provide regular opportunities to exchange with peers and like-minded colleagues, stay informed of developments in the industry and boost your contacts.

## Join in

EphMRA's calendar of events offers something for everyone, and members are entitled to significantly lower attendance fees. Our one day local chapter meetings address nationally focused issues that matter to you. Our latest chapter meeting in Tokyo drew 90 attendees all of whom benefitted from excellent papers and a client to supplier networking ratio that is hard to beat anywhere else.

Our annual conferences, held over two days, are jam-packed with opportunities for learning, debate, panel discussions and networking. EphMRA members also benefit from significant event discounts.

## High standards

Keeping up to date on industry standards can be challenging, but EphMRA works to keep this as simple as possible. For example our Code of Conduct and Ethics initiatives as well as our Code of Conduct online training and competency online test help you to maintain standards within your own organisation across these important areas.

## Getting specific

### An EphMRA membership can also help members with their own, specific needs

For Full Pharma Members an EphMRA membership offers:

- The opportunity and resources to combine forces to strengthen the influence of pharmaceutical market research
- Peer-to-peer forums for pharma industry senior managers
- A platform from which to influence information suppliers to ensure they provide high quality data and information. Committees within EphMRA continually work towards influencing data suppliers to achieve this
- An opportunity to vote on changes in the Anatomical Classification System

### For Associate Supplier Members an EphMRA membership offers:

- Peer to peer forums just for supplier attendees
- The opportunity to advertise for free in quarterly EphMRA News (30 words)
- Opportunity to join committees and apply to join the Board (when vacancies arise)

With these improvements to the membership package there has never been a better time to be an EphMRA member.

Membership is corporate – so your company joins (not individuals). Get in touch today to discuss how your company can get involved: contact EphMRA on [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org).



## Welcome to the new digital EphMRA newsletter – putting our industry news at your fingertips

**The first thing you will have noticed about this, the December issue of EphMRA News, is that it arrived directly in your email inbox.**

**The decision to produce our flagship quarterly publication in an online-only format is the latest exciting part of EphMRA's ongoing initiative to further improve our communication with members.**

Thanks to feedback from our members, the vast majority of whom now consume the bulk of their news through online channels, the News will continue to be a unique and dedicated service boasting the same variety of updates and insights from across our industry, but will now be positioned directly at the fingertips of thousands more members.

Over the last year, you will have already noticed some significant changes to EphMRA News in terms of its design and layout and we recognise that the News needs to continue to evolve to reflect the habits of our readers.

The new online format brings the same easy-to-browse title to your computer screen. Hosted on the recently redesigned state-of-the-art EphMRA website, it is now far quicker and easier to pick up your copy, with no downloading required.

As well as redesigning EphMRA News, working alongside our PR agency Beattie Communications, we have boosted our Twitter, LinkedIn and email communications to members and associates, providing up-to-the-minute news and updates direct from EphMRA.

In recent months our Twitter account has surpassed the 500 followers mark. We believe this exciting milestone underlines EphMRA's commitment to keeping you informed and involved in all of EphMRA's developments, and the various ways we work for you.

The best ways to stay up to date with the latest news from EphMRA are to follow us on Twitter @EphMRA and to join our LinkedIn group, 'EphMRA – encouraging excellence in providing insights combined with business knowledge'. Typing this into the search bar on LinkedIn should bring this up, and you can then easily apply to join the group.



If you'd like to get in touch with the EphMRA team at Beattie Communications to feedback your opinions on the newsletter or any other aspect of EphMRA's communications, email Simon Halewood and Siobhan McGrogan at [EphMRA@onlybeattie.com](mailto:EphMRA@onlybeattie.com).





# DO YOU CLICK WITH PATIENT 3.0?

WE OPEN HORIZONS FOR PATIENT COMMUNICATION AND WEB DISCOURSES.

Social Media is everywhere these days. For health topics, the relevance of the web is growing too. More and more people use the internet – not only as a source of information, but also as a platform for active exchange of experiences or to get advice on health issues. Web-based strategies of addressing people, apps, social media activities and the understanding of web discourses – the knowledge scouts and netnographers of GIM Health will accompany you on your way through the digital health cosmos.



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# Events

## We've listened and acted – changes for the 2015 Conference

**EphMRA, following delegate feedback, made a number of innovative changes to its 2014 conference format and you can read more on page 4 of this News. Some additional features are highlighted here:**



### Training workshops:

Will move back to Tuesday (small attendance fee payable).

### Sponsors:

You can sponsor a range of items from the delegate bags, to pads and napkins to the wi-fi password. More details to be announced soon.

### Sponsor benefits:

Sponsors can choose their exhibition booth position from the plan and will be offered first choice in order of booking and paying for the sponsorship – this is ahead of all other bookings. EphMRA will issue the agency fair plan in advance and first to sponsors.

### Exhibitor package:

The Agency Fair will remain open for the duration of the conference starting Tuesday afternoon and becomes the networking 'Hub'.

### When you book a booth you will get the following:

1. The booth fee includes a delegate registration.
2. Each exhibitor will have access to onsite exhibitor private meeting space – specified time slots allocated to each exhibitor and the time can be used on site for private meetings. In the room a table, chairs, beamer and screen and a water dispenser will be provided.
3. Each exhibitor will be able to choose their position in the exhibition off the floor plan. Sponsors get first choice though.

## Pharma delegates – changes tailored for you

### Full Member

#### Networking Lounge:

We appreciate that part of the value of being at the conference is to network with other pharma delegates.

To facilitate this important benefit there will be a Full Members only networking lounge available so you can arrange meetings and discuss issues with other pharma colleagues.

### FM registration packages:

Tailored registration fee packages have been developed to best reflect Full Member company sizes.

