

# E<sup>ph</sup>MRA news

keeping members informed and involved

## Join us in Frankfurt...



### EphMRA Healthcare Business Intelligence Conference 2015

For all the latest news find us at  
[www.ephmraconference.org](http://www.ephmraconference.org)

#### Registration Fee Deadlines:

**Early Bird Fee:** 4pm Thursday 10 March

**Mid Fee:** 4pm Thursday 10 March to 4pm Thursday 19 May

**Late Fee:** 4pm Thursday 19 May onwards

**Note:** all fee deadlines based on UK time

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## Diary



**2 February 2016** – Be part of the first UK Chapter Meeting  
**Venue:** UK



**3 February 2016** – How to really listen effectively for maximum impact  
**Venue:** UK



**1 March 2016** – Join us for the 5th Chapter meeting  
**Venue:** Berlin, Germany



**21 - 23 June 2016** – Healthcare Business Intelligence Conference  
**Venue:** Frankfurt

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

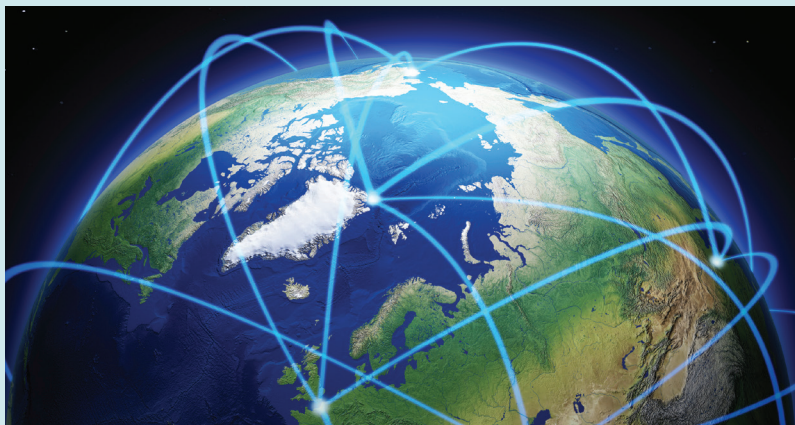
[www.ephmra.org](http://www.ephmra.org)

Produced with the Environment in mind.



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

# Welcome to **EphMRA news**



## Welcome to EphMRA December News

Conference registration booking time approaches again in January and we look forward to seeing you in Frankfurt. We know there are many pressures on our members – time, budget and head count issues – meaning that everyone is doing more with less – it is a constant challenge.

So make the most of the networking opportunities at the conference with an excellent supplier to client ratio and renew acquaintances.

The Programme Committee has worked hard to bring you stimulating topics and papers delivering new ideas.

Our webinar series this year has been very well received and hundreds of members have participated in these free offerings – they are ideal training opportunities delivered straight to your desk.

Member engagement and membership value for money remains a topic priority for the Board and we will be looking more into what this means for members in the coming months.



**Bernadette Rogers**

General Manager

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



# Board Update

## 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

**15 January 2016 is the deadline for submitting your copy for the March News.**

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

### Future editions:

March Edition

– Copy Deadline 15 January 2016

June Edition

– Copy Deadline 15 April 2016

September Edition

– Copy Deadline 7 July 2016

December Edition

– Copy Deadline 15 September 2016

## Advertising

### 1. eNews

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)

### 2. Home page website box advert

Our website home page has now been adapted to carry adverts – this is on the left hand side of the website and more than one advert can feature – the adverts rotate every few seconds.

Contact EphMRA – [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org) to advertise

Adverts can be booked on a calendar month basis starting on the first of the month, which is when the adverts are uploaded (nearest working day).

Price: 200 swiss francs per month for members.  
300 swiss francs per month for non-members.

## 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.

## Pharma members on the Executive Board

### Dr Thomas Hein

Thermo Fisher Scientific Immuno Diagnostics

Global Director Customer Insight and Strategy

### Pharma Board Members:

#### Georgina Butcher

Astellas Pharma Europe

Associate Director Marketing

Intelligence

#### Xander Raijmakers

Consultant Market Research

Eli Lilly

#### John Shortell

Bayer HealthCare Pharmaceuticals Inc

Director of Global Market Research

#### Karsten Trautmann

Associate Director Global

Business Intelligence

Merck Serono

There is a vacancy for a Full pharma member on the Board - interested?

Please get in touch - [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

The Executive Board is currently looking at member engagement and how to attract and retain the membership. We hope to be making an announcement about this in Q1.

With regards to our events attracting end-clients 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.

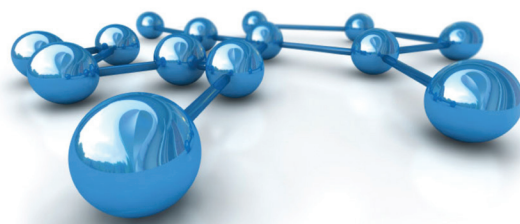
As the festive season approaches the Board wishes you and your families a very Happy Christmas.

Many thanks

**EphMRA Board**



# Associate Member Update



## Your Associate Members as of 1 October

Contact your Associate Board members to discuss your views on EphMRA offerings.



**Lee Gazey**

Managing Partner, Hall & Partners,  
l.gazey@hallandpartners.com



**Gareth Phillips**

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



**Richard Head**

Director  
Research Partnership  
richardh@researchpartnership.com



**Sarah Phillips**

Partner  
Prescient Healthcare Group  
sPhillips@prescienthg.com



**Anton Richter**

Managing Director,  
M3 Global Research  
arichter@eu.m3.com



The EphMRA LinkedIn Group has about 2500 members – it is a quick way to keep in touch with what is happening across EphMRA.

