

E^{ph}MRA news

keeping members informed and involved



**Join colleagues in Amsterdam,
23-25 June to connect and discuss**

- More Sessions and Networking Time
- Conference Hub
- Conference App
- Pharma Networking Lounge



Contents

Board Update	3
Join us in Amsterdam	4
What's new for 2015	5
EphMRA President's Award 2015	6
EphMRA Full Members	7
Associate Member Update	8
Learning & Development	12
Code Corner	14
Events	19
Webinars	22
EphMRA ATC Classification Committee	23
People News	26
Services News	26-27
Company News	27

Diary

**23 - 25 June 2015 – Pharmaceutical
Market Research Conference**
Venue: Amsterdam



7 July – Italy Local Chapter Meeting:
Evolution in healthcare market research:
new challenges and opportunities
Venue: Milan



**15 October – 2nd Japan Local
Chapter Meeting**
Venue: Tokyo

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**



Welcome to EphMRA June News

Conference time approaches again and we look forward to seeing you in Amsterdam. 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 in the Hub.

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.

Many thanks



Bernadette Rogers

General Manager

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

7 July 2015 is the deadline for submitting your copy for the Post Conference News.

Send to: generalsecretary@ephmra.org

Future editions:

September Edition
– Copy Deadline 7 July 2015

December Edition
– Copy Deadline 15 October 2015

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	Full page
150* swiss francs	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 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.

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

Chapter Meetings

These events continue to be an important part of our calendar and have included Japan, Italy and Germany over the past 12 months and are delighted to announce that a Chapter meeting will now take place in France – hopefully in November 2015. We are just planning the venue and hope to announce the date soon – but it will be in Paris. Member feedback from these meetings has been very positive and the opportunity to discuss national issues welcomed.



France Chapter meeting planned

Associate Member elections

The Board encourages all AM companies to vote and thanks all who have done so – the AM Board members have ensured the voice of the AMs have been heard at Board level and they have been active right across the Association. They have been very active in representing all colleagues and have been at the heart of the Association's strategic decisions ensures the activities and offerings to member are on track and deliver added value.

Join the Board as a Full Member?

We have a vacancy for a Full (pharma) member to join the Board – it is important that we have a full complement of Board members – interested in adding your voice? Then get in touch – generalsecretary@ephmra.org

EphMRA Board







Join us in Amsterdam...



EphMRA Pharmaceutical Market Research Conference 23-25 June 2015



Thanks to the 2015 Sponsors:

	Delegate Bag sponsor
	Badge Lanyard sponsor
	Conference Pad sponsor
	Photo Booth sponsor

Delegate bag insert sponsors are:

	Top of Mind
	Kantar Health
	Research Now

What's new for 2015

We have listened and acted: greater added value for the 2015 conference.

Here are some of the innovations that you will all see at this year's conference in Amsterdam:

More sessions and more networking time

Conference papers: all day Wednesday and Thursday.

More networking and time to exchange ideas and share your conference experiences with colleagues.

Conference Hub

The 'hub' will be located close to all the meeting rooms being used for the main conference sessions, so that you can easily access all sessions.

Network with colleagues in the central meeting area.

Sponsors and exhibitors

There are new packages for sponsors and exhibitors (we listened to everyone who asked for the sponsored pens to come back!).

These are some of the new offerings for 2015:

- Longer opening hours for the Agency Fair
- The Agency Fair is where it all happens: networking events, breaks and lunch
- Exhibitors will have access to private meeting rooms at specified times
- Exhibitors can choose their exhibition booth position
- Sponsors get a 30 second presentation slot in the plenary conference room

For more information on all the benefits on offer to exhibitors and sponsors, please look on the EphMRA website.

Welcome cocktails

Will make a welcome return, and the evening social event will be held in the agency fair.

Training workshops

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

The EphMRA App

This will be available well in advance of the conference to delegates who have paid to attend. The App will provide delegates with key information about the conference including the programme, speaker information, agency fair guide and local information. This is an exciting new offering to delegates and enables delegates to use their own devices to access conference information, whether it be mobile, tablet or laptop computer. At the conference, you will be able to connect with colleagues, share experiences and have all the conference information at your fingertips on and off site.

Printed information

EphMRA is committed to making the conference as paperless as possible but we recognise that some information is very useful to have in paper format at the conference. Having listened to feedback from the 2014 conference, EphMRA will print a handy sized, simple programme for delegates to use on site, as well as the delegate list.

For Pharma delegates, EphMRA is also offering the following:

Full Member Networking Lounge

We appreciate that part of the value of being at the conference is to network with other pharma delegates. To facilitate this important benefit there will be a Full Members only networking lounge available so you can meet and discuss issues with other pharma colleagues.