### Agency Fair:

A list of exhibitors will be available about a month before the conference starts along with a description of specific services from each exhibitor. A contact name will be provided in advance for you to make appointments to meet on site.





# Congratulations to our winners!



**Winners of the JH Award Announced for Best Paper 2014 – announced in September**

**Di Adams, Partner, Hall & Partners and Crawford Hollingworth, Founder, The Behavioural Architects have won the JH Award this year for their paper entitled:**

**‘Behavioural Economics: Can we really influence patient behaviour or is it just another fad?’**

This paper was presented at the conference in June and the competition was fiercely contended this year. To look at the pdf of Di and Crawford’s excellent slides, please visit the EphMRA website: [www.ephmra.org](http://www.ephmra.org)

This innovative paper was motivated by the perceived need for pharma/healthcare companies to gain greater depth of understanding of human behaviour – so not just understanding conscious drivers but also the emotional and subconscious drivers which influence behaviour.

Looking specifically at Behavioural Economics as a means of understanding these emotional and subconscious drivers, Hall & Partners collaborated with behavioural economics experts – The Behavioural Architects – to design a bespoke project which aimed to find out whether using behavioural economics could indeed significantly change behaviour (both in terms of compliance and lifestyle changes) of patients with chronic diseases (e.g. diabetes) and thereby improve patient outcomes.

The project demonstrated that using behavioural economics could potentially have a very positive outcome on patient behaviour and could help pharma companies develop more effective patient support programmes for patients who are challenged by implementing lifestyle changes compliant with their treatment.



**Crawford Hollingworth said:**

“We are immensely proud of our type 2 diabetes work that achieved not only significant shifts in patients’ drug compliance but also critical lifestyle changes.

“Importantly it clearly demonstrated the power of behavioural economics frameworks and concepts in both understanding and changing behaviour.

“To win the coveted JH award is ultimate industry recognition for this pioneering work.”

**Di Adams said:**

“We’re delighted to win this award, especially given the high quality of papers we enjoyed at the conference.

“A lot of hard work and significant thought went into the case study on which the paper was based and it’s an endorsement of the combined team efforts of Hall & Partners and The Behavioural Architects to see this work recognised.

“I really hope it provides some food for thought within the industry so that we can start to look more broadly at how we can better support patients taking our medications.”

**EphMRA is also very pleased to announce the runners up for this award** – Chris Donaldson, Creative Director UK, Kantar Health and Emma Whitehead, Head of Digital Media, The Guardian for their paper entitled: **‘The dawn of the conceptual age and the role of data visualisation’.**

**The Best Paper Judging Panel awarded third place to Craig Scott**, Marketing Capability Director, Brand Learning for his paper: **‘How better human understanding is the only way forward’.**



## How was the award judged this year?

There were seven papers eligible for the JH Award in 2014 – that is, papers which were presented by speakers who had gone through a rigorous selection process by the Programme Committee in Autumn 2013 and Spring 2014.

This year, eligible papers were judged by a 'Best Paper' Judging Panel for the JH Award, comprising of nine judges, drawn from Pharma companies, agencies and the Conference Programme Committee using a pre-defined set of judging criteria.

These criteria covered the delivery of the presentation itself; the overall value provided by the paper to delegates and an overall score for the presentation. Presentations were videoed at the conference and judges reviewed all papers alongside the presentation slides. This will be repeated for the conference in 2015 for papers presented in Amsterdam.

Following this evaluation process, the Judging Panel concluded that Di and Crawford's paper was the winner and EphMRA has awarded them both a certificate and an engraved glass award to recognise their achievement.

All the scores for each paper were amalgamated and discussed by the Best Paper Judging Panel earlier this month and there was much debate about the papers – especially as scores were very close. It proved to be an exciting conclusion to a very busy summer for our judges.

EphMRA would also like to thank the Best Paper Judging Panel for the JH Award for giving their time to reviewing all the papers over the summer. The panel comprised of the following:

<b>Thomas Hein</b> EphMRA President Thermo Fisher Scientific	<b>Hilary Worton</b> Aequus Research	<b>Sarah Phillips</b> Prescient Market Research
<b>Bernd Heinrichs</b> Grunenthal	<b>Anna Garofalo</b> Kantar Health	<b>Alex West</b> Instar Research
<b>Michael Bendig</b> Boehringer Ingelheim	<b>Gareth Phillips</b> Ipsos Healthcare	<b>Martin Schlaeppi</b> Praxis Research



## What is the Jack Hayhurst Award and why is it such an important award to win?

**Many of you will have known Jack Hayhurst, but some of you will not have had the privilege to meet him. However, his memory lives on through the EphMRA Award for Best Paper at the conference, which is awarded each year.**

**So who was Jack Hayhurst?** Jack worked at ICI Pharmaceuticals for many years, firstly in their Animal Health Division and then later moved to their ethical pharmaceutical arena, where his enthusiasm to encourage excellence from all agencies – whether providing data or ad hoc research – was well known.

He was appointed President of EphMRA in 1976, during his period of heading ICI's Pharmaceutical Research Department. He was also Treasurer and the first General Secretary until he retired in 1988 and sadly passed away in 2005.

In recognition of Jack's work in the pharmaceutical market research industry, it was decided to establish the Jack Hayhurst Award and the first honour was given in 1988. In particular, Jack was passionate about encouraging those who presented at EphMRA Conferences to deliver

innovative presentations which optimised the messages delivered to delegates and this vision still holds true today, despite the massive technological changes in how presentations are delivered.

It may seem incredible to think that in Jack's day, he encouraged the use of clear and concise 35 mm slides rather than simply hand writing presentations. It may seem a lifetime ago but shows just how much technology has moved on in the past 25 - 30 years. He also encouraged the use of video and enhanced the professional way EphMRA approached the Annual Conference.

