

June 2014

E^{ph}MRA **news**

keeping members informed and involved

Embracing Change - Cultivating Opportunity Brussels 2014



Contents

Board Report	3
Associate Member Update	4
Strategic Plan	5
President's Award 2014	6
Events	7
A Guide to Brussels	8
Building Communication Channels	13
Committee Focus	14
Code Corner	19
People News	24
Services News	26
Company News	27

Diary

24 - 26 June

Annual Conference: Brussels

9 July

Italy Local Chapter Meeting: Milan

Venue: 10 Watt

16 October

Japan Local Chapter Meeting: Tokyo

**Venue: Shinagawa Prince Hotel,
10-30 Takanawa, 4-chome, Minato-ku,
Tokyo 108-8611, Japan**

Get in touch

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

Bernadette Rogers, General Manager

Tel: +44 (0) 161 304 8262

Email: generalsecretary@ephmra.org

www.ephmra.org

Produced with the Environment in mind



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

Welcome to **EphMRA news**

The 2014 Conference is almost here and time is flying by - we are already in full planning mode for the 2015 Conference in Amsterdam.

Webinars

EphMRA's extensive programme of webinars continues to be implemented in 2014 - it is a key member benefit. You can catch up if you miss any of the broadcasts - log in with your member's password and go to Events - Webinars - there you can find the slides, a report and the recording of the webinar.

Website

The new website continues to deliver excellent added value for members and is a go-to source - please take the time to visit this resource.

Professional Standards - here's a taste of what's available:

- Searchable online Code of Conduct
- Code of Conduct: updated February 2014
- Changes made to the Code - updated February 2014
- List of the contributors who have assisted in the 2014 Code Update

Country Updates: keeping you up to date on national developments

Incentives at a Glance:

- Save time looking through the Code to see what incentives are allowed per country - an at-a-glance resource which brings contact details into one place (member's password accessible)

Latest Adverse Event Reporting Guidelines - updated October 2013

Enquiry Service:

- EphMRA members can submit an enquiry about the Code of Conduct and this will be assessed and answered. EphMRA welcomes enquiries as this helps to improve our Code. There is no charge for this service as it is a member benefit.

Online Training - free to members:

- Responsible Research: EphMRA's Code of Conduct - takes you through understanding the scope, purpose and basis of the Code.
- EphMRA Competency Test: an optional online test of members' knowledge and understanding of the Code of Conduct.

Board Report

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.



Post Conference News

A comprehensive overview of all papers presented at the Conference will be available in the summer – if Associate Members wish to submit any copy the deadline is 7 July.

If you have any comments or questions please do get in touch.



Bernadette Rogers
General Manager
generalsecretary@ephmra.org

Copy Deadlines

7 July 2014 is the deadline for submitting your copy for the Post Conference News.

Send to: generalsecretary@ephmra.org

Future editions:

December Edition

- Copy Deadline 15 October 2014

Chapter Meetings

These events continue to be an important part of our offering and bring members together on a national basis. In 2014 we have in the diary; Germany (3 April), Italy (9 July) and Japan (16 October).

Asia Conference

The feasibility of a fourth Asia Conference in Singapore is being evaluated now by the Executive Board and the anticipated date will be Q2 2015. The format will be similar - a two day event as in 2013 but we are looking at how to tweak the format to incorporate some of the changes based on feedback, yet maintain registration fees at an acceptable level.

Members

Full Members: there is an active programme in place to recruit new pharma companies to the Association. Fiona Lake, Engagement Officer and Bernadette Rogers, General Manager proactively follow up leads with non member companies, actively engage and convey the benefits of membership. Over the past 12 months these companies have joined:

- Phonak
- Eli Lilly
- Grofils International
- Fresenius Kabi
- BioMerieux
- Biogen Idec

EphMRA's Full Member retention rate is high - members tend to leave the Association only due to mergers, change in company direction etc.

Brussels 2014

The Executive Board is looking forward to meeting as many members as possible in Brussels – with so much on offer it is a must attend event.

embracing
Change

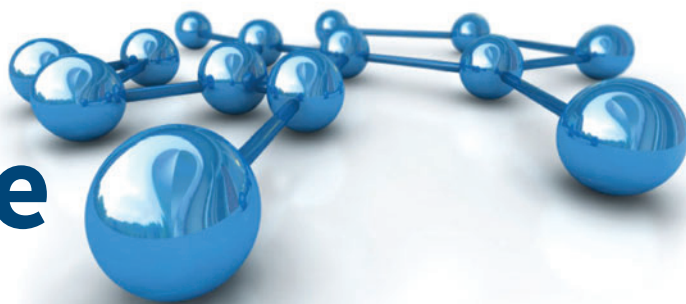
cultivating
Opportunity

24-26 June 2014 Brussels

EphMRA
2014 Conference

Join us in Brussels for unrivalled
conference papers and
networking opportunities

Associate Member Update



We hope everyone has had a great first half of the year and we are looking forward to seeing you all at the Conference in Brussels.

This year's Conference has been changed in a number of ways:

- Use of iPads for delegate list, conference papers, messaging
- Different style of papers, including 'In the Chair' and 'Round Table' discussions
- New format networking events for conference sponsors and exhibitors at the agency fair
- Training workshops have been moved to Thursday
- Evaluation of conference papers for Best Paper award has been updated

We are looking forward to your feedback, comments and suggestions for 2015 at the AM meeting on the first day of the Conference.

There are many other things which have been going on over the past few months, these include:

- Increasing the number of Full Members involved in committees, particularly the Conference Programme Committee and Learning and Development.

It is often difficult for Full Members to justify to their management the benefit to their company of giving their time to these committees. However, it is very important that FMs are represented on these groups. A lot of work has been done to streamline the time commitment for Full Members and increase their representation in these committees.

- Local Chapter Meeting in Japan

The first Local Chapter Meeting will take place in Japan in October. This will be a one day meeting to exchange ideas, discuss issues relevant to Japan and provide an opportunity to network.

- Finally, the Forward Thinking Group set up a State of the Nation survey on the pharmaceutical market research industry. We hope you had the time to respond to the questionnaire, and look forward to the results being presented in Brussels.

We hope to see everyone on Tuesday 24 June at 16.00 – 17.00 hrs for the Associate Members Meeting in Brussels. In the meantime, please don't hesitate to contact any of us if you have any issues or comments you would like to raise.

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 Mid Level 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 Mid Level group
gareth.phillips@ipsos.com



Sarah Phillips

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



Thomas Hein

Strategic Plan

- what it means for members

Last June the Strategic Plan was launched after months of discussion within the Board on the future direction of our Association. The EphMRA President, Thomas Hein, updates members and shares his views.