Full Member registration packages

So as to attract as many pharma delegates to the conference as possible we have developed company specific registration packages.

Agency Fair

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

EphMRA President's Award 2015

Winner announced in
Amsterdam on Tuesday 23 June.

In 2001 EphMRA initiated the Contribution Award – now called the President's Award – which is a recognition of a person's outstanding contribution to pharmaceutical market research. 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
- An outstanding/recognisable contribution to healthcare market research

The members in 2015 have nominated:

Member nominated	Reason for nomination
David Hanlon, Kantar Health	Throughout David's long and dedicated career he has exemplified the goals of EphMRA in his role as healthcare market researcher in both agency and client side. He is always looking for new and better ways to conduct market research. He is not just an expert quantitative market researcher but also an ambassador for market research and a mentor who prioritizes the development of other researchers.
Georgina Butcher, Astellas Pharma Europe	She has been very active in EphMRA for a number of years now and has always been very reliable, thorough and her contributions have always added value. Her most recent involvements have been on the EphMRA board and now as joint Chair of the Ethics committee. I know how much work is involved in these positions and it would be great to see this recognised!
Barbara Lang, Point Blank International	Barbara gives outstanding support of EphMRA's LCM in Germany. Barbara has again spent a large amount of time in designing and organising the latest meeting with many ideas. She has helped making these LCMs a unique institution in Germany and created/ renewed positive awareness for EphMRA.
Sarah Phillips, Prescient Healthcare Group	Sarah has been extremely active behind the scenes for EphMRA both in the Board and Conference organisation and presenting. In term of healthcare environment she has brought some interesting approaches to research and is always ready to challenge the status quo.
Alexander Rummel, Aurum Research	Alexander has been a long standing LDC member and has contributed to numerous webinars and workshops over many years. He is generous with his time and always ready with a constructive viewpoint. In addition he is one of the drivers and convenors of the Germany Chapter meeting.
James Rienow, Pfizer	James has contributed actively across the association and has been a Board member and conference and NYF meeting speaker and contributor. He also led the Working Party to overhaul our statutes and shape them to be fit for the future.



2014 saw Bob Douglas of PSL Research become the prestigious winner of the President's Award and he joins an illustrious list of past recipients.

Past Recipients are:

Year	Previous Winners	Runner-Up
2014	Bob Douglas, PSL Research	Georgina Butcher, Astellas Pharma Europe
2013	Stephen Godwin, The Planning Shop International	Julie Buis, Aequus Research
2012	Jacky Gossage, GSK	Angela Duffy, The Research Partnership
2011	Kurt Ebert, Roche	Bob Douglas, Synovate Healthcare
2010	Rob Haynes, Merck Inc	Roger Brice, Adelphi
2009	Bob Douglas, Synovate Healthcare	Janet Henson
2008	Steve Grundy, Marketing Sciences	Anne Loiselle, Abbott Laboratories
2007	Barbara Ifflaender, Altana Pharma	François Feig, Merck Serono
2006	Hans-Christer Kahre, AstraZeneca	Barbara Ifflaender, Altana Pharma
2005	Colin Maitland	Hans-Christer Kahre, AstraZeneca
2004	Isidoro Rossi, Novartis	Dick Beasley
2003	Janet Henson and Bernadette Rogers	Dick Beasley
2002	Allan Bowditch, Martin Hamblin GfK	Rainer Breitfeld
2001	Panos Kontzalis, Novartis	Allan Bowditch, Martin Hamblin GfK

EphMRA Full Members

Over 40 pharma companies are now members of EphMRA – an all-time high, with more than 10 new Full Member applications being approved by the EphMRA Board since 2013.

Not only are there more Full Member companies than ever before, but the membership is becoming more diverse – in addition to traditional big and mid-sized pharma companies, members now also include biotech companies, therapy area specialists, companies focusing on devices, technologies and analytical instruments and diagnostics companies. Each one is dedicated to the development of innovative products which improve lives.

Research-based biotechnology

In research-based biotechnology, EphMRA welcomes Biogen IDEC, Gilead, Ipsen and Celgene – all companies developing and commercialising innovative medicines in areas of high unmet need – cancer, HIV/AIDS, severe immune inflammatory conditions, endocrinology and neurology.

Specialty pharma

In specialty pharma, EphMRA welcomes Tillotts – a fast-growing pharma company focusing on gastroenterology, and also Grifols – a Spanish multinational pharmaceutical company specialising in blood-plasma products, diagnostics and a variety of products to help blood banks collect, process and store blood for medical purposes.