Talking to previous winners, it is very clear that this has become a treasured award, as it recognises the inspiration and striving for excellence which he brought to our industry and winning it is highly meaningful – both professionally and personally. Appearing in the JH Award 'hall of fame' is incredibly sought after and we are sure that Di and Crawford will feel the same sense of pride and excitement that previous winners have.

# The Jack Hayhurst Hall of Fame

## List of previous winners

Year	Previous Winners	Location
2014	Di Adams, Hall & Partners and Crawford Hollingworth, The Behavioural Architects. <b>Paper title:</b> Behavioural Economics: can we really influence patient behaviour or is it just another fad?	Brussels, Belgium
2013	Peter Dorff, AstraZeneca Pharmaceuticals and Charu Chaturvedi, Affinova Inc <b>Paper title:</b> Elevating Market Research by maximising ROI – “Return on Insights”	London, UK
2012	John Branston, Director, The Research Partnership, UK and Martin Lange, Associate Director Global Business Intelligence – Oncology, Merck Serono, Germany <b>Paper title:</b> ‘Prescribing rationale’ – market research via iphone App	Paris, France
2011	Charlotte Sibley, Sibley Associates & Daniel Hoffman, PBRA	Basel, Switzerland
2010	Sarah Phillips and Steve Thomson, Ipsos	Berlin, Germany
2009	Janet Winkler, In-sync	Paris, France
2008	Jack Bush, Alcon Laboratories	Barcelona, Spain
2007	Stephen Godwin, Synovate Healthcare and Allan Bowditch, Ziment	Malta
2006	Prof D Foot, Univ of Toronto	Athens, Greece
2005	Stephen Godwin Synovate Healthcare	Berlin, Germany
2004	Richard Vanderveer, V2 GfK	Basel, Switzerland
2003	Colin Maitland, Isis Research	Madrid, Spain
2002	Neil Rogers, AstraZeneca & Stephen Godwin, Taylor Nelson Sofres	Brussels, Belgium
2001	Kenneth Watson, Yamanouchi	Athens, Greece
2000	Daniel Pascheles, Aventis Pharmaceuticals Inc, & Stephen Godwin, Taylor Nelson Sofres Healthcare	Madrid, Spain
1999	Nigel Burrows, PiTRE, Sandra McAuliffe, AstraZeneca, William Jack, The Mattson Jack Group	Paris, France
1998	Mo Sacoar, MMR International	Munich, Germany
1997	Andre Boer & Kenneth Watson, Yamanouchi	Rome, Italy
1996	Gary Johnson, British Biotech	Barcelona, Spain
1995	William Lawson, Eli Lilly	Geneva, Switzerland
1994	William Lawson, Eli Lilly	Lisbon, Portugal
1993	Kurt Troll, Bayer AG	The Belfry, UK
1992	Stuart Cooper, Adelphi & Paul Schugsta, SB	Lyon, France
1991	B Gilad, Rutgers University	Vienna, Austria
1990	Yoshio Yano, International Pharma Consulting	Luxembourg
1989	Stuart Cooper, ICI	Davos, Switzerland
1988	H W Grotemeyer, Sandoz	Sorrento, Italy

# Update on Chapter Meetings

## Germany Local Chapter Meeting – April 2014 in Frankfurt

Another very successful Local Chapter Meeting was held in Frankfurt on 3 April, with high attendance from both Pharma and Agencies. The agenda was packed full of interesting topics – namely the difficulties of Rx to OTC switches and the continuing challenges of Dienstherrengenehmigung in Germany. To read the report about the meeting, please go to: [www.ephmra.org](http://www.ephmra.org)

The next Germany Local Chapter Meeting is planned for 12 March, 2015, in Berlin at the Umweltforum Auferstehungskirche. See the EphMRA website for ongoing information about this event: [www.ephmra.org](http://www.ephmra.org)

## Italy Local Chapter Meeting – July 2014 in Milan

As in Germany, the Italy Local Chapter Meeting held in Milan on 9 July was also very well attended by both Pharma and Agencies, with excellent speakers talking about a wide range of topics throughout the day. To read the report about the meeting, please go to: [www.ephmra.org](http://www.ephmra.org)

## Japan Chapter Meeting – 16 October 2014 – over 40 client side attendees

This premium event attracted nearly 90 delegates – half were from the pharma industry making it probably one of the best networking events in Asia.

### Papers presented included:

**The rise of ‘quick’ surveys – the next-gen quant research game-changer?**

Mitsuhiro Sumiya, Eli Lilly Japan K.K

**The role of mobile in Healthcare Research.**

Yukiko Obata, Hall & Partners and Takayuki Imai, M3 Inc.

**Simulated consultations – Presenting a window into the world of patient-physician interactions.**

PeiLi The and Marc Yates, Research Partnership Healthcare Asia

**Linking Big Data to patients’ minds: How do we achieve better compliance?**

Yasuo Takatsuji, Social Survey Information Co. Ltd, and Tomoaki Endo, Good Cycle System Co. Ltd.

**Contrasts in Epidemiology: How Japan is different from the US and potential impact on the pharmaceutical industry.**

Gaku Sasaki and Matt Heimerdinger, Anterio Inc.

**‘FutureFit’ – taking business information and analytics to the next level. How Japanese researchers can learn and lead for better decision making.**

Marion Wyncoll and Brian Hutchison, Themis Analytics

**In addition there was also an Ethics Update and panel debate – panellists included:**

Yoshiya Nishi, Anterio, Japan; Etsuyo Ogawa, Bayer, Japan; Akira Miyamoto, Boehringer Ingelheim, Japan; Kimi Shigekuni, Janssen, Japan and Hitoshi Dennoh, SSRI, Japan.