How has the Association been fulfilling the aims as set out in the Strategic Plan last year?

Decisions to be made by EphMRA Executive Board are always checked to ensure the resulting activities are in line with the Strategic Plan. This is especially the case for content of conferences, member meetings, trainings, webinars and the focus of committees.

What challenges are members facing in the current economic climate and how is EphMRA supporting members through the Strategic Plan?

A continuous challenge for members over the last few years has been what is called in the Strategic Plan "doing more with less". Market research functions within the companies are expected to be more efficient and therefore continuously to increase the output with decreasing resources. And of course this then has an impact on Associate Members. EphMRA supports its members by giving guidance, and training to transform market researchers from data and information providers to consultants with business understanding. If market researchers can demonstrate the value they add to the company by delivering evidence-based recommendations for better decisions, it will become easier to deal with the challenge.

What will EphMRA aim to offer over the next 12 months in order to support members?

The Association will support Local Chapter Meetings in Germany (April), Italy (July) and for the first time, due to members' request, in Japan (October). We will ensure that the content of these meetings reflects the local needs and is in line with the Strategic Plan. Several training sessions and webinars will be offered, covering important topics like innovative methodologies as well as skill development. It will be essential for us to get detailed feedback from members to ensure our offers are really addressing their needs and are helpful for their daily work.

In what ways has EphMRA been setting gold standards?

The Code of Conduct is the most important point to mention. More and more regulations have to be considered when conducting market research activities. The Code of Conduct summarises these and gives clear guidance on how to conduct market research in line with all official regulations. This is not only important for someone new to market research, but also for experienced market researchers due to the continuously changing regulations. EphMRA is also reaching out to other associations like ESOMAR and CphMRA to ensure consistency and transparency across all locations which is important for its members. Bob Douglas and the other members of the Ethics Committee have also done a great job in reaching out to authorities like EFPIA and EMA to ensure our Code is internationally aligned and to explain to the authorities the nature and the specifics of market research.

President's Award 2014

(formerly Contribution Award)

The EphMRA President's Award for Contribution to Pharmaceutical Market Research

In 2001, EphMRA initiated an award which was first presented at the Athens 2001 Conference. This award is a recognition of a person's outstanding contribution to pharmaceutical market research.

Both Full and Associate Members can make nominations and then vote.

The award recipient can be from a pharmaceutical company or supplier/agency and will receive the award based upon:

- Having made an outstanding/recognisable contribution to EphMRA
- Having made an outstanding/recognisable contribution to pharmaceutical market research

Examples of such a contribution are:

- New technique developed
- Strengthened the role of market research in pharmaceutical companies
- Done much more than agreed and contracted
- Representation of EphMRA to other associations or organisations
- Strengthened the role of EphMRA
- Lifetime achievement

The award recipient receives a certificate plus a small memento.

Nominations have been received and assessed.
The winner will be announced at the Brussels Conference.

“Winning this award was both heart-warming and valuable”

Stephen Godwin, BSc PhD, Senior Research Director The Planning Shop International and 2013 EphMRA Contribution Award winner



With the winner of 2014's President's Award (previously known as the Contribution Award) soon to be announced, we spoke to last year's recipient, Stephen Godwin of The Planning Shop International, about the experience.

“Being recognised with this award meant a great deal. What sets it apart from other accolades is that nominations and votes come from our peers in the industry. To be recognised by my contemporaries was heart-warming, and made the achievement all the more significant in my eyes.

“I was really stunned to hear that I'd won the award. I was honoured and, of course, the achievement is a high point on my CV.

“I've worked closely with EphMRA for years, most significantly as a convenor for Associate Members. I've also presented at EphMRA events a number of times. It's an excellent organisation, and so I have always been willing to lend a hand when I'm needed.

“I wish the best of luck to all those nominated this year. I was thrilled to win, and would have been delighted just to be nominated. I've nominated peers for this award in the past, and am currently co-sponsoring a candidate for another award. I really value the impact that an achievement like this can have on a person's career, and what it can mean to them personally.”

Events

Get more from your membership:

Many of the events from EphMRA are free to members:



Some exciting topics are covered by the following free-to-members webinars, planned for 2014. More information and registration details will be announced in due course:

- **Advanced quantitative research**

- Thursday 11 September @ 13.30 UK time

- **Fieldwork opportunities and challenges in Africa**

- Focus on Nigeria and Egypt

- Tuesday 23 September @ 13.30 UK time

- Making sense of the 'non sense' of Conjoint

- Thursday 6 November @ 13.30 UK time

- **Fieldwork in South America**

- Focus on Mexico and Argentina

- Tuesday 25 November @ 14.30 UK time

- Orphan diseases

- Thursday 4 December @ 13.30 UK time

Local Chapter Meetings:

On 3 April the Local Chapter Meeting in Frankfurt, Germany saw 60 delegates attending – many thanks to the convenors for guiding and directing the programme:

Meeting convenors: Barbara Lang, Point Blank International;
Alexander Rummel, Aurum Research and Ulrich Wuesten, Bayer.

9 July – Milan, Italy

EphMRA Italy Chapter Meeting – 9 July 2014, Milan

Title: Patient Centricity

The meeting is being convened by:

- Karen D'Onofrio - Decision Support Manager, Biogen
- Massimo Massagrande - Managing Director, Elma Research
- Piergiorgio Rossi - Managing Director, SGR International
- Raffaella Scalamandrè - Senior Market Researcher, Bayer
- Giuseppe Venturelli - Managing Director, Doxapharma

16 October – Tokyo, Japan

Venue: Shinagawa Prince Hotel, 10-30 Takanawa, 4-chome, Minato-ku,
Tokyo 108-8611, Japan

The aim of the meeting is to bring healthcare market researchers together for the day and to provide an exchange of ideas forum as well as a networking opportunity.

The meeting will be held mainly in Japanese. Simultaneous translation into English for non-Japanese speakers and into Japanese for non-English speakers will be provided.

The meeting is being convened by:

- Kazumi Fujikawa, Takeda and Ken Shearer, MSD KK.

A Guide to Brussels 2014

EphMRA 2014 PROGRAMME

What's new for 2014?

Following delegate and member feedback given in 2013, the Executive Board set to work on the conference format to mould it to better meet members needs. For 2014 the conference is shorter - meaning less time out of the office and the event now offers more choice packed into just 2 days - so you can interact and learn more over a shorter time period.

For the first time, EphMRA is delighted to be providing iPads for delegates when they register in Brussels. Pre-loaded onto the iPad will be the programme details, the delegate list, messaging capability and much, much more! More information will be provided on the full range of facilities this innovation will offer delegates at conference, as well as sponsorship opportunities.