Now into a second year of EphMRA membership, Fresenius-Kabi is a global healthcare company specialising in life-saving medicines and technologies for infusion, transfusion and clinical nutrition.

EphMRA is delighted that Henrik Schwaighofer from Fresenius-Kabi has joined the Data & Systems Committee and we appreciate his input.

Devices

In the devices area, Swiss-based Phonak engages with all those affected by hearing loss, supplying life-changing, fully-digital devices to restore hearing. Market research at Phonak involves listening to hearing care professionals and giving a voice to all those suffering from hearing loss.

Diagnostics

In diagnostics, new EphMRA member BioMerieux provides diagnostic solutions in the areas of infectious diseases, cardiovascular emergencies and targeted cancers, improving public health worldwide.

In 2014, EphMRA President Thomas Hein joined Thermo Fisher Scientific and introduced this innovative technology company to EphMRA. Thermo Fisher Scientific develops innovative analytical instruments, laboratory equipment and specialty diagnostics, offering improved solutions across the spectrum of research, medical diagnostics and applied sciences.

So, EphMRA welcomes these 10 new Full Members, all strengthening the collective business knowledge within the association.

Ethical issues affect market research in all companies; the professional standards, training activities and peer-to-peer networking opportunities offered by EphMRA have been important in attracting these new members.

EphMRA aims to bring peers together in a hub of excellence in healthcare market research. With all companies working together, sharing experience and combining expertise we can drive the development of best practice in market research within our industry.

An active recruitment campaign by the EphMRA Executive Board is ongoing, aiming to bring in more new Full Members and further extend EphMRA's activities.

Thanks for your support – great to have you on board.

Fiona Lake

EphMRA Engagement Officer

Associate Member Update



You need to make the most of every opportunity at the EphMRA 2015 Conference

Following delegate feedback, EphMRA made a number of innovative changes to previous conference formats. For 2015 we have listened more and acted and want to let you, our members, know what's in store for 2015.

Meeting customers, networking and doing business is at the very heart of the conference and right now we are on track in terms of our pharma registrations. This is good news especially with current workload and head count pressures.

To date, over 50 pharma delegates – the majority in HQ roles – are registered to attend – about one fifth of these represent new faces and are 'first timers'.

Other pharma delegates have job titles such as:

- 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

On site you will find we have built in **networking slots** so enabling time to 'breathe' and chat informally with colleagues in the conference 'hub'.

Exhibitor package: The Agency Fair will remain open for the duration of the conference starting Tuesday afternoon and becomes the networking 'hub', including the location for an exciting evening's entertainment.

When you book a booth each exhibitor will have access to onsite exhibitor private meeting space, just a few steps from the Agency Fair – specified time slots allocated to each exhibitor which can be used for on site for private meetings. In the room a table, chairs, projector and screen and a water dispenser will be provided. This will allow you to have in depth discussions with potential clients which cannot be overheard.

Network with colleagues at the welcome cocktail event which returns to Tuesday evening and the Wednesday evening social event will centre on the Agency Fair at the venue.



So don't miss out ... come to Amsterdam and be together, be involved and be inspired. For all conference details and registration visit the website www.ephmra.org

Current Board Members

These Board Members have ensured the voice of the AMs have been heard at Board level and they have been active right across the Association. Representing your colleagues and being at the heart of the Association's strategic decisions ensures the activities and offerings to members are on track and deliver added value.


David Hanlon

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


Richard Head

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


Kim Hughes

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


Gareth Phillips

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


Sarah Phillips

Partner
Prescient Healthcare Group
Board Contact: Events
sPhillips@prescienthg.com

Over the past two years Associate Members have given their strategic input into a wide range of agenda items including:

- Strategic Plan – shaping and implementation
- Events – looking at the type of venues we need
- Geography – what should our reach be?
- Target audience – who should EphMRA be delivering to?
- New website – looking at how the website will showcase the Association
- Conference Programme innovations
- Training and Professional Development offerings
- Forward Thinking Group
- Future Leaders Group

In addition, the Board AMs regularly discuss issues raised by AMs and feed the ideas into Board discussions.

Associate Member Candidates for the Executive Board

Elections are underway for the Associate Members on the Board.