## You can help us: call for expert speakers

EphMRA is still on the lookout for speakers who have expertise in a whole range of different areas whether quantitative or qualitative.

Please contact Caroline Snowdon, Events Manager, if you feel you have some expertise that you'd like to tell us about, so that we can consider you for forthcoming speaking opportunities.

Email to: [events@ephmra.org](mailto:events@ephmra.org).



# 2014 One of our busiest years

**During 2014 there was plenty on offer for members in terms of events and training on a range of topics for members. Look at the value you get for your membership fee:**

Event	Location	Date
New Year Forum/IMM	London	14 January
Fieldwork opportunities and challenges in Poland and Ukraine	Webinar	21 January
Rules of Engagement: Negotiation Made Simple	Webinar	6 March
Ethical Considerations for Non Market Researchers	Webinar	20 March
Devices Research – Can You Handle It?	Webinar	25 March
Joint EphMRA-ESOMAR Webinar – Healthcare Market Research and Ethics: What you need to know	Webinar	3 April
Germany LCM	Frankfurt	4 April
Fieldwork Challenges and Opportunities in Indonesia and Vietnam	Webinar	13 May
EphMRA Conference	Brussels	24 - 26 June
Italy LCM	Milan	9 July
Japan LCM	Tokyo	16 October
Advanced Quantitative Methods	Webinar	28 October
Fieldwork opportunities and challenges in Nigeria and Egypt	Webinar	6 November
Making sense of the 'non sense' of conjoint	Webinar	18 November
Fieldwork opportunities and challenges in Mexico and Argentina	Webinar	25 November
Market Research and the Orphan Diseases area	Webinar	4 December



# committee focus



## Consumer Health Committee (CHC)

**The newest EphMRA committee – the Consumer Health Committee (CHC) – has now celebrated its first year of activities.**

**The CHC's mission statement is:**

- EphMRA Full (pharma) Members working together to ensure that OTC data and systems provide the most suitable platform for international secondary market research in consumer health.
- By liaising with suppliers, the committee aims to improve existing OTC data and systems in terms of quality and greater transparency of content.

Over the past 12 months, committee focus has been on OTC data coverage. Considerable progress has been made in gaining a comprehensive picture of IMS consumer health panel coverage. In liaison with the CHC, IMS has developed a consumer health panel coverage template, providing OTCims users with important contextual data, equivalent to the Complementary Audit Data provided in the IMS ethical audits. This template will be made available via the consumer health area of the IMS Customer Portal, due for launch at the end of 2014.

Important areas for panel improvement have been identified and prioritised.

OTC data validation and classification methodologies have been reviewed and steps have been suggested to make this information more transparent to users.

The CHC is discussing training initiatives to build awareness and understanding of OTC classification logic and support data analysis across ethical and OTC sources, improving quality and minimising double-counting.

If you are a Full (Pharma) Member of EphMRA and work with consumer health data, why not join the CHC?

This is an opportunity to get the most out of the available data sources and systems and exchange experiences and ideas for best practice with colleagues.

For enquiries about the CHC, please do get in contact with Fiona Lake: [engagementofficer@ephmra.org](mailto:engagementofficer@ephmra.org)

## Syndicated Data Committee

Providing EphMRA members with an easy-to-access resource of 'freely' available information on the web

### OpenData: Bigger, better and easy to access...

OpenData can be searched by 'disease area' or by 'secondary and statistical data', which includes demographic, economic, healthcare access and health expenditure information.

- The New OpenData is now seamlessly accessible, just one click from the members' area of the website.
- It's easy to navigate and intuitive to use.
- The design of the new OpenData provides a future proof resource. It can be expanded to include new disease areas, new countries and new sources.

In the first three months since its launch, OpenData was logged into more than 330 times and 589 searches were carried out.

### Let us know what you think

To steer future plans and development of this offering, we need your feedback – let us know what you think and what you would like to see.

If you want to find out more, go to the Members' Area of the website and click on 'VIEW OPENDATA'. There is a FAQs document that explains more about the methodology and content.

Please feel free to direct any questions or comments to Karen Cooper by emailing [sdcommitteechair@ephmra.org](mailto:sdcommitteechair@ephmra.org)



## Classification Committee

### Add your voice – it matters!

Each year in May the EphMRA/PBIRG Classification Committee contacts all Pharma Members of both associations to ask for their vote on the proposed changes to the classification structure, for example, new classes. These new classes, if agreed, are then available for use the following January.

If you are a pharmaceutical company with a number of products on the market or in the pipeline, then changes to the classification structure are a vital part of your strategic planning.

Every year a significant proportion of Pharma Members do not return their votes.



### Why vote?

Pharmaceutical products are grouped into categories in secondary audits according to the EphMRA / PBIRG Anatomical Classification System – voting guarantees that all companies get a chance to ensure these are the right new classes as they can affect a number of pharmaceutical companies.

### How are the new classes created?

Proposals for new classes are carefully reviewed by the entire Committee. The Committee consults with appropriate involved member companies and sometimes with medical opinion leaders to gain input and refine the initial proposal.

The Committee finalises the proposal and it is sent out to the full EphMRA / PBIRG membership for voting in the second quarter of the year.

### How does the vote work?

#### Eligibility:

- Only Full (Pharma) Members of EphMRA or PBIRG may vote.
- Each member company is entitled to one vote. If a company has membership of both EphMRA and PBIRG then one vote is allowed between them.
- A "company" is defined as a corporate entity. In other words, there is one vote per corporation, regardless of the number of affiliates or subsidiaries (unless any are separate corporate entities).
- Proposals need the approval of a 2/3 majority of the voting companies to be passed.
- If a 2/3 majority is not reached, a second count is made of interested/involved companies.
- If 2/3 of the interested/involved companies approve, the class is approved.