**JUNE
24
TUES**

Conference starts in the afternoon of **Tuesday 24 June**, straight after the committee meetings close.

What's NEW for 2014

**JUNE
26
THURS**

A choice of 3 Training Workshops on **Thursday 26 June**, each lasting 3 hours - these are open to members and non members, conference attendees and non conference attendees - small fee payable (Training Workshops are no longer included in the conference delegate fee).

**Workshop 1
Workshop 2
Workshop 3**



Conference culminates with the State of the Industry presentation and panel debate - based on an independent survey conducted by EphMRA amongst its members.

**JUNE
25
WED**

Wednesday 25 June - choice of 3 parallel sessions starting at 09.00hrs and offering an extensive range of sessions.

**Session 1
Session 2
Session 3**



'In the Armchair with' stream of discussion points - offering the opportunity for the audience to ask questions of speakers and be part of stimulating discussions/debates about important industry topics.

2014 Conference: An Expert's Guide

Embracing Change, Cultivating Opportunity. 24-26 June 2014

EphMRA's 2014 Conference is set to be its most comprehensive and state-of-the-art industry meet yet. With more parallel sessions packed into a shorter conference, members will find that the programme offers a much broader choice, allowing them to tailor a conference that works for them.

With so many options to choose from, we have asked the Programme Committee to explain which sessions they think are unmissable, and why.



"The sessions I am most looking forward to at this year's conference are the debates about the future for market research departments, how can they innovate and what they can learn from large consumer companies to provide additional value to the business, which will be given by Denyse Drummond-Dunn from C3 Centricity on 24 and 25 June."

Don't miss:

Going Bionic - Insights from Beyond Pharma

C3 Centricity Tuesday 24 June, 14.30 to 15.00

'In the Armchair' with Denyse Drummond-Dunn

C3 Centricity Wednesday 25 June, 9.00 to 9.30

Sarah Phillips, Managing Director, Prescient Market Research



"It's nearly that time again! I'm really looking forward to catching up with old friends and new and of course learning something and having my thinking challenged in some way. As we all know, branding plays a big role in consumer packaged goods but are any of the rules that apply to consumer brand building relevant to pharma? To find out, come along to the paper by Michael Holgate and Kim Hughes on 25 June."

Join us:

Applying today's rules of consumer brand building to pharma markets

Wednesday 25 June, 9.00 to 9.30

Caroline Jameson, Managing Director, HRW



"I love going to EphMRA, it is one of the big events in my calendar - a chance to network, meet old friends and make new ones.

This year, we on the Conference Programme Committee have tried to do something different, seeking out new topics that reflect the constantly evolving Pharma environment that can show us how to embrace change and make the most of new opportunities. For example, I will be chairing a session run by Di Adams at Hall & Partners and Crawford Hollingworth from the Behavioural Architects on Behavioural Economics and how it can help explain patient engagement, but also more importantly how it can help influence positive patient behaviour.

See you in Brussels."

Don't miss:

Behavioural Economics: The answer to our prayers or just another fad?

Wednesday 25 June, 9.00 - 9.30

David Hanlon, Head of Research, Kantar Health



“EphMRA is a past master at putting on meetings that address issues that really matter in the pharma market research arena. This year the conference takes the theme that the ever-present change in our business should be embraced rather than ignored because from change comes new opportunity. The range of papers, keynote speakers and discussion sessions will undoubtedly stimulate minds and leave participants challenged and yet energised to deliver research that is not only useful to their organisations but is also recognised as such by senior management across the industry.

“In his thought-provoking paper, Craig Scott discusses how change can be managed by adopting customer-centric business strategies. Using examples from the consumer and automotive sectors, outlining use of techniques such as behavioural economics and storytelling and by posing a few questions of his own, Craig declares that ‘Now is our time.’”

Must attend:

How better human understanding is the only way forward

Wednesday 25 June, 9.35 to 10.05

Martin Schlaeppli, Director, Praxis Research



“Andrew Vincent’s paper explores the concept of “Simplicity” - the concept that research can be significantly more compelling when the outputs are distilled, reframed and when the client is put at the centre of the presentation, not the data! This paper will be brought to life using a case study in the area of diabetes to demonstrate the Simplicity principle. I would highly recommend this paper to all market researchers, whether on the client or agency side, as it offers really practical ideas on how to achieve this goal. ”

Be there:

Striving for Simplicity: Harder than you think

Wednesday 25 June, 9.35 to 10.05

Alex West, Managing Director, Instar Research



“As Albert Einstein says, ‘The only source of real knowledge is through experience’; it is through this experience that we can change the perceptions and understanding that our customers have. I would strongly recommend you attend the discussion on Building Brand Experiences at the EphMRA 2014 Conference in Brussels in order to learn more about this fundamentally important topic to marketing and market research.

“Our ‘Spotlight on Branding’ discussion will explore both corporate and portfolio branding and how there is a lot we can learn from approaches used in the consumer sector. This is a highly important and relevant subject for all researchers, whether on the agency or pharma side, so I really recommend you come and debate the pros and cons at EphMRA 2014 in Brussels.”

Join us:

Spotlight on Branding

Wednesday 25 June, 14.00 to 14.30

Amr Khalil, Managing Director, Ripple International



“Innovation everywhere but not a drop to drink?”

Do you work in an organisation where there is a constant need to innovate, but rarely see theory turned into practice? If so, you need to attend “Fire from Ice”, a presentation by Jeremy Rix, in which you will learn two important lessons:

- 1) How to make fire from ice using everyday objects such as ice or chocolate
- 2) How to use insight creatively to drive innovation

Jeremy is an outstanding speaker and will use examples from other highly regulated industries to show how innovation can live and breathe in the world of pharma.

Don’t miss:

Fire From Ice

Tuesday 24 June, 14.30 to 1500

In the Armchair with Jeremy Rix

Wednesday 25 June, 9.35 to 10.05

Lee Gazey, Managing Partner, Hall & Partners Health

Also on offer during the 2014 Conference

1. **More choice than ever** - a range of plenary and parallel session papers.
2. **State of the Industry Debate** - a must attend session to hear about future trends in the industry.
3. **A debate focusing on Branding** - an important topic for our industry.
4. **Tuesday afternoon (24th June)**

Full (Pharma) Members can attend the AGM - 15.05 - 15.45

followed by the **Full Members Forum** - 15.45 - 17.00

Associate Members / Non Associate Members - 15.05 - 16.00

Agency to Agency session (open to all suppliers - members and non members)

This is a session intended for fieldwork suppliers and freelancers to network with full service agencies in a business setting. It is not intended to replace any aspect of the Agency Fair but to provide an opportunity for supplier meetings. Full Service Agencies - this is your opportunity to meet and engage with those supplying fieldwork and or freelance services and so all full service agencies are encouraged to attend.