The candidates are:

Robert Dossin	Client Director	SKIM Group
Lee Gazey	Managing Partner	Hall & Partners
Richard Head	Director	Research Partnership
Gareth Phillips	Managing Director UK & Head of Western Europe	Ipsos Healthcare
Sarah Phillips	Partner	Prescient Healthcare Group
Anton Richter	Managing Director	M3 Global Research

Agencies who are EphMRA members

• 42 market research	• G&G Associated	• OMI
• AplusA	• Genactis	• Oncology Information Service
• Accurate Market Research	• GfK Healthcare	• OpenHealth
• Across International	• GIM	• Optimal Strategix
• Adelphi	• Global Perspectives	• Pharma insight
• Adept Field Solutions	• GO Medical Fieldservice	• Pharmore Research
• Advanced Healthcare Research, Shanghai	• Global Perspectives	• Phoenix Healthcare
• Aequus Research	• groupH	• Plamed Asia
• Albar Research	• Hall & Partners	• PMR Research
• Amber Marketing	• Healthcare Research Worldwide	• Point Blank International
• Anterio	• iCONSULT research & consulting	• Praxis Research
• Ashfield Insight	• IFAK Institut	• Prescient Market Research
• Aspecto	• IFOP	• Produkt und Markt Research
• Aurum Research GmbH	• IGV	• Psyma international
• Bazis IG Ltd	• IMS Health	• QQFS
• Beyond Data	• Incite Marketing Planning	• QualWorld
• Big Fish International	• Indago Health	• Quantum Argentina Fieldwork
• Block de Ideas	• Insight Health	• Research Excellence
• Blue Latitude Network	• InSites Consulting	• Research Now
• Blueprint Partnership	• Instar	• Research Partnership
• Brains & Cheek	• Intercampus	• Ripple International
• BP Research	• Ipsos Healthcare	• Schlesinger Associates
• Cegedim Strategic Data	• Inter-View Partners	• Schmiedl Marktforschung
• Cello Health Insight	• JMax Inc	• Searchlight Pharma Partner
• Cetas Healthcare	• Just Worldwide	• Sermo
• Citation, Japan	• Kantar Health	• SGR International
• Clarity Pharma	• KeyQuest Health	• Simpson Carpenter
• Compass Market Research	• Kiosk	• SKIM
• Complete Medical	• KTJ Group	• Smartanalyst
• Complete True Life	• Lightspeed All Global	• SODA IMR, Poland
• ConsuMed Research	• M3	• SSRI
• Core Market Research, Taiwan	• Made in Italy	• Stethos International
• DataPower	• Maritz Research	• Stratega Poland
• Demanda	• MarketSense	• suAzio
• DeNovo Research Solutions	• medeconnect	• Synapses quali
• Double Helix	• Medefield Europe	• System Analytic
• Doxa Pharma	• Medi-Mark	• Szinapsis, Hungary
• Drug & Safety Institute	• Medi Pragma	• TAB Healthcare Research
• Dtw Research Group	• Medical Collective Intelligence	• The Planning Shop Int
• East to West	• Medicys Ltd	• Themis
• Edge Consulting	• Medixline	• Time Research
• Eksen Research, Turkey	• Medpirica	• Top of Mind
• Elma Research	• Medsight	• Tribe Research
• EQ Healthcare	• mHealth	• UGAM International
• Eumara AG	• Millward Brown	• Viewpoint Research & Consulting, Taiwan
• Expert Research, Brazil	• Morpace	• Zeincro
• Farminform	• National Analysts	• Zeste Research
• Fieldwork International	• Navigant	• ZS Associates
• Fine Research Latin America	• Neolite Co.	
• FocusVision Europe	• Nueva	

Welcome to these new Associate Members – why have they joined?



‘As Compass Market Research LLC became more established, we recognised the importance of becoming a member of

EphMRA to keep abreast of the ever changing global healthcare market research environment and to ensure we continue to follow best practices in executing global market research. EphMRA offers a variety of opportunities for professional development through various events and publications, including industry standard documentation and training.’

Caroline Volpe, President



‘Having successfully completed hundreds of research projects in the health care realm and served multiple pharmaceutical Clients and healthcare Market Research Agencies in the recent years we have taken the decision

to join EphMRA. We view it to be the most recognised and relevant association that brings together providers of international research services in the Pharmaceutical sector. We believe that becoming an associate member will allow us to embrace and share knowledge and experience with industry peers, mutually benefit from networking opportunities and further expand our market presence.’

Lukasz Drzazga, Director & Co-founder

M3 GLOBAL RESEARCH

M3 Global Research has a panel of
2.5 million verified physicians worldwide and
1+ million allied healthcare professionals.



QUANTITATIVE

QUALITATIVE

Call us to learn about our
multi-country sample solutions for
qualitative and quantitative studies.