**Process:** The vote is completed online and an email is sent to companies with the relevant link. This method was introduced last year and has proved to be much quicker to complete than previous methods.

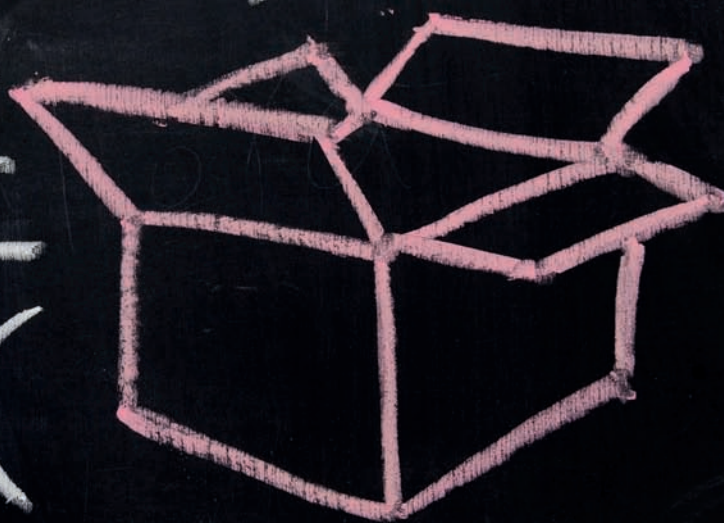
You can abstain on individual proposals. This means that you have the flexibility to vote yes or no in an area in which you are involved, and abstain in another area.

### What do I have to do as the Pharma company contact for EphMRA/PBIRG?

- In advance of the May vote, identify and nominate the person in your company who will progress internally and then finalise the vote.
- If you wish, you can provide EphMRA with the email address of the nominated person and we can ensure the voting email and information go to both of you.
- Look out for the voting email alert which comes out in May.
- Ensure your company registers its vote.



THINK  
OUTSIDE  
THE  
BOX



## Forward Thinking Group

Thank you to all EphMRA members who contributed to the State of the Industry Survey earlier this year, giving your opinions of the current face of market research and future trends within the industry.

The survey results are being used to support the strategic direction of EphMRA so that it continually evolves to meet members' needs, bringing fresh insight into the factors shaping our industry and the challenges it faces.

Highlights from the survey results contributed to a thought-provoking and lively debate at the conference in June, particularly regarding the possible reasons for the differences in outlook reported from our Pharma Company Members vs our Agency Members.

Over the subsequent quarter, we have been developing some of the themes identified by the survey, exploring the issues more broadly and obtaining viewpoints from senior figures in the industry. We will also be conducting some short, follow-up polls on specific emerging topics and look forward to your continued input.

If you would like to add your voice to the Forward Thinking Group, or would like to join the group, whether as a regular contributor or on an ad hoc basis, please contact Sally Birchall, Forward Thinking Group Chair, at [forwardthinking@ephmra.org](mailto:forwardthinking@ephmra.org)

## Learning & Development Committee

### The current LDC members are:

<b>Julie Buis</b> Aequus Research UK	<b>Rich Kaminsky</b> Boehringer Ingelheim USA	<b>Jayne Shufflebotham</b> Themis Analytics UK
<b>Alexander Rummel</b> Aurum Research Germany	<b>Dorothy Parker</b> Fastforward Research UK	<b>Marcel Slavenburg</b> SKIM Netherlands

We are looking for Full (Pharma) Members to join the Committee so that we can shape the training offerings to further meet the needs of those working client side.

Interested? Please do get in touch – [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

Each Pharma company gets two free places at the training courses in June during the conference (fee payable to attend these).

The LDC has been very busy this quarter framing the 2015 Training Plan – this should be on the website by the end of November.



### What's in store for 2015?

Professional development is key to the Strategic Plan for EphMRA and training is an integrated element.

Over 12 webinars are currently planned (with more in the development stage which we hope will come to fruition). All of these webinars are free to members.

In addition you will have the opportunity to register and attend a choice of three workshops in Amsterdam – details on the website under 'Events'.

# Code corner

## Working For You

### EphMRA is supporting members in their international activities:

- Continually reviewing and developing our Code to reflect changes in the legal and ethical environment
- Having a dedicated Ethics Committee comprising of Full and Associate Members working for you
- Providing up to date training
- Offering an Enquiry Service – get your Code questions answered
- Certify yourself through the Code Competency Accreditation
- Guidelines to support you in Adverse Event Reporting





## What's New

### 2015 Code of Conduct Update

At the end of September, the 'consultation' period for input to the 2015 Code update closed – a big thank you to members who sent us their comments.

**We will be issuing an updated Code of Conduct in early January 2015. The update will include, amongst other things, updated and new detail on:**

- EFPIA's Disclosure requirements
- Product and device testing
- Market research and ethics approval
- Loi Bertrand in France
- Dienstherrengenehmigung (employer permission) in Germany

### External Affairs

EphMRA's ethics work requires that we liaise closely with outside bodies such as other market research associations, including ESOMAR, CASRO, ADM and SYNTEC and with regulators such as EFPIA, the EMA, the FSA, and the ABPI. Some of these bodies have regional responsibilities, some national. Just recently EphMRA has been developing dialogue with ESOMAR, CASRO, Syntec and the BVM.

**Our goal in working with external organisations is to:**

- Ensure EphMRA is recognised as an expert body and the 'go to' for healthcare MR professional standards.
- Build relationships that facilitate two way communication, which in turn will help us to quickly and easily seek and gain information that impacts members.
- Help other bodies to understand more about market research and the impact of their guidance upon market research.

The Ethics Committee is currently developing a new series of priorities for our external affairs work to make sure that we keep working hard to meet our goals.