Associate Members Only - 16.00 - 17.00

Associate Members meeting which is facilitated by the Associate Members on the Executive Board.

5. **Focus on Young Professionals** - Wednesday 25th June

We will have a number of short, dynamic presentations being presented, which showcase innovative papers from young professionals in our industry. Have some refreshments and listen to each paper being orally presented by the authors.

6. **iPads for delegates**

For the first time, EphMRA will be offering iPads at conference - an exciting and leading edge conference facility, which will provide real benefits to delegates over the 2 days. This also has significant environmental benefits, as there will no longer be a paper programme.

Upon registration, all delegates will sign for a pre-loaded iPad, which will be the responsibility of each delegate to look after during the conference and return when they leave (otherwise a fee will be charged).

Each iPad will provide the following for delegates:

- The conference programme - including all speaker bios, short summaries of each presentation, floor plans, local information, Agency Fair floor plan etc.
- Access to all presentation slide decks, with the facility to annotate slides and download them for personal retrieval after the conference.
- The facility for delegates to ask questions through the iPad, which can be accessed by the session chair.
- Voting capability, whether to rate a presentation or provide instant 'polls'.

There is also a range of exciting new sponsorship packages available, which will provide member companies with the opportunity to showcase their company in creative and impactful ways.

iPad sponsors:



Building on our communications channels to keep you informed

We announced in the December News that we would be working with communications agency Beattie Communications to improve the passage of information from EphMRA to our members.

Six months on, a number of positive changes and initiatives have been introduced in order to develop and maintain our interaction with members.

The first change members will have noticed was the redesign of the quarterly Newsletter, which is now more eye-catching and easier to read. We have made a few tweaks to the format since the first revamped News was published in December, but the redesign has been well-received and is here to stay. As ever, if any members have an opinion about the format and content of EphMRA News we would welcome their feedback.

As well as supporting Committees with their News updates, Beattie Communications has been carrying out interviews with Committee Chairs to help members fully understand the remit and member benefits of each committee and its activity. The interview with Karen Cooper on page 16, for example, sheds further light on how members can best make use of the OpenData service following the Syndicated Data Committee's re-launch of the vast, freely available resource.

Readers will also notice, on page 6 of this month's News, an interview with EphMRA member Stephen Godwin of The Planning Shop International which was carried out by the communications team. Stephen discusses his involvement with EphMRA over the last several years, and how being named the winner of last year's prestigious Contribution Award has benefited him. Once again, this demonstrates one of the many ways that EphMRA works to support individuals within the organisation.

The Team has also, where possible, held interviews with webinar convenors and speakers at upcoming events. The aim of these interviews is to help members assess which of EphMRA's many training opportunities will directly benefit their careers by allowing speakers to explain, in their own words, who their session is aimed at, what new skills attendees will leave with, and why those skills are pertinent now.

All of this information is circulated to members across a number of communications channels, including this newsletter, our email updates, Twitter (@EphMRA) and our LinkedIn group (EphMRA - encouraging excellence in providing insights combined with business knowledge). If you don't follow us on Twitter or LinkedIn, we'd encourage you to do so as these platforms offer the best source of up-to-the-minute EphMRA news. You will find details of all free-to-member webinars as they are announced, news about EphMRA events which could be of interest to you and your company, sponsorship opportunities, advice from Committees on pertinent issues (such as Loi Bertrand and Loi Anti-Cadeaux), reminders about events you may be signed up to and follow-up information from events and webinars.

Since we increased our communications activity, we've boosted our Twitter following by 20 per cent and welcomed 147 new members to our LinkedIn community. Our LinkedIn page is also a great forum for members to share information with peers; just request to join the group and Bernadette Rogers will approve your request within a day or two.

Finally, the newly updated website is an invaluable resource. You'll see rolling news from the EphMRA Twitter feed on the homepage alongside a summary of all latest EphMRA news and upcoming events.

Your feedback on all of our activity is invaluable, and we would welcome any suggestions or comments about the way we interact with our members. Please email ephMRA@onlybeattie.com and generalsecretary@ephmra.org to share your thoughts with the communications team.



committee focus



Consumer Health Committee (CHC)

The most recently formed EphMRA Committee, the CHC, will soon be celebrating its first anniversary! First convened at the 2013 EphMRA Conference in London, the CHC is an active group, working together to optimise the data and systems used in the analysis of international consumer health markets.

In the Consumer Health Committee, Full Members liaise with data suppliers on the definitions and classification of OTC data, with the aim of increasing standardisation of OTC market coverage across countries and aiding harmonisation with pharmaceutical data sources.

The CHC also looks at current unmet needs in consumer health data and helps vendors define priorities for the development of new OTC panels in emerging markets. The improvement in coverage of mass market data is also under discussion.

One of the first CHC priorities has been to discuss panel coverage with IMS. The Committee requested a summary of the background information available for each OTC panel, similar to the Complementary Audit Data provided for pharmaceutical audits.

In response, IMS has developed a template giving a clear summary of the background information for each OTCims panel.

These data include:

- OTC market definition
(for example, is personal care covered or not?)
- sales-in/sales-out panel structure
- audited channels
- IMS sample

The CHC thanks IMS for the considerable effort put into collating this information. The Committee is now discussing with IMS how this data can most conveniently be made available to OTCims customers.

The CHC has also begun discussions with IMS on the Consumer Health Classification, including governance and annual reclassification processes. The Committee has collected examples of classification queries to highlight some general issues about consistent classification across countries.

Concerning new panel development - a specific focus has been on Consumer Health in China. EphMRA members reported difficulties in differentiating the various uses of Traditional Chinese Medicines (TCM). In response, IMS is developing a new feature to split out TCMS and is consulting with the CHC on the implementation of this feature.

So, already this has been a busy year for the Consumer Health Committee, with some good progress to report. If any other Full (pharma) Members would like to join the Committee to share ideas and learn from other like-minded people working in Consumer Health, please contact Fiona Lake at engagementofficer@ephmra.org.



Forward Thinking Group

The EphMRA Forward Thinking Group consists of a panel of experienced industry figures. The group focuses on future horizons to help EphMRA respond to current and upcoming commercial pressures in its members' professional lives.