Stop by our stand for a
chance to win an



Healthcare Research Around the World

research.m3.com | +44 (0)208 741 6200 | bids@eu.m3.com



ISO Certified

Learning & Development Committee



The current LDC members are:

Julie Buis

Aequus Research
UK

Alexander Rummel

Aurum Research
Germany

Rich Kaminsky

Boehringer Ingelheim
USA

Jayne Shufflebotham

Themis Analytics
UK

Marcel Slavenburg

SKIM
Netherlands

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

Interested? Please do get in touch –

generalsecretary@ephmra.org

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

What has the Committee been working on?

June workshops – On Tuesday 23 June, three Training Workshops are offered:

Workshop 1

Strengthening the role of market researchers in product forecasting

Convenor: Alexander Rummel,
Aurum Research

Speakers: Alec Finney, Rivershill
Consultancy and Nich Guthrie,
Boehringer Ingelheim

Workshop objectives:

- To show how market researchers can effectively bring their knowledge in to a forecasting environment
- To identify areas where market researchers can bring value into the forecasting process
- To highlight which qualities market researchers can offer to generate greater insight
- To identify how market researchers can communicate their strengths for tailored and reliable product forecasts

Workshop 2

Getting the most from your secondary data sources: Enhancing decision making in specialty and mass market therapy areas

Convenors: Rich Kaminsky, Boehringer
Ingelheim and Jayne Shufflebotham,
Themis Analytics

Speakers: Matthew Priestley, Secondary
Data Consultant (formerly AstraZeneca)
and Donny Wong, IMS Health

Workshop objective:

- To show how you can get the most from secondary data, whether in a mass market or a highly specialised therapy area, which you can take back to the office and start to implement

Workshop 3

How ehealth can change your life: How it is impacting market research both now and in the future

Convenors: Julie Buis, Aequus Research
and Marcel Slavenburg, SKIM Healthcare

Speakers: Richard Jackson, Message
Dynamics; Jack Bowman, Handle My
Health and Serena Slavenburg, MD PhD,
Infectious Disease Specialist, University
Medical Center Utrecht

Workshop objective:

- The workshop will show you how this technology is currently impacting on market research and what might be the potential of this technology for market research applications in the future
- This workshop will comprise of presentations, discussion and interactive sessions

Timing

All Training Workshops start at 12.30 and finish at 16.00. A light working lunch will be provided at the start of the Workshop, as well as refreshments part way through.



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

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
- Offering the opportunity for members to certify themselves through the Code Competency Accreditation

What's New

Key point guides

We have introduced more Key Point Guides to the series. These short and easy to read guides are dedicated to Code guidelines on particular topics:

New Guides

- What is Market Research – definition
- Testing Products & Devices in Market Research
- Adverse Event Reporting in Market Research

Already available

- Market Research for non Market Researchers
- Market Research, Ethics Approval and Non-Interventional Research
- Market Research with Patients and Carers
- Market Research and Incentives
- Social Media Market Research
- eMobile Market Research

If you have suggestions for topics for Key Point Guides, please let us know by contacting Bernadette Rogers.

Disclosure process variations by country

Members can now find a guide to variations in disclosure process requirements on a country by country basis for the 13 EU countries covered in the EphMRA Code of Conduct.

The country guide tells you:

- The national association responsible for overseeing disclosure
- Whether national data protection law requires HCPs permission for the use of personal data
- How disclosure will be reported and who will provide the platform
- Sources for further national information

A reminder

2015 Code of Conduct

Remember the Code of Conduct which was updated in January 2015 is available on the website. The update included, among other things, new detail on EFPIA's Disclosure requirements.



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 is offered which covers EphMRA specific requirements and, in combination with a BHBIA certificate, meets EphMRA's requirements. Members of both organisations do not have to take two full tests.

Training Webinars – Available online

In May, we ran a well-attended webinar for members discussing Disclosure Requirements. The webinar explained requirements, what they mean in terms of reporting and the implications for informed consent and data protection.

In January we ran Code of Conduct for non-market researchers reviewing market research for personnel who contribute to and review market research materials – such as medical, drug safety and marketing personnel, to allow them to understand how EphMRA's Code guides all aspects of a project in terms of legal and ethical requirements.

Both webinars are available in slide, report or recording format to members on the EphMRA website.

What's coming up

Training plans

October – Country and regional differences

EphMRA's Code of Conduct offers international guidelines and where exceptions exist country differences are highlighted. To help members understand where and why these differences exist, EphMRA is running a webinar highlighting the differences in ethical and legal requirements that impact market research in the 15 countries covered within EphMRA's Code of Conduct – Brazil, Denmark, Finland, France, Germany, Italy, Japan, Korea, Netherlands, Norway, Poland, Russia, Spain, Sweden and the USA.

This webinar is for anyone involved in commissioning or executing multi-country market research, whether on the agency or client side.