### Update on Transparency & Payments to French Healthcare Professionals in France

**In early August, EphMRA sent members the latest news on Loi Anti-Cadeaux: Loi Anti Cadeaux/Loi DMOS (Diverses Mesures d'Ordre Social) Article L4113-6, Modifié par Loi n2007-248 du 26 février 2007 – art. 2 JORF 27 février 2007**

<http://www.legifrance.gouv.fr>

As you are aware this legislation requires that the relevant national association/board e.g. the CNOM (physicians) or the CNOI (nurses) etc., is informed of agreements between companies/agencies and healthcare professionals including market research studies, one month before they begin.

ASOCS, SYNTEC and the CNOM are currently planning to develop a revised framework to facilitate more streamlined reporting. However on 31 May 2014 a letter was sent by the ASOCS President updating ASOCS members on an interim position whilst the revisions to the Loi Anti-Cadeaux reporting requirements are finalised.

ASOCS reported that the plan is to type MR studies into four or five major groups. Each company/agency will be required to report the number of healthcare professionals in each type of study for the coming year. Then during the course of the year the estimates should be updated with actual numbers and names and incentives paid added. There was no indication in the letter that public disclosure of this information would be required.

This simplified procedure is currently being examined by the CNOM's legal department.

**Until the new reporting requirements are finalised and approved, no reporting for Loi Anti-Cadeaux purposes is required.**

This update is for information only it is not meant to constitute legal advice.



## What's Coming Up

### Development of 'Key Points'

A series of short, stand-alone guides dedicated to the Code guidelines on particular topics such as 'eMobile market research', 'Incentives', 'Market research with patients', is under development and the first in the Key Points series is already on the website – 'Professional Standards'.

### Code Mark Consultation

A big thank you to all those members who responded to the consultation questionnaire, giving us their thoughts on an initial proposal outlining how a Code Mark 'might' work.

If you recall, the Ethics Committee has been exploring the introduction of a Code Mark scheme for Associate Members. The Code Mark would be a symbol of commitment to EphMRA's Code of Conduct with the aim being to encourage adherence to the Code and differentiate those suppliers that are Code aware and compliant from those that are not.

**Initial feedback suggests that whilst in principle it is a good idea, there are some reservations about two key issues:**

- Being sure that the ethics knowledge and standards extend throughout the company.
- The potential use of sanctions and the process that would have to be put in place to support a complaints procedure.

**Both of which could undermine confidence in the value of the scheme.**

These two issues reflect the key concerns voiced by EphMRA's Professional Standards Group (the Ethics Committee and the Compliance Network) during its discussions of the potential for and value of a Code Mark and they also reflect the qualitative feedback from a short series of telephone discussions held with Full Members last year when the idea was first mooted.

It therefore seems that the current proposed project scope is not feasible at present.

### Next Steps

Developing the original principles and taking the feedback into account, it is proposed that the EC considers a 'register' of Code certified Associate Members for members to access. The form this might take is currently being discussed.



### Training Plans

**Three ethics webinars are planned in 2015, including:**

- Country and regional differences
- Disclosure requirements
- Code for non-market researchers reviewing market research – this will be an update of a previous webinar

If you have any training needs or suggestions, please contact Bernadette Rogers.

### Online Adverse Event Reporting Training

A draft Adverse Event Reporting training based upon EphMRA's guidelines is currently being developed and should be available free of charge for members in early 2015. It will be accompanied by a competency test.

For those EphMRA members that are also BHBA members, a partial AER test will be offered which covers EphMRA specific requirements and, in combination with a BHBA certificate, meets EphMRA's requirements. So members of both organisations do not have to take two full tests.



## What are Members Doing?

### Code of Conduct Online Training and Competency Test

In the second and third quarters of 2014, 81 and 65 individual members respectively, passed the Code of Conduct Competency Test. This brings the number that have been Code certificated this year to 213. In its first eight months of launch, 63 individual members took and passed the joint EphMRA/BHBIA Competency Test, too!

In the second and third quarters of 2014, 123 members applied to undertake the online training, more than 450 members have applied for the online training module since it became available.

If you wish to join these growing ranks, the training and the competency test are available free of charge on the EphMRA website.

In addition, Full and Associate Members can take advantage of EphMRA's flexible approach to training and can commission tailored, in-house Code of Conduct training workshops and webinars.

### Code Enquiries

Code enquiries continue to come in to us every week, covering a very wide range of topics. If you have any questions on the EphMRA Code of Conduct, the confidential Code Enquiry service is available on the website for all EphMRA members free of charge.

## Who's Who

### Your Ethics Committee – New Chairs

#### Committee Co-Chairs:

**Georgina Butcher**  
Astellas Pharma

**Ian Barker**  
Ipsos

#### Committee Members:

**Christine Mai**  
AplusA Research

**Roni DasGupta**  
M3 Global research

**Karen Giorgi Vigo**  
Shire

**Solvea Lamarina**  
Pfizer

**Peter Eichhorn**  
GfK

**Xander Raijmakers**  
Eli Lilly

**Piergiorgio Rossi**  
SGR International

#### Supported by:

**Catherine Ayland**  
Ethics Consultant

**Bernadette Rogers**  
General Manager

### Goodbye and Welcome

Bob Douglas of P\S\L stepped down as Committee Chair after five years. Bob has guided EphMRA's Ethics Committee since its inception in 2009 and has contributed a great deal to the development of the Code and many associated initiatives.

The EphMRA Board, the Ethics Committee and members appreciate Bob's enthusiasm and hard work. He passes the reins into good hands; Georgina is a founder member of the Ethics Committee (and a Board member) and is joined by Ian, whose role as Head of Compliance & Information Security at Ipsos will bring valuable expertise and guidance to the Ethics Committee. Ian was previously on the Compliance Network.