## Join the EphMRA LinkedIn Groups

### In 2 new groups launched:

Over the past few weeks members have indicated they would like to connect online in closed groups so as to be able to ask colleagues questions, make connections and exchange.

2 new groups are available (you have to apply to join) - search for them in the LinkedIn search tab.

**EphMRA Pharma Members** – only open to industry colleagues from pharma companies

**EphMRA Fieldwork Group** – open to all those from EphMRA member companies who want to exchange ideas and thoughts on data collection/fieldwork issues.

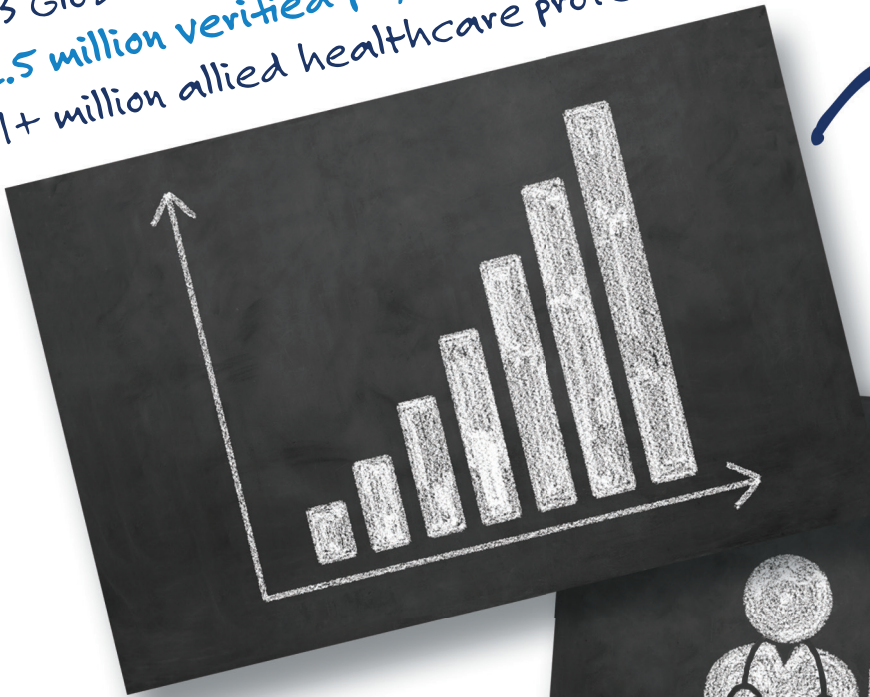
We are also looking for colleagues who would like to help moderate the groups/make comments/keep discussions going. Contact [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org) if you would be able to help with this.

Thanks!



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# Events

**Fresh, contemporary and innovative –  
Welcome to the new home of EphMRA's  
2016 conference – [www.ephmraconference.org](http://www.ephmraconference.org)**

## **Hello and welcome to our brand new and dedicated 2016 EphMRA Business Intelligence/Analysis Conference 2016 website**

The Board would like to first say thank you, to you our members, delegates and speakers for your ongoing support of EphMRA's flagship annual conference which continues to grow bigger and better every year, attracting a very wide range of healthcare market research professionals and stimulating a thought-provoking and inspirational debate.

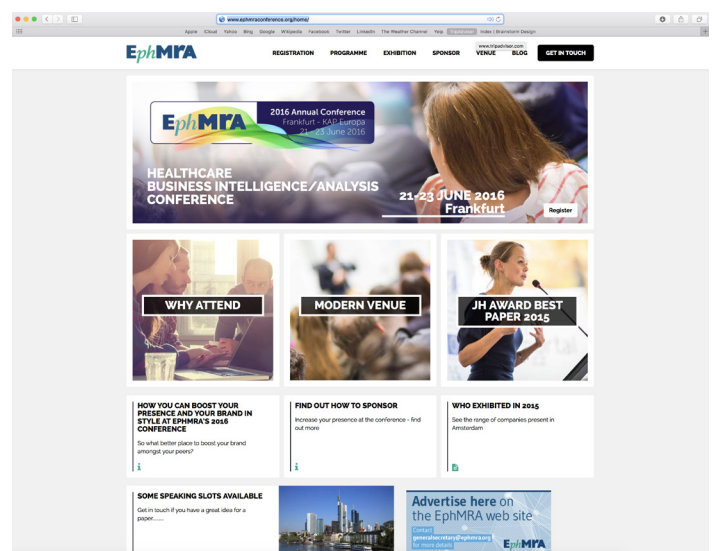
It is because of this excellent support that EphMRA has taken the decision to launch this dedicated event website, to bring you all the very latest news, details and opportunities ahead of our flagship event in the heart of Frankfurt, June 21-23 2016.

Created with EphMRA members in mind, we hope you'll agree that the fresh, contemporary and professional homepage presents a clear and easily navigated portal, with well-presented buttons and simple user-menus: [www.ephmraconference.org](http://www.ephmraconference.org)

This page is the gateway to all the information we believe delegates, members and speakers need to ensure they enjoy an informative and innovative conference experience.

And this content will be regularly updated and continue to evolve, bringing you the latest registration, programme, exhibition and sponsorship details as the event draws closer. It will also provide information about the conference App, which will be available to download nearer to the event.

To launch the countdown to EphMRA Frankfurt 2016, the homepage currently highlights our 'Why Attend' feature which contains a wealth of video testimonials, success stories and memories from our immensely successful 2015 event: [www.ephmraconference.org](http://www.ephmraconference.org)



Likewise, we're very keen to introduce you to our stunning venue for 2016 so do check out all the information on KAP Europa: [www.ephmraconference.org](http://www.ephmraconference.org).