Our main focus this quarter has been the State of the Industry Survey, to which many of you will have contributed. The survey asked for your opinions on the current face of market research and future trends within the industry. The survey results will be used to support the strategic direction of EphMRA so that it continually evolves to meet members' needs, bringing fresh insight to the factors shaping our industry and the challenges it faces. We are looking forward to the Board-led debate on this topic at the Conference.

In our second project, Working Successfully with Procurement, we are exploring the relationships between market research and procurement professionals to identify the key success factors for effective relationships, now and in the future.

A further project, Future Market Research Skills, is also in development. The project takes a holistic view of our specialism and the ways in which we can generate value, both for our companies and the pharmaceutical industry, by capitalising on the breadth and depth of skills required to build effective research teams.

If you would like to learn more about the activities of 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) forwardthinking@ephmra.org.

Forward Thinking Group members:

- Alex Adams (Novartis)
- Angela Duffy (The Research Partnership)
- Carl Garrard (Eisai)
- Fenna Gloggnier (Novartis)
- Saliha Idir (Pfizer)
- Piergiorgio Rossi (SGR)
- Nick Voysey (Janssen)

Chair:

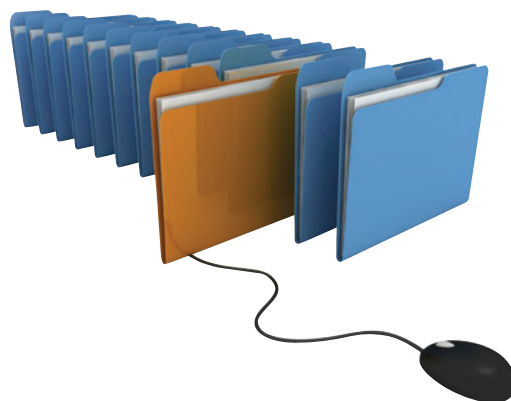
- Sally Birchall

Board representatives:

- Kim Hughes (The Planning Shop International)
- David Hanlon (Kantar Health)

Open Season

This month sees the launch of the expanded, easily-accessible and ‘future-proof’ OpenData resource.



This database provides EphMRA members with an easy to access resource of ‘freely’ available information on the web. It’s about to get better. Just launched, the new version offers the following enhancements:

- Enabling access directly via a link on the EphMRA website
- Providing enhanced, modern functionality
- A ‘future-proofed’ resource to enable further expansion and development

Please have a look and let us have any feedback.



To find out more about how this major upgrade will benefit EphMRA members, we spoke to Syndicated Data Committee Chair Karen Cooper:

What are the reasons behind the relaunch?

The OpenData database has provided EphMRA members with ‘freely’ available information on the web for the last two years, and we’re committed to continuously improving the resource and ensuring it is as easy to assess and use as possible.

It’s about always getting better. Following the highly-successful relaunch of the EphMRA website this year, the OpenData advancement will ensure that both resources complement each other better than ever.

What is the first thing members will notice about the new OpenData resource?

The first thing EphMRA members will notice is that the OpenData resource is now seamlessly accessible with just one click from the EphMRA website.

The previous version required members to download an Excel spreadsheet and some members fed back that older computer operation systems were not compatible with the resource. This problem has now been eliminated.

The resource itself boasts a fresh, contemporary, and professional theme and simple user-menus.

What benefit will the key advancements bring to EphMRA members?

Our main focus with this update was to ensure it provides enhanced, modern functionality.

Akin to the new EphMRA website, we’re proud to say the new site is much easier to access and provides a clearer user-navigation across the database’s wealth of information.

What does it mean to say the resource has been ‘future proofed’?

The enhanced resource provides a fresh and contemporary service but our thoughts have already turned to how we can keep improving it.

The unrecognisable new mechanics of the site mean that it is much easier to expand and update the service as we move forward.

Potentially this could facilitate the broadening of the database to include new disease areas and countries.

It is certainly a very exciting time so please do take a look at the new-look resource.

How important is it that members feedback their thoughts on the relaunch?

The goal of the relaunch was to make the resource more accessible and user-friendly for members, so it would be incredibly valuable to receive their feedback.

How could we further improve OpenData? Would you like to be involved in helping us move forward? The thoughts of EphMRA members can only improve the service, so please do get in touch.

If you would like more information or to feedback about the relaunch, please contact Karen Cooper on SDCommitteeChair@ephmra.org.

A row of 3D white characters spelling out '0101010101010101' on a white background. The characters are thick and blocky, with a slight shadow underneath them, giving them a three-dimensional appearance. They are arranged in a line that recedes into the distance, creating a sense of depth. The background is a plain, light gray surface.

Ralf Jansen, Boehringer Ingelheim GmbH

We are delighted to welcome a new member of the Committee from Lilly in Germany. The Committee now has a vacancy for an 'apprentice' position. This is an ideal learning opportunity for someone new to the industry. Please contact Bernadette Rogers (generalsecretary@ephmra.org) or one of the Committee members (listed on www.ephmra.org) for further details.

Learning & Development Committee

Over the past few months the LDC has been reviewing its remit and objectives, with a view to realigning with the Strategic Plan. The Committee's remit has been defined as:

The Committee supports the training needs of market researchers in the international healthcare research arena and strategically underpins EphMRA's aim to transform market researchers from data and information providers to consultants with business understanding.

Specifically, the Committee is:

- Forward thinking to ensure EphMRA's training deliverables meet the evolving skills set in international market research
- Delivering training and opportunities for best practice exchange for healthcare market researchers to develop their understanding of business problems and strategic issues that allows them to provide clear, actionable insights
- Setting the gold standard in healthcare market research training
- Supporting members in the 'doing more with less' environment, yet maintaining high quality innovative outputs.

Looking for new members

So as to be able to better tailor its offerings, the Committee is looking for Full Members to join its ranks.

The Executive Board has agreed that any Full Members joining the LDC can receive for their company a free registration to two out of three of the June F2F training workshops. The usual registration fee is 200 Swiss francs per person per workshop.

Interested? Then please contact generalsecretary@ephmra.org



Mid Level Group

Young Professionals is an active, motivated group within EphMRA - young researchers progressing in their careers in the healthcare market research arena come together either for specific meetings with tailored sessions (IMM) or to participate in custom training offerings (eg webinars).

A recent call took place between the Mid Level Group and the two appointed Board members: Richard Head, Research Partnership and Gareth Phillips, Ipsos Healthcare and plans on how to develop the group and identify training needs were discussed. These plans will be integrated into the bigger picture vis a vis the Strategic Plan.