## Who's Who

### Compliance Network

The Ethics Committee also connects with experienced compliance officers in Associate Member companies to ensure all views are taken into account.

**Andy Dallas**

Director of Fieldwork and Compliance Manager,  
Cello Health

**Matteo Cappai**

Quality and Compliance Manager, WorldOne

**Celia Dacombe**

Compliance Manager, Research Partnership

**Lucie Eggerickx**

Adverse Event and Contract Manager, psyma

**Christine Dunbar**

Agency Contracting and Compliance Manager,  
Adelphi UK

**Jessica Santos**

Global Compliance Director, Kantar Health UK

Thanks to Neil Phillips VP, Quality, Panel Management and Compliance, WorldOne who has now left the Compliance Network due to a job change.

### Ethics – Update from Member Discussions

This year EphMRA held two discussion forums during the June Conference, focusing on legal and ethical issues affecting members. One was held with just Full (Pharma) Members and the other an open forum discussions for all members.

**Many suggestions for the Ethics Committee and EphMRA Board were made and we wanted to update you as to where we are with the progress on some of these:**

#### Training

A centralised AER training Module was requested	✓	This is in development and we are finalising the content in Q4 2014. This training will complement the trainings already in place from pharma companies and offer a viable alternative.
'Market research' for non-market researchers training to explain the Code of Conduct	✓	A webinar on this topic is planned for January 2015

#### Public Affairs

Can EphMRA try to work with legislators in different countries to anticipate upcoming legislation and ensure MR is considered upfront	✓	EphMRA is developing its reach to targeted bodies in countries where legislation is in place. But this is a long term process.
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#### Clearer guidance needed on:

<ul style="list-style-type: none"> <li>• AER</li> <li>• Device research</li> <li>• How to increase awareness amongst suppliers of the Code</li> <li>• Ethics approval</li> </ul>	✓	EphMRA is developing a series of booklets which will be published on the website called 'Key Points'. These are at a glance resources that bring all the information you need on a specific topic in one place. Extended guidance is also being offered in the 2015 code update
'Code Mark'	✓	EphMRA has been investigating the practicality and impact that different forms of Code Mark could have and has been actively consulting with members. The first step – a voluntary register of the number of agency personnel Code certified – is now in development.

Some of the suggestions made during the discussions were very challenging and it will take the Ethics Committee some time to assess whether we can offer support in some areas. Other ideas would need a very well-resourced and supported group – something that all Associations have to look at strategically

In the next News in March a further update on progress will be provided.



## People News



Dr Hannah Mueller has joined Semantics' research team for the German and English speaking markets. Her medical background and direct hospital experience make her an excellent moderator and researcher.



Research Now has promoted Vincent Wills to the role of Client Development Manager. Vincent was previously a Project Manager in the specialised Healthcare Operations team at Research Now.



Phil Dunn joined TPSi in August 2014 as head of THE Quant SHOP, with almost 20 years' market research experience, working with companies including Cello Health Insight, GfK and TNS.



Genactis has appointed Estelle Sommer CEO. A co-founder of Genactis, Estelle brings 20 years of experience and passion to lead the company and its clients to ever more success.



Robert Dossin joins SKIM as Client Solution Director. Robert brings 20 years of market research and marketing experience to work with international Pharmaceutical, Consumer Health and Healthcare clients in Europe.



Prescient is delighted to welcome three joiners to their London office; Russell Shoult from a global consultancy, Jessie Sadig from client side and Ben Hope as a graduate researcher.



Torsten Brockmeyer and Diana Müller have joined Maritz as Senior Research Managers. Both hold more than 10 years' experience in pharmaceutical market research through former positions with Synovate and Ipsos.

## Services News



Therapy Watch HCV, Research Partnership's syndicated patient tracking service, has expanded the countries it covers from US only to now include the new markets of Argentina, Brazil, Colombia and Mexico.



'Advisors by Schlesinger' connects healthcare knowledge seekers with vetted world-class thought leaders and facilitates one-on-one consultations and advisory boards. Matt Campion heads up the division.

## Services News Continued...



Enhanced scope of use of our unique positioning tool iCONSULT Matrix™: Combined market structures integrating HCPs and patients. For unrivalled market understanding and potential analyses. [matrix@iCONSULT.de](mailto:matrix@iCONSULT.de)



Stress, headaches, sleepless nights? Sound familiar? Potential diagnosis: chronic patient fieldwork. Contact GKA to access our patient network now – [clientservices@gilliankenny.com](mailto:clientservices@gilliankenny.com)



42 market research is pleased to announce that it has strengthened its capabilities and coverage in the Asia region, via its panels for Singapore, Malaysia, Indonesia and Philippines.



How do you empower your account teams to meet the challenges of a competitive and changing marketplace and drive salesforce performance? See our webinar and 10 ways guide. [www.data-intel.net](http://www.data-intel.net)



The University of Rome Sapienza, in collaboration with Medi-Pragma, presents a Masters in “Pharmaceutical Marketing and Market Access”, mainly addressed to experts in healthcare. For further information [www.mastermaf.it](http://www.mastermaf.it)

## Company News



MarketSense celebrates 10 year anniversary! Grab some inspiration and creative mood on our festive page at [www.marketsense.ru](http://www.marketsense.ru) Amazing events and surprises are forthcoming!



Incite is delighted to have won the 2014 AURA Award for Commercial Acumen. It was awarded based on members' votes on which agencies proactively help drive commercial returns from insight.



KeyQuest Health, the qualitative fieldwork specialist headquartered in London, has opened an office in New Jersey. KQH USA is headed up by Miina Rafinski, further enhancing KQH's global reach.



Across Health is moving its proven cross-channel insights and optimisation platform beyond GPs: Navigator is now available for oncologists and dermatologists, with selected historical data for cardiology, psychiatry and pulmonology.