The event in 2016 will also feature an unprecedented level of sponsorship opportunities so if you want to increase your presence at the conference or maybe you have a new brand image or logo to promote, then make sure to take in our feature here: [www.ephmraconference.org](http://www.ephmraconference.org)

This is an exciting time for EphMRA and we hope you'll agree, the 2016 conference is shaping up to be a 'must attend' event, so please do look around our new website for all the information you need.

# Why attend

**The 2015 Amsterdam conference was an exciting and dynamic event with a total of over 300 delegates attending**

In particular, over 85 industry/Pharma delegates were present in Amsterdam from 35 different companies with Industry/Pharma delegates being mainly from global/HQ functions as follows:

- International Customer Insights Manager
- Senior Market Research Manager
- Director International Forecasting and Strategic Processes
- Senior Director, Business Operations
- Global Business and Marketing Analyst
- Global Commercial Insights Lead

## Hear what industry/pharma colleagues said:

The revised format of this year's EphMRA conference allowed more networking and exchange between agencies and industry colleagues than ever before. This was very valuable as this is an important element of the conference.

**Monika Vogelmann, Market Insights Director,  
Daiichi Sankyo Europe**

Engaging presentations that offered food for thought, and great networking opportunities to discuss issues and ideas with colleagues (client and agency).

**Georgina Butcher, Associate Director Marketing Intelligence,  
Astellas Pharma Europe**

If you were not in Amsterdam, you really missed an opportunity because this is the best event in the entire of Europe for exchange of experience and future trends in market research and I'm looking forward to meeting new members in Frankfurt in 2016.

**Thomas Hein, EphMRA President and Thermo Fisher Scientific**

So why do I think you should attend next year's conference? It's always good to exchange with colleagues and hear about new ideas and new research techniques. Also to hear about agencies and new approaches with colleagues from the industry and of course sometimes we look around for new talent!

**Christoph Petersen, Teamleader Market Analytics Specialty  
Care & Future Products, Roche Pharma AG**

## Your supplier colleagues already benefit – why not join us in 2016?

**Where else can suppliers find a 2:1 networking ratio? There were a number of first time industry/pharma conference delegates – new faces for you to talk to.**

79 different agency/supplier member companies were present in Amsterdam including most of the major fieldwork suppliers in healthcare. On the web site you can find a list of over 25 companies who showcased their services and feedback was very positive.

Excellent conference. Great learnings to take back to the office and superb opportunity to network and build relationships with clients and agencies. Very worthwhile for us.

**Carolyn Chamberlain, Head of Qualitative Healthcare,  
Millward Brown**

I did very much enjoy the conference, I've been to 4 now and thought it was the most interesting and informative for me so far. I went to loads of the papers/discussions and really enjoyed them all. Thanks so much for organising.

**Kate Shaul, Fieldwork Manager, Blueprint Partnership**

Thoroughly enjoyed this Year's conference, the content and organisation were of a really high standard and I particularly thought the choice of venue was exceptional. Once again a big 'well done' to the whole team behind this year's event.

**Andrew Foreman, Branding Science**

EphMRA organised a great conference. Each session was filled with new and thought-provoking information on research methods. I also enjoyed meeting so many interesting and kind colleagues in this field.

**Susan Carroll, Clarity Pharma**

The overall feedback I heard was so... positive. I personally also think that the venue was a great asset – perfect, almost cosy and it allowed productive interactions with clients and also other agencies.

**Stephanie Ludwig, GfK**

Congratulations on a successful event! I thought it was excellent. The venue was wonderful, the speakers were insightful and the networking opportunities were legion. I met a number of prospects and also really enjoyed everything.

**Christine Svoboda, Markelytics Solutions India Pvt Ltd**



# Boost your brand presence in style with our sponsorship opportunities

2016's revamped and expanded EphMRA Business Intelligence/Analysis Conference is already shaping up to be the industry's must-attend event with more members and delegates set to attend than ever before, so what better place to boost your brand amongst your peers?

Whether you're looking to promote or even launch a logo or brand image at our flagship Frankfurt event, we're delighted to announce a brand new array of outstanding sponsorship opportunities to suit all requirements.

And all the information you need is now available on our brand new dedicated event website [www.ephmraconference.org](http://www.ephmraconference.org)

We will, of course, be offering many of the same opportunities as in 2015, which were very popular, so don't miss out because we will be taking requests on a first come, first served basis.

If you want to sponsor one of our sole sponsorship items - they were very sought after this year - then you'll have to be quick as we're delighted to announce they are already being snapped up for 2016.



**AplusA** have decided to sponsor the branded delegate bag again for 2016 which gave the company great exposure during our last event because every delegate used one during the three day event!



Likewise, **QualWorld** were one of our first sponsors to sign up for 2015 and again in 2016. The company has found

that at our event the badge lanyard is a perfect opportunity to promote the company name at every moment during the event because it is around everyone's neck!



Writing your thoughts down at this year's Conference? You'll be doing so on **Clarity Pharma** branded paper so take note.



Taking a drink of water? That'll be a **M3 Global Research** branded bottle.

If that has wet your appetite for promoting your brand at the event, here's the full list of sponsorship opportunities:

- Delegate bag

- Water bottles for delegates

- Delegate badge lanyard

- A5 note pad

- Conference napkins

- Conference photographer

And remember, all item sponsors get a slot in the plenary conference room - during which you can present any topic you like to the audience.