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



What are members doing?

Code of Conduct Online Training & Competency Test

In 2014, 259 individual members passed the Code of Conduct Competency Test. In its first ten months of launch 114 individual members took and passed the joint EphMRA/BHBIA Competency Test too!

In 2014, 264 members applied to undertake the online training, over 700 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: Supported by:

Christine Mai
AplusA Research

Catherine Ayland
Ethics Consultant

Piergiorgio Rossi
SGR International

Bernadette Rogers
General Manager

Roni DasGupta
M3 Global research

Xander Raijmakers
Eli Lilly

Peter Eichhorn of GfK has retired and therefore stepped down from the Ethics Committee. We would like to thank him for all his hard work and support and wish him well in his retirement.

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

Christine Dunbar
Compliance and Contracting Manager,
Adelphi UK

Moniola Olusanjo
Compliance Manager,
Research Partnership

Jessica Santos
Global Compliance Director,
Kantar Health

Lucie Eggerickx
Adverse Event and Contract Manager,
psyma

EphMRA supporting its members



Q&A with Christine Dunbar Adelphi Research

Q1 Your role at Adelphi, what does that entail?

My role is Compliance and Contracting Manager.

I oversee and review internal quality assurance and compliance within Adelphi Research and also provide support to the other Adelphi companies. I ensure that Adelphi Research adheres to relevant country specific legislation, all professional codes of conduct/practice, rules and regulations of regulatory agencies and client specific policies and procedures. I am responsible for the quality of our external suppliers and I conduct regular reviews and external audits of suppliers.

I am also responsible for the implementation of ISO 9000 and ISO 26362 within Adelphi Research.

Q2 How have things changed over the past 2-3 years?

Over the last few years pharma companies have faced unprecedented compliance challenges. Commercial operations practices, transparency of company spend on healthcare professionals and organisations, patients' safety and privacy of patient information have all been under increased scrutiny.

As pharma companies have reacted to these changes by developing compliance programs there has been increased pressure on the market research industry to develop compliance expertise and capabilities.

Q3 What do you find the most challenging aspects of your role?

The proliferation and pace of regulatory change means that interpreting the legislation and implementing any necessary changes for our business can be challenging – but it does keep me on my toes.

Q4 How do you find EphMRA supports you in your role?

EphMRA have a number of resources to support me in my role. In addition to the Code of Conduct, EphMRA conduct Ethics webinars and provide regular updates on current topics. For example, EphMRA has recently provided a wealth of information on the EFPIA Disclosure Requirements. Often it is enough to quote the EphMRA Code of Conduct to provide evidence to a client about meeting our obligations to respondents.

Q5 You are a member of the EphMRA Compliance Network – how does that add value?

I find the Compliance Network really useful in two main ways. Firstly, it is useful when other members of the network have similar problems and we discuss solutions together. We always have very lively conversations about recent developments. Secondly, we can make suggestions to the Ethics Committee who have been very receptive in acting upon our recommendations.

EphMRA supporting its members**Q&A with
Roni DasGupta
M3 Global Research****Q1 Your role as President of M3 Global Research, Americas at M3, what does that entail with regards to compliance?**

The compliance aspect of my position requires me to stay up to date with global market research laws and regulations. Our goal is to ensure we field data accurately, ethically, in adherence with applicable legislation, as well as avoid penalties. In addition, M3 is also a publicly traded company on the Tokyo Stock Exchange and maintains the ISO 26362 certification, which requires documentation to ensure compliance with industry standards.

Q2 How have things changed compliance wise over the past 2-3 years?

In the past few years, compliance inquiries have increased in the following areas: privacy of the respondents, personal information, physician honorarium reporting, payment type (cash vs points) and employer permission requirements. As a result, many countries have responded with additional legislation, which in turn impacts the way market research is conducted.

Q3 What do you find the most challenging compliance aspects of your role?

As President, the most challenging issue I face is how to effectively address the queries we receive. Specifically, our team first needs to understand the intent of the query and subsequently conduct the research to determine the application of the respective laws.

Q4 Many M3 executives have taken the EphMRA Code of Conduct Competency test – why does M3 support this?

M3 requires all staff and executives to take the EphMRA Code of Conduct Competency test annually. Not only does it help us keep abreast of industry rules & compliance topics, but it indicates our focus on continued knowledge and providing the best service to our clients.

Q5 You are a member of the EphMRA Ethics Committee – how does that add value?

Being a member of the EphMRA Ethics Committee offers me a platform to raise awareness of various ethical issues encountered by M3. Having the ability to share ideas within the committee provides an opportunity to discuss ethical concerns and develop a mitigation plan.