Mid level researchers supporting the group are:

- Jennifer Curtis, ZS Associates
- Laura Hunt, fastforward research
- Carl Vandeloo, UCB

Three webinars have been developed for 2014 with mid level researchers in focus:

- Devices Research – Can you Handle it? (March 2014) – report and webinar recording available to members

In planning:

- Advanced Quantitative Research - Thursday 11 September
- Orphan Diseases - Thursday 4 December

Code Corner

Who's Who?

Your Ethics Committee

- Bob Douglas - PSL Group (Committee Chair)
- Christine Mai - AplusA Research
- Georgina Butcher - Astellas Pharma Europe
- Karen Giorgi Vigo - Shire Pharmaceuticals
- Peter Eichhorn - GfK
- Piergiorgio Rossi - SGR International
- Roni DasGupta - M3 Global Research
- Solvay Lamarina - Pfizer
- Xander Raijmakers - Eli Lilly

We were sorry to lose Robert Siegmund, Actelion from the Committee but delighted to welcome Xander Raijmakers of Eli Lilly.

Supported by: Catherine Ayland (Ethics Consultant) and Bernadette Rogers (EphMRA General Manager)

Ethics Committee Chair

In June, Bob Douglas will step down as Ethics Lead after five years in charge. All members will agree that Bob has done an exceptional job in steering our ethics offering and was instrumental in bringing the Code of Conduct to fruition. A new Ethics Lead will be announced shortly.

Contributors to EphMRA Code of Conduct 2014

EphMRA would like to sincerely thank all those who have contributed to the 2014 Code Update. The advice has proved to be vital in keeping the Code up to date for members. Thank you.

Country	Agency	Individual
Brazil	Demanda Research and Marketing Development	Gabriela de Paula Prado
France	AplusA Healthcare Market Research Zeste Research	Christine Mai Sarah-May Hall
Germany	GfK	Peter Eichhorn
Italy	SGR International	Piergiorgio Rossi
Japan	Anterio Inc SSRI Co, Ltd	Gaku Sasaki Kio Tsuzaki
Netherlands	SKIM SKIM	Hannah Baker Hitzhusen Marieke Op het Veld
Poland	PMR Research	Anna Grabara
Russia	Top of Mind Marketing Research & Consultancy	Alexander Mescheryakov
Spain	Psyma-iberica	Ignacio Macías
Scandinavia - Denmark, Finland, Norway, Sweden	QQFS QQFS	Elsa Andersson Emma Kverh
UK	BHBIA	Aline Rogers
USA	All Global	Hilary Fischer

What's New?

Transparency & Payments to French Healthcare Professionals in France

There is now a series of FAQs on the website that address the questions sent by members to EphMRA in recent months about the Loi Bertrand and the Loi Anti-Cadeaux.

All questions have been addressed to the best of our ability, based upon the information that is currently available to EphMRA. No legal advice is given in these answers; if you need a legal opinion please seek this separately. The responses are for information purposes only and whilst we do make every effort to ensure the information is accurate we do not assume responsibility for its accuracy or for any consequences of relying upon it.

Here is a flavour of them:

Loi Anti-Cadeaux

Q: Who is responsible for declaring studies?

UPDATED RESPONSE Ultimately legal responsibility lies with the party that paid the incentive. So EphMRA would advise that if the healthcare company conducted their own fieldwork (and did not sub-contract the work) it is the healthcare company that should declare the study. If a market research agency carried out the work on behalf of a healthcare company and did not sub-contract fieldwork, the market research agency should declare. If a market research agency carried out the work on behalf of a healthcare company and they in turn sub-contracted the fieldwork to a fieldwork agency, and the fieldwork agency paid the incentive, then the fieldwork agency should declare the study.

Q: Has the four weeks pre-approval for the research companies been lifted?

EphMRA is not aware that the one month reporting notice has been revised.

Q: Where is the reporting template?

<http://www.asocs.info/page/dmos/dmos.html>

Loi Bertrand

Q: Should all market research studies be declared, or only those studies where a benefit of 10 euros or more is given?

All market research studies involving healthcare professionals that take place in France have to be declared, irrespective of whether a benefit, an incentive or neither is offered.

Q: Does reporting have to be backdated to January 2012?

Reporting was due to begin from January 2012.

Q: Who should we tell respondents will be viewing their personal data? Where will it be posted?

Respondents' personal data will be passed to the regulators of the public website and made available to anyone that wants to view it on the public website.

Q: If fieldwork is sub-contracted from one agency to a second agency, whose responsibility is it to declare the project?

EphMRA suggests that the agency with whom the healthcare professional has the agreement will be the reporting agency, although EphMRA is not aware of any guidance that addresses this question directly.

Q: Do all market research studies have to be declared or only those studies where a benefit of 10 euros or more is given?

All market research studies involving healthcare professionals that takes place in France has to be declared irrespective of whether a benefit or an incentive (or neither) is offered.

Q: Is reporting to the national association and the public website? What is the source of information on this topic?

The Circulaire published by the Ministry of Social Affairs and Health refers to disclosure on a unique public website when it is available and in its absence to disclosure on the website of the relevant national association and on the company website. The public website is now open and so July to December 2013 disclosures need only be sent here.

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 and complimentary Code Enquiry service is available on the website for all EphMRA members.

Here are some examples of recent enquiries which EphMRA has answered for its members:

Our responses are for information purposes only and whilst we do make every effort to ensure the information is accurate we do not assume responsibility for its accuracy or for any consequences of replying upon this advice.

Q: On a current study, one of our clients has requested that at project completion we need to input the data for each HCP recruited into a tracking sheet, which they will then use to track aggregated spend on each physician for MR and Non-MR channels (to comply with the Sunshine Act). We also need to provide evidence that the HCPs were actually paid that amount.

Is this acceptable as sharing such information could violate the data protection laws and we would need to let the physicians know that this information is being collated by the manufacturer?

The Sunshine Act in the US does not include mandatory reporting of incentives that companies, or agencies working on their behalf, pay to doctors for taking part in surveys or market research. Thank you payments for participation in surveys are excluded from the Sunshine Act, as long as the company sponsoring the project is not aware of the identity of respondents. Depending on the state in which a doctor is licensed, different local requirements may be in place. The identities of physician research participants cannot be disclosed to manufacturer-sponsors without the participants' express consent regarding their disclosure and use.

Q: We have been asked by a client (a MR Company who in turn is working for a pharma company) to report all adverse events coming up in the telephone interviews that we are conducting. This means for all products, not just for the products of the MAH. We queried this and said that we are only obliged to report AEs for the MAH.

The company is then saying that it is common practice to report events also for other Products and to other pharma companies, either by contacting these other pharma companies directly or via the pharma Company that has commissioned the research. We feel this contradicts what we have previously learnt about AE reporting.