What's more, all sponsoring companies and their logos will be announced as sponsors on slides during the conference on at least two separate occasions as well as announced in the Post Conference News.

This really is a fantastic opportunity to put your brand front of mind amongst your peers at this year's must attend event so don't miss out!



# Kap Europe

a very modern venue  
for our conference

EphMRA is delighted to be holding next year's conference in this almost brand new venue, as it offers all the benefits of a modern, high tech conference centre, whilst still retaining the more intimate environment which was so highly praised in Amsterdam this year.



Kap Europa in Frankfurt is the first conference centre worldwide to be awarded the German Sustainable Building Council's gold certificate for its 'green' concept and examples of this sustainable design can be found throughout the building. This venue will offer delegates a wonderful environment in which to network with colleagues and to learn about what's new in healthcare market research. We are hoping it will inspire all who enter!

The Kap Europa congress centre is situated in the heart of Frankfurt am Main, in the Europa district, with Frankfurt's main train station only a 10 minute walk away. A tube and tram stop are only a 5 minute walk away and from here it is only 5 minutes to Frankfurt's centre or 2 minutes to the main station. It is therefore ideally located for a visit into the centre of Frankfurt as well as being very close to a number of good hotels.

**Kap Europa**  
**Messe Frankfurt GmbH**  
**Osloer Straße 5**  
**60327 Frankfurt am Main**

Click [here](#) to visit the venue website.





# Update on local chapter meetings



## Japan Chapter Meeting – 15 October 2015 – over 80 delegates attended

The 2nd Japan chapter meeting took place in Tokyo on 15 October 2015 with 80 delegates in attendance.

Thanks to the esteemed Programme Committee for developing the presentations:

Ken Shearer  
**MSD K.K.**

Kazumi Fujikawa  
**Takeda**

Akira Miyamoto  
**Nippon Boehringer  
Ingelheim**

Kimi Shigekuni  
**Janssen Pharmaceuticals  
K.K.**

Yoshiya Nishi  
**Anterio**

Hitoshi Dennoh  
**SSRI**

The programme featured these papers and speakers:

**Applying brand management frameworks for consumer to pharma brands**

**Speaker:** Ikumi Ikeda, Kantar Health Japan

**How can we best implement 'patient journey' research in Japan?**

**Speakers:** Gerald Lombardi and Yukiko Obata, Hall & Partners

**Discovering solutions to negative Net Promoter Scores (NPS) in Japan**

**Speakers:** Sanjay Seth, Psycho-Metric.com and Professor Osam Sato, Tokyo Keizai University

**Developing KPIs through combining primary research and secondary research**

**Speaker:** Nobuaki Sato, Anterio Inc

**Breathing easier with an actionable patient segmentation**

**Speakers:** PeiLi Teh and Marc Yates, Research Partnership Healthcare Asia

**How primary research can contribute to adherence measures**

**Speakers:** Sachiko Funabashi and Hitoshi Dennoh, SSRI Co Ltd

### Ethics Update

This session will comprise of an update on topical issues relating to ethics and compliance in healthcare market research in Japan, as well as an opportunity for delegates to discuss these issues in an open forum.

A full meeting report will shortly be available.



## 1st UK Local Chapter Meeting – 2 February 2016 and half day training session on 3 February

EphMRA is delighted to be holding the first Local Chapter Meeting in the UK next February 2016 and also a half day training session on the following morning.

The meeting is aimed at all of those who are working in healthcare business analysis/market research and who want to hear about issues relating to the UK with an international focus and network with colleagues.

The convenors/programme committee for this meeting are:

**David Hanlon**  
Kantar Health

**Sarah Phillips**  
Prescient Healthcare Group

**Marianne Fletcher**  
Pfizer

**Anthony Nealon**  
Abbvie

We have a range of highly informative papers on offer to those attending, with the morning focusing on patient centricity and new technology for capturing patient insights. In the afternoon, we will have a panel discussion (with audience participation) on the challenges facing fieldwork – such as how to encourage more HCPs to take part in healthcare research. This session will build on the highly popular fieldwork discussion session at the conference in Amsterdam and is a 'not to be missed' session.

The meeting and training will both be held at:

Sopwell House Hotel  
Cottonmill Lane  
St Albans  
Hertfordshire AL1 2HQ



## Training Session – How to really listen effectively for maximum impact – Trainer: Richard Mullender, former hostage negotiator

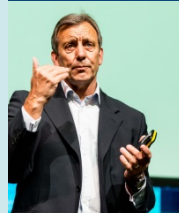
In addition to the meeting on 2 February, EphMRA is very pleased to be holding a 3 hour training session on 3 February from 9.00 - 12.00, including lunch.

This training session will be given by Richard Mullender (former hostage negotiator), who was highly acclaimed at the conference in June. If you were lucky enough to listen to Richard Mullender in June, this training session will build on his ideas and if you weren't lucky enough to hear him in June, this is a fantastic opportunity to hear how to listen effectively for maximum impact. This training will change how you think about listening and give you practical ways to listen and engage with people - whether respondents, colleagues or family and friends! Richard's session will be highly entertaining and very interactive.