## Company News Continued...



OMI (Online Market Intelligence) has successfully passed audit and become the only ISO 20252 & 26362 certified Healthcare Online Panel provider in Russia with over 95k Physicians and 450k Patients.



ADELPHI RESEARCH UK

Adelphi Worldwide has extended its portfolio of healthcare evidence and solutions businesses with the acquisition of The Planning Shop international (TPSi,) the London-based healthcare brand and research agency.



Happy forthcoming holidays! 2014 has been a great year for HRW – great people, great innovation, great projects – all delivered with our usual passion! Hope your year has been great too.



QualWorld expanded its global team with eight new hires since June. The team now relies on 23 experts in 10 countries. QualWorld continues its mission of delivering global solutions to all healthcare qualitative fieldwork needs.

## TPSi New Joiners

**Denise Armadoros** joined TPSi in September 2014 as a Research Director. Denise has over 15 years of market research experience and most recently worked for Biovid and GfK Healthcare.

**Mary Dominiecki**, PhD, joined TPSi in April 2014 as a Research Director. Prior to joining TPSi, Mary spent three years at National Analysts where she led both qualitative and quantitative projects in the bio-oncology group. Prior to joining National Analysts, Mary held various positions supporting pharmaceuticals in the medical communications space, both on the agency side and within pharma. Mary also spent time as a biology professor.

**Phil Dunn** joined TPSi in August 2014 as the head of THE Quant SHOP. Phil has almost 20 years of market research experience, working with companies such as Cello Health Insight, GfK and TNS.

**Trevor Jenkins** joined TPSi in September 2014 as a Senior Research Executive. Prior to this, Trevor spent four years at Cello Health Insight where he was involved in a wide variety of market research studies throughout the product lifecycle. Additionally, Trevor gained strong knowledge across a number of therapeutic areas.

**Colleen Lawlor** joined TPSi's Oncology Business Unit as an Associate Director in May 2014. Colleen has specialized in pharmaceutical MR for the past 7 years and has previously worked at Adelphi Research & Healogix.

**Jackie McConnell** joined TPSi in June 2014 as a Senior Research Executive. Prior to joining us, Jackie spent four years at Motivation Mechanics, where she specialized in psychology-and emotion-based market research and analysis.

**Dilip Phadnis** joined TPSi in July 2014 as the Head of Syndicated Research. Prior to this Dilip was with Alliance Life Sciences as the Director of Marketing Intelligence. Dilip has over 25 years of diversified pharmaceutical marketing research experience. He has B.Pharm and M.B.A. degrees.

**Jennifer Steinberg** joined TPSi in October 2014 as the US Field Director. Prior to this Jennifer spent six years at another pharmaceutical marketing research firm, as Director of Field Services, managing projects in the US and around the world.

**John Stewart** joined TPSi in August of 2014 as a member of the finance team. Prior to this John was part of a Scottish start up private equity company working in the construction, metal trading and satellite industries.

**Raquel Suarez** joined TPSi in September 2014 as a Field Project Manager. Prior to this Raquel spent two years at M3, managing international qual and quant research, gaining strong experience in quant methodologies, especially in EU and Asian markets. Prior to this she spent 11 years at a full service agency in Spain where she specialised in challenging targets (cancer patients, rare conditions, national payors).

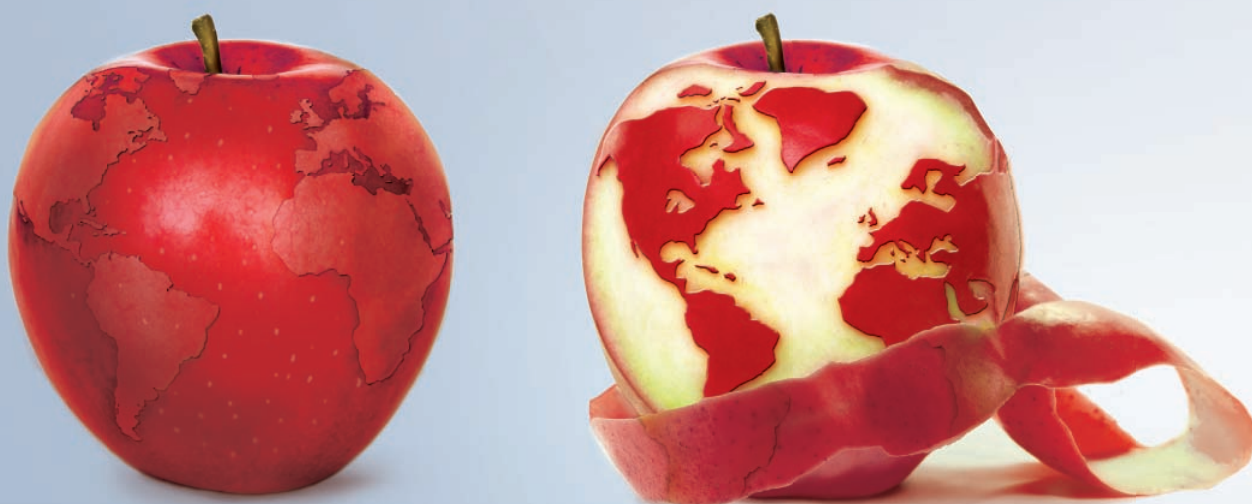


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## RELEVANCE

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# New Year Forum 2015

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## Why Attend:

- Keep up to date on key issues
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Big Data – where do we go from here?

## And the Future Leaders Group will focus on:

From Information to Insights for the Business



## All delegates will also be discussing:

'Breaking down Boundaries' – exploring how MR is working across functions and geographies

'Why do I come to work' – a presentation by two speakers from Nestle