The Adverse Event Reporting guidance within EphMRA's Code of Conduct is based upon the European Medicines Agency's Guideline on good pharmacovigilance practices (GVP), Module VI – Management and reporting of adverse reactions to medicinal products (22 June 2012). This clearly describes how the Marketing Authorisation Holder of a medical product for human is responsible for detecting, collecting and reporting suspected adverse events. There is no legal or ethical requirement to report adverse events on products for which the commissioning company is not the Marketing Authorisation Holder.

EphMRA strongly recommends that companies/agencies do not collect competitor's Adverse Events as there are concerns that this could be classified as inappropriate competitor activity.

Q: I am trying to find in the code something specific about our obligations in terms of letting clients know a list of the hospitals included in our samples. It is clear that we cannot reveal doctors' names, but can we disguise the name of the hospitals they work in?

It is permissible to share the names of hospitals from where respondents have been drawn providing that, in identifying the hospital, you would not be contravening any of the terms of the market research contract between the respondent and yourself, or between the doctor and their employer. Also it should be considered whether identifying the hospital would allow identification of the individual respondent, in which case the name of the hospital is potentially personal data and permission would have to be obtained before it could be shared.

It should also be clarified what the commissioning company's objectives are in obtaining the hospital names. If the information is then to be used for a non-market research purpose, did you obtain permission for any data collected to be used in this way?

Code Corner Continued...

2014 Webinars

In March and April we invited members to two ethics webinars:

- The Code of Conduct for Non-Researchers webinar on 20 March was designed specifically for personnel in international roles involved in contributing to and reviewing market research materials such as medical, clinical, drug safety and marketing personnel.
- The joint EphMRA/ESOMAR Ethics Webinar on 3 April was for all those that work on healthcare market research projects and want to know more about how to make sure their work is ethically and legally sound.

We have posted the answers to all webinar attendees' questions on the EphMRA website. Any members that missed the webinars but would like to catch up can find them via your members password – Log in – Events.

Code Mark Consultation

EphMRA's Ethics Committee is 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, the aim being to encourage adherence to the Code and differentiate those suppliers that are Code aware and compliant from those that are not.

The Code Mark should benefit Full Members by allowing them to identify agencies committed to and knowledgeable about EphMRA's Code of Conduct. This in turn might make holders more likely than non-Code Mark holders to be agencies of choice.

The Ethics Committee has developed an initial proposal outlining how the Code Mark might work. However, before any further effort is put into developing the proposal, it is essential to establish among Full Members whether a Code Mark would be of value. Consequently EphMRA is carrying out a consultation exercise to gather Full Members' opinions.

Full Members, please participate in the consultation, we need your input!

Stratega
Poland

Healthcare Market Research
in Poland and Eastern Europe

We recruit physicians, patients, KOLs and Payers in Poland and Eastern Europe

Our services include:

- Healthcare recruitment
- Online panel
- Viewing facilities
- CATI call center and P2W

Contact us for a quote:

Lukasz Wdowiak, tel: +48 22 275 56 49
email: lukasz.wdowiak@stratega.pl



Stratega
Poland

Healthcare Market Research
in Poland and Eastern Europe

Stratega is a market research agency based in Warsaw specialized in healthcare market research in Poland and Eastern Europe.

We offer qualitative and quantitative research services:

- Recruitment of physicians, patients, KOLs and Payers
- Focus group facility
- CATI call center (telephone and P2W)
- Medical online panel
- Healthcare moderators and translators

Contact us for a quote:

Lukasz Wdowiak, tel: +48 22 275 56 49
email: lukasz.wdowiak@stratega.pl, www.stratega.pl



Not taken the Code of Conduct Training or Competency Test?



Demonstrate your competency today – keep up with your colleagues



At QQFS we think that the training is relevant not only for the executives in the company but also those who are working directly with fieldwork, like the recruiters, interviewers and project managers.

We think that it is hands on training for their daily work with interacting with market research respondents as it addresses the aspects of anonymity, how to use a sample provided by a client, what needs to be communicated to respondents during fieldwork and many other important things. I do not think a single day goes by where we do not consult the code about a specific issue. Having taken the training and the test as a background makes this process very efficient as we can easily find what it is that we are looking for and confirm that we indeed remembered it the right away. The area is indeed very complex and fast changing and thus this training is paramount.

Elsa Andersson. Qualitative Research Manager



Since 2010, the EphMRA Code of Conduct Competency Test is mandatory to complete on

an annual basis for WorldOne client service team members. This internal company policy has helped us to ensure that relevant employees are aware of the specific compliance requirements applicable to their work, which in turn generates confidence when dealing within diverse international environments. The EphMRA Code of Conduct Competency Test has proved to be an excellent help in ensuring the WorldOne team refreshes their knowledge every year and facilitates high standards in healthcare market research execution.

Irina Liuberte, Methodology Associate



The EphMRA Competency Test may be optional, but it is a mandatory for all of the M3 Global Research team. We stand with EphMRA in sharing this commitment to the highest ethical standards in healthcare market research, as is also evidenced by our ISO certification in Europe and the US.

Craig Overpeck. COO of M3 Global Research



Members can undertake the Code Training and Competency test free of charge – see www.ephmralearning.org

People News



Manfred Eberlein joins Medefield, based in Hamburg, as Managing Director focused on its continental Europe markets. Manfred joins from Ipsos where he was Managing Director of Ipsos Healthcare in Germany.



Zeste Research is very proud to announce that our German team is continuing to grow with the appointment of Claudia Kutschker. She is looking forward to support our clients.



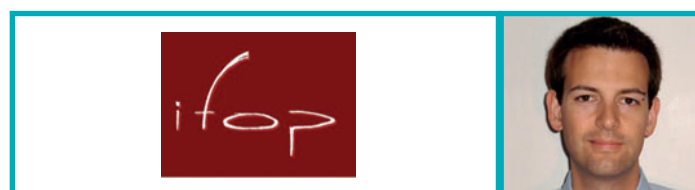
Neringa Apolianskaite has been promoted to Project Manager within KeyQuest Health's global audit team. She has helped ensure KQH now successfully manages multiple medical audits in over 16 countries.



Incite is pleased to announce the appointment Roy Rogers to its healthcare practice. Roy has over 20 years research experience with core expertise in brand communication.



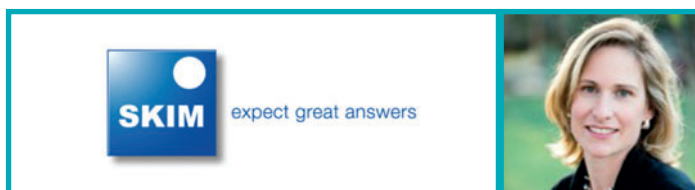
Complete True Life are pleased to announce the arrival of Lisa Phillips who has joined as Real-world Insights Director. Lisa will be the commercial lead within the insights division.