Training Workshop  
Wednesday 3rd  
February 2016

**EphMRA**  
keeping members  
informed and involved



Time: 09.00 - 12.00 - lunch included  
Location: Sopwell House Hotel, Cottonmill Lane,  
St Albans, Hertfordshire AL1 2HQ

Title: How to really listen effectively for maximum impact  
Trainer: Richard Mullender - Listening, Communication and  
Persuasion expert and former Lead Trainer at the National  
Hostage and Crisis Negotiation Unit, Scotland Yard

EphMRA is delighted to be holding a training workshop for EphMRA members and non-members, the morning after the first UK Local Chapter Meeting (2nd February). This will be a highly interactive and informative session given by Richard Mullender. For more information about the UK Local Chapter Meeting, please look on the EphMRA website - <http://www.ephmra.org/event/1st-UK-Local-Chapter-Meeting---2-February-2016-and-half-day-training-session-on-3-February>

When did you last listen? Really listen? Not bide your time until you could get your point across. Not plan your argument, or jump in with advice. But listen, with your full attention... So if your life depended on it, or theirs did, you could say for certain where the other person was coming from and why.

### Struggling?

If you recognise yourself here, you're not alone. We all do it. Or rather don't. Listen that is. Which means we communicate at a disadvantage. Because everything starts with listening.

As a hostage negotiator, Richard Mullender has built his career on developing elite-level listening skills. What he has to share with you will surprise, entertain and challenge you in equal measure.



Richard was highly acclaimed at the conference in June and if you were lucky enough to hear him speak in June, this training session will build on his ideas. If you weren't lucky enough to hear him in June, this is a fantastic opportunity to hear how to listen effectively for maximum impact. This training will change how you think about listening and give you practical ways to listen and engage with people - whether respondents, colleagues or family and friends!

### How to register

Places are limited, so register NOW on the EphMRA website to avoid disappointment - <http://www.ephmra.org/event/1st-UK-Local-Chapter-Meeting---2-February-2016-and-half-day-training-session-on-3-February>

### Fees

There is a fee to attend this training session:  
EphMRA members - £170  
EphMRA non-members - £350  
If you are a member of EphMRA and register for the UK Local Chapter Meeting as well as the training session, you can attend the training session for only £125.

## 5th Germany Local Chapter Meeting – Berlin – 1 March 2016

Germany Local Chapter Meeting, 1 March 2016

We are delighted to announce our 5th Germany Local Chapter Meeting which is taking place on Tuesday 1 March 2016 in Berlin.

We are currently working on the programme so check the web site.

The meeting is convened by:

**Alexander Rummel**

Aurum Research

**Barbara Lang**

Point-Blank International

**Werner Braun**

Sanofi

### Venue:

Umweltforum Auferstehungskirche  
Pufendorfstrasse 11  
1029 Berlin





# Webinars

## proving popular with members

The 2015 webinars this have been very popular and all webinars can be accessed through our website for members to listen to after the event, as well as the pdf of the slides and short summary report. The 2016 Training Plan will soon be announcing the upcoming webinars.

### 2015 Webinars

- Ethics: Country and Regional Differences – 6 October
- Getting the most from your secondary data sources: enhancing decision making in mass market therapy areas – 24 September
- Disclosure requirements and their impact on market research – 12 May
- Digital Ethnography - How to Structure a Digital Ethnography Project and Present Outputs in an Engaging way - 14 April
- Design at work for impact: Making Presentations more Visually Persuasive and Engaging in Order to Sell your Ideas More Effectively – 10 March
- Are your numbers telling the right story? Best Practices in Epidemiology to support Market Research and Forecasting – 10 February
- Optimising Lifecycle Management - 10 Drivers of Success in a Competitive World - 29 January
- Code of Conduct for Non-Market Researchers reviewing Market Research - 13 January

### 2014 Webinars

- Market Research and the Orphan Disease Area - 4th December 2014
- Fieldwork Opportunities and Challenges in Argentina and Mexico - 25th November 2014
- Fieldwork Challenges and Opportunities in Nigeria and Egypt – 6th November 2014
- Advanced Quantitative Research - 28th October 2014
- Fieldwork Challenges and Opportunities in Indonesia and Vietnam – 13th May 2014
- Joint EphMRA-ESOMAR Webinar: Healthcare Market Research and Ethics: What You Need to Know – 3rd April 2014
- Devices Research - Can You Handle It? – 25th March 2014
- Ethical Considerations for Non Market Researchers – 20th March 2014
- Rules of Engagement: Negotiation Made Simple – 6 March 2014
- Fieldwork Challenges and Opportunities in Poland and the Ukraine - 22nd January 2014
- Data Visualisation - Digging Deeper – 26 September 2013
- Adherence and Research - 14 March 2013

### Call for expert speakers

EphMRA is always 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 Caroline at [events@ephmra.org](mailto:events@ephmra.org)



# EphMRA ATC Classification Committee

## June 2015 Meeting

Amsterdam was the venue for our June meeting, held just prior to the EphMRA AGM and Conference. One of the key activities of the meeting was to review the results of the EphMRA/PBIRG Membership voting on the proposed new ATC classes for implementation in 2016.

All the proposals were agreed upon, and details of these provisional new classes are on the EphMRA website; the classes will be finalised and published after the December Committee meeting.

**The proposals include developments in:** anti-emetics, antidiabetic combinations, new cholesterol reducers, antineoplastics, combination products for COPD (LAMA/LABA), products for dry eye, and products for hyperkalaemia or hyperphosphataemia.

## September 2015 Meeting

Our September meeting was hosted by Laurence Gelin at Sanofi in Paris. There was continued discussion on the rules for the proposed new classes for 2016, in order to accommodate different situations, for example combinations.

Many other topics were discussed including the set of new class proposals in our pipeline, and the specific classification of several new substances.

Don't forget that a summary of current projects and decisions made as a result of the Committee meetings are available to EphMRA members via the EphMRA website.

## Classification Developments – your input required!

Part of the process for the creation of new classes is to request input from involved companies as early as possible, so that the classification is made relevant and useful. It is vital that we get your feedback, and we thank you in advance for this contribution. There are several proposals underway and we shall be contacting you to ask for your input.