Events



Conference 2015 – it's nearly here!

After months of planning, the conference is nearly upon us and we are very much looking forward to seeing EphMRA members (and non-members) in Amsterdam for an unrivalled programme of presentations, discussions, events and networking opportunities. Every effort has been made to ensure that the conference experience is a positive and memorable time and that every delegate feels that their time has been well spent at the event.

Here are some of the innovations you will see at this year's conference in Amsterdam:

- More sessions and more networking time – There will be great opportunities to catch up with colleagues throughout the two days, particularly in the Agency Fair, where all conference refreshments will be served and the evening event will take place
- The conference 'hub' – An area to have some well-earned down time and meet in an informal, friendly environment
- An outstanding programme of training opportunities at our three workshops – This is to take place on the Tuesday for a nominal fee
- An exciting new EphMRA app – This will be available in advance of the conference and will allow you to connect with colleagues, share experiences and have all the information you need about the conference in your pocket
- Printed programme and delegate list – Available for those who prefer to have a paper copy
- Pharma Networking Lounge – A dedicated area for Pharma delegates to network with other Pharma colleagues

The Beurs Van Berlage – A wonderful, historic centre for our conference

The venue for the conference is a landmark building right in the heart of Amsterdam and was built in the late 19th century by a leading Dutch architect.

It was designed as a commodity exchange and influenced many modernist architects, in particular functionalists and the Amsterdam School. Goods, grain and stock were exchanged in The Beurs and all these rooms are unique and inspiring in their own way.

When you attend the conference you will be in the various halls and rooms which were used by the stock traders and feel part of the history which the building embodies.

The Beurs has a real heart and soul and will offer you the opportunity to meet and network with colleagues in an inspiring, comfortable venue, while still enjoying the mod cons!



Update on local chapter meetings

Germany Chapter Meeting – 12 March 2015

The 4th Germany Local Chapter Meeting took place in Berlin on 12 March, with around 80 delegates attending – around a third from pharma companies. The day started with two separate meetings for agencies and pharma delegates to discuss topics of particular interest and then, later in the morning, everyone joined together for a high level panel discussion on Dienstherrengenehmigung.

Statements were given by the representatives from the FSA, ADM, BVM (a rare occasion to have all three organisations together on one stage) and then a lively and positive discussion ensued with additional panelists who were drawn from both pharma and agency.

A 'roadmap' was developed from the meeting on this very important matter for the Germany market research industry and this is being shared with all three organisations for comment and further discussion. It is hoped that a follow up meeting will take place, led by EphMRA to move this issue forward. Updates will be posted on the website and through email communications.

The afternoon was given over to presentations and discussions on another key topic: the tensions that exist between global and local market research operations, and where future opportunities might lie. There were many questions throughout from delegates, and some lively and useful discussion over the next steps to be taken towards best practice.

Our thanks to the three convenors of the meeting, who worked very hard in the preparation for the event and on the day:

Alexander Rummel

Aurum Research

Barbara Lang

Point-Blank International

Werner Braun

Sanofi

For a more detailed report and summary of the Germany Local Chapter Meeting, please look on the EphMRA website.



Italy Chapter Meeting – 7 July 2015

Plans are in progress for the 4th Italy Local Chapter Meeting and this will be held in Milan on 7 July at 10Watt – a venue which has been used several times before and which offers delegates a relaxed environment to network with colleagues and learn from expert speakers.

We are working with a number of new local convenors to bring this event to you, and EphMRA wishes to thank them all for their time and commitment to this meeting:

Raffaella Scalamandre
Bayer

Monica Sala
Edge Consulting

Karen Donofrio
Biogen idec

Piergiorgio Rossi
SGR International

Nicola Negri
Celgene

For more information on the Italy meeting, please refer to the EphMRA website, where you can register for the meeting and will also find the agenda for the day.



Japan Chapter Meeting – 15 October 2015

The 2nd Japan chapter meeting will take place in Tokyo on 15 October 2015 and is being steered by EphMRA in conjunction with a highly esteemed Programme Committee:

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

We are currently looking for innovative and informative presentations for consideration by the Programme Committee for the meeting and the Call for Papers deadline is on Friday 12 June. Please refer to the EphMRA website for more information about the meeting and the requirement for the Call for Papers:

www.ephmra.org



France Chapter Meeting – 2015 Date TBC

To add to the EphMRA portfolio of local chapter meetings, we will be holding the first meeting in Paris, France, in the latter part of 2015. The venue, date and programme are being worked on by EphMRA and local convening committee and the details will be announced very soon.