Ifop Health is pleased to announce the arrival of Jean Perreaud. He has 6 years experience in international healthcare market research, specialising in ad-hoc multi-country quantitative studies.



Prescient Market Research announces the appointments of Rory Cameron and Giedre Salvyte in their London office.



SKIM has promoted Nicole Drake to Director Client Solutions Healthcare. Coming from the client-side, Nicole always has her finger on the pulse of client needs and market research trends.



STRATEGA POLAND is pleased to announce that Lukasz Wdowiak has joined STRATEGA as Business Development Director. Lukasz's experience includes senior roles at Medefield and Medimix. Please contact Lukasz at: lukasz.wdowiak@stratega.pl



AMR further expands their services in Latam, US, Canada and Spain by appointing Alberto Herreros as Business Development Director. Alberto has over 20 years experience in the sector.

People News continued...



QQFS appoints Jennifer Roffel as Research Manager. With her extensive knowledge as a Qualitative Project Manager over the past 4 years, Jennifer can provide you with accurate feasibility and recommendations.



Andrea Blasczyk has joined pharma-insight GmbH as a Research Consultant. Andrea has over 10 years healthcare experience in the market research industry, gained both in agency and in industry.



We are glad to announce the appointment of Nathalia Alves as Research Executive. With 10 years of experience in both qual and quant research, she adds expertise to the team.



Kantar Health is pleased to announce the appointment of Anna Garofalo, an established industry expert, as Managing Director leading Marketing Insights business in Germany.



TAB Healthcare strengthens its qualitative team by welcoming two bilingual analysts and a project manager. Cristina, Laura and Ruth are looking forward to taking care of your research in Spain!

People News Tributes

Gary Wield, a very special man.

Sadly, Gary Wield, co-founder and Chairman of Genactis, passed away on the 11 February, after a long illness. He was 54 years old.

In Genactis and in life, Gary was an inspirational motivator, generator of new ideas, a mentor and friend to many. Whilst he always worked hard to manage, develop and grow the company, he strongly promoted and maintained the philosophy that we should also enjoy our work and have fun.... and truly, we had a lot of fun. One of Gary's many interests was sport. Besides being an avid supporter of the Australian Cricket Team and the Arsenal Football Club he followed Formula 1 car racing and had an encyclopedic knowledge of many others. He played tennis, enjoyed swimming and was a qualified cricket and basketball coach and a former Royal Surf Lifesaving instructor. Gary was truly passionate about everything he did. We will remember him for his zest for living, his love of and loyalty to family, friends and colleagues, for whom he always made time (often over a good glass of wine).

In true form, Gary had well prepared the company in the event he succumbed to his illness, and as he wanted we can claim "business as usual".

Gary will be sadly missed by family, friends and colleagues at Genactis.

On behalf of the Genactis Exec Team

Dr Hans Luuring - formerly at Duphar

Many members who have been involved with EphMRA since the 1980s and 1990s will know that Hans Luuring was a prominent figure in the Association during that era. Sadly we have recently been informed that Dr Luuring died last July.

Services News



Reinvent the way you research, with GKA Mobile! Following the introduction of our GKA Mobile offering, we have launched a super quick demonstration! Email us for your copy! clientservices@gilliankenny.com



Hall & Partners News: Innovative, complementary methodologies to gain deeper insights into the cultural backdrop, social drivers and self-reported values and needs of consumers including interesting case studies in oncology.



Across Health recently launched a “Navigating the New Channel Mix” blog, with insights from its extensive channel metrics database boiled down to practical and highly actionable advice.



fastforward research are excited to be building on our established device research expertise with novel observational methodologies, which we’ve used very successfully in Asia, Americas and Europe.



iCONSULT’s advanced communication lab (field service communication, folders): Ad Screen. Close-to-reality test situations, in-depth diagnosis, unique scope of evaluative criteria, innovative benchmarking, practice-oriented optimization. info@iCONSULT.de +49/(0)89/544 241-0



Research Now Healthcare announces the launch of its Arthritis Panel, providing a resource for creating a better understanding of the concerns of UK patients suffering from various forms of arthritis.



TIGCRU Insight team of experts provide interim support and deliver bespoke projects. From Forecasts, Market Maps, Licensing Evaluations or Qualitative Research to Insight Projects, Idea Generation and Visioning Workshops.

www.tigcruinsight.com



How do you empower your account teams to meet the challenges of a competitive and changing marketplace and drive sales force performance? See our webinar and 10 ways guide. www.data-intel.net

Company News



Semantics has launched a revamped website to support its growth. Visit www.semantics-mr.com to see the new and improved layout and additional information about our services and experience.



PMR Research and PMR Consulting have joined forces to form PMR Professional Services in order to offer professional business advisory encompassing primary research, business intelligence and deep client understanding.



Exciting news! As part of HRW's continued growth we are delighted to announce that our US office situated on the East Coast opens on May 1st. Do come and visit!



Elma would like to announce the improvement of its office in Milan with new interview rooms and a new statistical department.



After 10 years of experience conducting healthcare projects, Marta Gaspar has launched Indagohealth, a Portugal-based research company exclusively dedicated to the healthcare market, specialising in qualitative and quantitative studies.



We craft impact: Need more than research? The PBI HealthCare team integrates research and innovation to develop human-centric products and services. Check out our new website: www.point-blank-international.com

Give Us Your News

Associate Members can include one piece of news for free in one of the below categories:

People/Moves/Promotions OR Services OR Company News OR Company Name/logo/web site updates

- Announcements can be 30 words long including any title (hyphenated words do not count as one word).
 - One photo of one person can be included (photos should be a minimum quality of 300 dpi, colour, head and shoulders in business attire in a business setting).
 - Include your company logo (please supply as a jpeg with a minimum quality of 300 dpi).
- Should you wish to place larger announcements rates for these can be supplied.
Please send your News to generalsecretary@ephmra.org by 7 July.





EphMRA

Japan Local Chapter Meeting

16 October 2014

Venue: Shinagawa Prince Hotel

Registration will open shortly

The aim of the meeting is to bring healthcare market researchers together for the day and to provide an exchange of ideas forum as well as a networking opportunity.

The meeting will be held mainly in Japanese. Simultaneous translation into English for non-Japanese speakers and into Japanese for non-English speakers will be provided.

Convenors include:
Kazumi Fujikawa, Takeda and Ken Shearer, MSD KK.