## Committee Membership

We are delighted to welcome Nicola Fletcher from AstraZeneca to the Committee!

We also have 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](mailto:generalsecretary@ephmra.org)) or one of the Committee members (listed on [www.ephmra.org](http://www.ephmra.org)) for further details.





# committee focus

## 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 in 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 ensures 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.

# Learning & Development Committee: Has appointed a Chair and also has 2 new members



**Marcel Slavenburg of SKIM has taken over as LDC Chair and is supported by 5 regular committee members:**

**Alexander Rummel**  
Aurum Research

**An-hwa Lee – New member!**  
Research Partnership

**Rich Kaminsky**  
Boehringer Ingelheim

**Jana Rueten – New member!**  
M3 Global Research

**Jayne Shufflebotham**  
Themis Analytics

**Thanks to An-hwa and Jana for joining the committee.**

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

**In 2015 a series of 5 great webinars were devised and delivered by the LDC:**

**24 September** – Getting the most from your secondary data sources: enhancing decision making in mass market therapy areas

**14 April** – Digital Ethnography - How to Structure a Digital Ethnography Project and Present Outputs in an Engaging way

**10 March** – Design at work for impact: Making Presentations more Visually Persuasive and Engaging in Order to Sell your Ideas More Effectively

**10 February** – Are your numbers telling the right story? Best practices in epidemiology to support MR and Forecasting

## 29 January – Optimising Lifecycle Management

**In addition 3 F2F workshops were designed and hosted in Amsterdam:**

- Strengthening the Role of Market Researchers in Product Forecasting
- Getting the most from your Secondary Data Sources: Enhancing decision making in mass-market and specialty therapy areas
- How eHealth can change your life - how eHealth is impacting market research both now and in the future

The LDC is currently planning the 2016 training programme and this will shortly be announced.



## Future Leaders Group

**Join the Future Leaders Group – get in touch to add your voice to the discussions on EphMRA offerings for those of you developing your career in the industry.**

The group wants as many future leaders to join the discussions so if you are a Research Executive, Research Manager, Associate Director etc – make sure you keep in touch with the group.

A full report on the November call will feature in the March News and on LinkedIn.



## Data & Systems Committee

**The committee is pleased to announce a new partnership with CEEOR for the development of European promotional data.**

# Code corner

## Working For You



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

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

## What's New

Please note EphMRA the following updates have been prepared and published for information purposes only and are not offered, nor should they be construed, as legal advice.

### New 'Data Localisation Law' in Russia – Impacts on Storage of Personal Data of Russian Citizens

On 1 September 2015 a new law came into effect in Russia (Federal Law No. 242-FZ), which introduces new obligations with regard to storage of personal data of Russian citizens. Referred to as the 'Data Localisation Law'.

#### The key requirement of the Data Localisation law states:

*Data operators processing data of Russian citizens, whether collected online or offline, are obliged to record, systematize, accumulate, store, update, change and retrieve such data in databases located within the territory of the Russian Federation.*

Essentially all processing operations affecting the actual records held (collection, updating /amending and deletion of the personal data record) must be carried out on the master database held in Russia. A copy of that database can be transferred and secondary processing (e.g. backup, data analysis, secondary storage and access) can take place using the copy that has been transferred to another country. The copy can also be anonymised, deleted or destroyed.

It is EphMRA's understanding that the law will apply to all organisations directly collecting the personal data of Russian citizens, regardless of whether the organisation has a physical presence in Russia. The law will apply to personal data collected before 1 September 2015 if it continues to be processed after this date. It applies to all sectors – including healthcare and market research.

*The primary database containing the personal data MUST be stored in Russia, and the primary processing (storage, updating etc.) should take place in Russia as well.* So companies and agencies will have to store and maintain personal data directly collected from individuals resident in Russia in a primary database held on servers hosted in Russia.

Cross border transfers (carried out in compliance with Russian data protection law) still permitted, but the master database containing personal data must still be stored and maintained in Russia. For further details and references to more sources please see the full update available to members within the Ethics Country News section of the website.



**What's New** (Continued)**Update on Transparency & Payments to French Healthcare Professionals in France****Loi Anti-Cadeaux**

As you are aware Loi Anti-Cadeaux requires that the relevant national association/board e.g. the CNOM is informed of agreements between companies/agencies and healthcare professionals including market research studies, one month before they begin. We understand that ASOCs, SYNTEC and the CNOM are currently planning to develop a revised framework to facilitate more streamlined reporting.

In May 2014 ASOCs advised members that until the new reporting requirements are finalised and approved, no reporting for Loi Anti-Cadeaux purposes is required. EphMRA has been advised that there is no official agreement to this affect and therefore some agencies continue to report. Consequently EphMRA has revised its advice and suggests that agencies should report.

**Loi Bertrand**

Based on the State Council ("Conseil d'Etat") decision (1ère / 6ème SSR, 24/02/2015, 369074)

It has been announced that remuneration including market research incentives should be considered 'benefits'. Consequently any remuneration exceeding 10 euro (including taxes where applicable) has to be reported by named physician, so market research incentives exceeding 10 euro (including taxes where applicable) have to be reported by named physician.

The Directorate General of Health (DGH) requires publication of remuneration the healthcare industry has paid to HCPs or HC organisations since 1st January 2012 "as soon as possible". The publication in the database-santé.gouv.fr transparency should be made according to the existing rules (i.e. threshold information to declare, periodicity etc.).

For source details please see the full update available to members within the Ethics Country News section of the website.

**Seeking Employers' Permission – Dienstherrengenehmigung (DHG) – in Germany**

This refers to the FSA requirement within 'Partner im Gesundheitswesen' for employer permission when healthcare professionals (HCP) working in public hospitals participate in market research (MR). At present the ADM do not support this requirement neither do EphMRA. However those companies committed to adhering to the FSA Codex must observe this requirement.

**Background**

In 2004 an FSA Codex was put in place to help ensure that relationships between pharmaceutical companies and physicians are ethical and transparent.

In 2006 the ADM investigated the legal implications of this for market research and concluded that from its point of view there is no requirement for a Dienstherrengenehmigung (DHG) for market research (assuming the market research guarantees anonymity for respondents and the interviews preferably take place outside of physician's working hours and at a place that is not their employer's premises).

The non-requirement for Dienstherrengenehmigung for market research is also based on the fact that the physician is not directly co-operating with the pharmaceutical company on a contractual basis, he/she receives only an incentive as a sign of appreciation and may choose not to answer a question or to withdraw at any time during the interview (there are no obligations, consequences or damages involved). Consequently, this means that participating in market research cannot be defined as taking on a "Nebentätigkeit" (part-time job).

## What's New (Continued)

At the 2014 at the EphMRA Members' Germany Chapter Meeting, data protection and employment lawyer Dr Ralf Tscherwinka explained that, in his view, there is no criminal punishment and that the FSA Code could only become a contractually binding requirement if adherence to it is included in a contract between, for example, a pharma company and a market research agency.

Only federal civil servants (Bundesbeamte) must obtain employer approval, if participating in the market research is regarded as a chargeable "Nebentätigkeit" (part-time-job).

Other types of civil servants (Beamte der Länder, Gemeinden und anderen Körperschaften des öffentlichen Rechts) are not obliged to inform the employer (Anzeigepflicht) if they participate in market

research if the remuneration does not exceed €100 a month and the "Nebentätigkeit" (part-time-job) does not exceed one fifth of normal working hours per week and it is a unique, occasional job.

### Consequently

Whilst the legal guidance seems clear - there is no requirement for a Dienstherrengenehmigung (DHG), if you have to include federal civil servants (Bundesbeamte) within the market research sample and are committed to adhering to the FSA Codex, you have to check that a DHG is in place. You may do this by including suitable questions within the recruitment screener and ensuring potential respondents only participate if they have their employers' permission.

## New European Union Data Protection Regulation

As you may be aware the EU is currently reforming its Data Protection rules. On 15 June 2015, a general approach on the General Data Protection Regulation was agreed. The European Commission has opted for a Regulation instead of a Directive, as no transposition into local law will be required, and this could mean that the Regulation will directly and equally apply in all Member States.

However there are already indications that this format will not rule out country to country variations. Formal approval is expected to take some time and is unlikely to be a smooth process. Once the Regulation is approved there will be a 2 year transitional period before it will apply.

The approval process involves negotiations between the European Council, the European Parliament and the European Commission. These discussions between the three parties - Parliament, Council and Commission - are referred to as 'trilogues.'

Trilogue talks have been scheduled monthly from June to December (except August). The outcomes so far of these meetings in terms of practical implications are unclear and much may yet change. The original goal was to reach a final agreement by the end of 2015 however the final text of the Regulation is not expected to be jointly agreed by the Commission, the Parliament and the Council until the first half of 2016. It is unlikely that the Regulation will come into force before 2018.

## A Reminder

### Online Adverse Event Reporting Training

We now have Adverse Event Reporting training based upon EphMRA's guidelines available free of charge to members.

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

### Training Webinar – Available Online

In October EphMRA ran a webinar - Country and Regional Differences - which discussed the key differences between regional and country guidelines within the Code of Conduct. The webinar was designed to help members understand where and why these differences exist.

It is available in slide, report or recording form to members on the EphMRA website.

## What's coming up

### 2016 Code of Conduct

Work to update the Code of Conduct is underway. An updated Code will be available in January 2016. The member consultation period closed on 30 September, thank you to all those that contributed their thoughts and suggestions.



## What are members doing?

### Code of Conduct Online Training & Competency Test

In the first nine months of 2015 140 individual members passed the Code of Conduct Competency Test. In its first two months of launch 32 individual members took and passed the partial test which when combined with the BHBIA Competency Test certifies them as Code competent for both organisations.

In the first nine months of 2015, 128 members applied to undertake the online training, over almost 800 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

#### Committee Co-Chairs:

**Georgina Butcher**  
Astellas Pharma Europe

**Ian Barker**  
Ipsos

#### Committee Members:

**Bettina Brust**  
GO Research

**Mattias Blomgren**  
Janssen-Cilag

**Christine Mai**  
AplusA Research

**Roni DasGupta**  
M3 Global Research

**Julian Alexandra**  
F. Hoffmann-La Roche

**Sarah-May Hall**  
Zeste Research

**Katie Joyner**  
Kiosk

**Xander Raijmakers**  
Eli Lilly

**Piergiorgio Rossi**  
SGR International

#### Supported by:

**Catherine Ayland**  
Ethics Consultant

**Bernadette Rogers**  
EphMRA General  
Manager

### 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

**Moniola Olusanjo**  
Compliance Manager  
Research Partnership

**Amy Jones**  
Compliance Manager,  
Hall & Partners

**Lucie Eggerickx**  
Adverse Event and  
Contract Manager, psyma

**Kate Shaul**  
Operations Manager,  
Blueprint Partnership

**Christine Dunbar**  
Agency Contracting and  
Compliance Manager,  
Adelphi UK

**Jessica Santos**  
Global Compliance Director,  
Kantar Health UK



# Key Points Booklets – Here to Support You

Looking for help in answering an internal question?

Need to give guidance and you need to do it quickly?

Use the Key Points Booklets which have been designed to give a brief overview of key points to note. These are at a glance guides extracted from the Code of Conduct and are designed to support members.

1. Market Research for non Market Researchers
2. Market Research, Ethics Approval & Non-Interventional Research
3. Market Research with Patients and Carers
4. Market Research and Incentives
5. Market Research and social media
6. Market Research and emobile
7. What is Market Research – definition
8. Testing Products & Devices in Market Research
9. Adverse Event Reporting in Market Research

## Let's hear what your colleagues have said about the booklets:

We have done many device studies and we found the booklet incredibly helpful to provide us with guidance on these projects. I have used the section on key principles to guide both internal staff members and clients. This was used to highlight the areas of responsibilities of the clients as most were unaware of their role in the device research.

The booklet has been a very useful internal tool and I have been able to direct staff to refer to the guide when they are completing device projects. This have saved time internally as it means we have a quick reference guide rather than having to search for the information ourselves.

**Kate Shaul**  
Fieldwork Manager  
Blueprint Partnership (Manchester) Ltd



The Adverse Event Key Points Booklet is more than an introduction to this topic. It offers vast guidance in how to comply with adverse event reporting requirements in the daily business. The booklet contains useful links to relevant information from the EphMRA, BHBIA or EMA for those who would like to know more.

It is not only of use to pharma market researchers but it is also a way to explain this area to non-pharmaceutical researchers within your company.



**Lucie Eggerickx**  
Adverse Event & Contract Manager  
psyma



This Key Points booklet Market Research for non-Market Researchers gives me two of the things I always appreciate on any busy day leading a team tasked with MR compliance; Concise, relevant information that is crystal clear, and references to additional information that I can take 'buffet style' – as and when I need it.

**Dr. Julian Alexandra**  
Team Leader – GPS Market Research and Patient Support Program (MAP)  
Pharmacovigilance Compliance  
F. Hoffmann-La Roche

The Key Point MR Incentives booklet is a very useful guide for experienced and novice market researchers as it gives quick explanation of what an incentive is as well as highlighting various country differences.

I have recommended its use to all our Execs especially our graduates who are new to Market Research.



**Dr Moniola Olusanjo**  
Compliance Manager  
Research Partnership

**Where can I find these?**

- > [www.ephmra.org](http://www.ephmra.org)
- > Log in
- > Members area
- > Ethics



## People News



QQFS is pleased to announce Mirte van de Griendt's appointment as Research Manager. Mirte is responsible for providing costs, feasibility and recommendations in the Nordics, Benelux, Austria, Switzerland, the Baltics, and Eastern Europe.



Ifop Healthcare is pleased to welcome Yuliya Mykhaylova as Research Director. Yuliya's strong experience in pharma and expertise in large scale international projects supports Ifop's continuing growth.



AplusA's welcomes Izabel Freret-Alix who recently joined our team in Lyon as Business Unit Director. Izabel brings with her 20 years of international experience in both MR and marketing from agencies and client sides.



Mami Anzai joins the QualWorld Asia team. She is responsible for expanding our fieldwork capabilities in Japan. Mami is a Japanese native with years of experience in MR. Welcome Mami!



Research Partnership further expands with 12 new appointments. Research Partnership welcomes 10 new executives into their annual market research graduate programme, as well as 2 new Junior Research Executives.



Growing EU Ops Team At M3 Global Research  
M3 welcomes the following experienced appointments. Pol Burton; Senior Project Manager, Hanna Gorgis; Project Manager, Deepika Sharma; EU Programmer.

## Services News



Alpha Research, the largest agency in Bulgaria focused on pharmaceutical research, realised more than 100 projects among medical specialists, pharmacists, patients. We are preferred for rigor research with highest quality.



In accord with renewed Russian Federal Law on Personal Data Protection, MarketSense registered as operator of personal data in Federal Service of Control in Sphere of Public Communications in September 2015.



SERMO's social network expands. SERMO, the leading global social network for doctors, has expanded to Mexico and Spain. Doctors now have access to Sermo's virtual lounge in nine countries.



42 market research has made live its new bespoke automated fieldwork system allowing it to set-up and deploy studies across its 50 market panels in minutes. [www.42mr.com](http://www.42mr.com)



OPEN Plan has merged with the patient engagement company within OPEN Health to launch ENGAGE, a seamless approach to researching the patient world through to developing engagement strategies and tools.



Payers and approval agencies want evidence of value and efficacy. We provide journal-quality research supporting evidence packages needed for optimising market access and reimbursement. Contact [www.claritypharma.com](http://www.claritypharma.com) or [information@claritypharma.com](mailto:information@claritypharma.com)



Your expert in healthcare research services in France and worldwide. With 20+ years of dedication to the healthcare industry, Fieldshop can assist you in all situations without compromising on quality.



In 2015 we're celebrating our  
25th anniversary of dedication  
and excellence in global  
healthcare market research.

Be part of our exciting plans  
for the next 25 years.



London

New York

Paris

Lyon

[aplusaresearch.com](http://aplusaresearch.com)



# EphMRA Chapter Meetings

## – a great way to keep up to date

### UK Chapter Meetings

- 2 February 2016 – UK Chapter Meeting
- 3 February 2016 – UK Half Day Training (morning after the Chapter meeting)



### Germany Chapter Meeting

- 1 March 2016 – Germany Chapter Meeting Berlin



### Annual Conference – Frankfurt

- 21-23 June 2016 – Healthcare Business Intelligence Conference