The convenors for the meeting are:

Natasha Brachet

AplusA Research

Nicki Germain

GIM France

Perrine Bes

Ipsen Pharma

Audrey Chemin

Pfizer



We have now run six webinars this year and have more informative free webinars for members for the remainder of the year. All webinars can be accessed through our website and are available for members to listen back to after the event. The pdfs of the slides and short summary reports are also available. Please look at the EphMRA website for announcements on upcoming webinars.

2014 Webinars

- Market research and the Orphan Disease Area – 4 December 2014
- Fieldwork opportunities and challenges in Argentina and Mexico – 25th November 2014
- Fieldwork challenges and opportunities in Nigeria and Egypt – 6 November 2014
- Advanced quantitative research – 28 October 2014
- Fieldwork challenges and opportunities in Indonesia and Vietnam – 13 May 2014
- Joint EphMRA-ESOMAR webinar: Healthcare market research and ethics: What you need to know – 3 April 2014
- Devices Research - Can you handle it? – 25 March 2014
- Ethical considerations for non market researchers – 20 March 2014
- Rules of engagement: Negotiation made simple – 6 March 2014
- Fieldwork challenges and opportunities in Poland and the Ukraine – 22 January 2014
- Data visualisation – Digging deeper – 26 September 2013
- Adherence and research – 14 March 2013

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



EphMRA ATC Classification Committee

Classification Harmonisation Meeting: World Health Organisation – February 2015

The annual WHO/EphMRA/PBIRG Harmonisation meeting was held in London in February 2015. This provided an excellent opportunity to understand the similarities and differences between the WHO classification system and the EphMRA system.

There can sometimes be confusion in the interpretation of information that refers to both classification systems. So, the aim of this collaboration is to harmonise where this makes sense, taking into consideration the different purposes of the two classifications. The Committee produces a comparison document outlining the relationship between the classes in the two systems and this has proved to be an extremely useful guide. The document has been updated with the 2015 changes and is available on the EphMRA website.

April 2015 Meeting

Our April meeting was hosted by Marilena Lauriola, our committee member from MSD Rome.

One of the main objectives of the meeting was to further progress the classification development proposals likely to be voted on by the EphMRA/PBIRG membership in May 2015. These proposals include developments in: anti-emetics, antidiabetic combinations, new cholesterol reducers, antineoplastics, combination products for COPD, products for dry eye etc.

Many other topics were discussed including the classification of several new substances and combinations, as well as clarification of certain classification rules.

The 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 – Thank you!

Many thanks to all the companies which provided input when requested by the committee as part of our process for developing new classes. It is vital that we get your feedback in order to make the changes relevant and useful.

In addition, thank you for participating in the voting process this year for the new classes for 2016 – again, you are key in ensuring the classification system lives!

Committee membership

The committee 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.

Classification Committee

Your vote made a difference!

This May the EphMRA/PBIRG Classification Committee contacted 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, once (and if) agreed, are then available for use in January 2016.

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.

Thanks to all companies who voted this year – as many votes as possible are needed to ensure that the classes reflect the view of the whole of EphMRA/PBIRG; every year there have been companies who have not participated in the vote – please help us to get a 100% response rate!

Why vote?

Pharmaceutical products are grouped into categories in secondary audits according to the EphMRA / PBIRG Anatomical Classification System – voting means 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.

The results are reviewed by the committee at their June meeting. They are then published as provisional new classes in the member's committee update document for the June meeting, and also on the general EphMRA website. Further detailed refinement of the classification rules for these new classes is carried out during the year, and the final information published at the end of the year. The new classes then come into effect from the beginning of 2016.

All the tools you need are now in one place.

We've gathered worldwide leaders in qualitative and quantitative market research — so you can power all your research projects from one single source. Gain insight like never before through our full suite of market research products.



re **Revelation®**
Mobile and web platform for mobile diaries, bulletin boards and insight communities

de **Decipher**
Customizable platform for mobile and web surveying with powerful real-time reporting

vs **VideoStreaming™**
In-depth interview and focus group video platform to live-stream to your office

rh **ResearchHub**
Central location to collaborate, create, find, sort and archive all your qualitative and quantitative market research

iv **InterVu®**
Webcam interview system for live face-to-face discussions with consumers

dv **DeviceVu™**
Platform for observing participants interacting with your site or app on smartphones, tablets or gaming systems

hv **HomeVu™**
Platform for streaming in-home immersions to observe consumers

People News



QQFS is pleased to announce Stephen Anderson's appointment as Quantitative Research Manager. Stephen is responsible for providing costs, feasibility and recommendations in the Nordics, Benelux, Austria, Switzerland and Eastern Europe.



Mohammad Abu Mazen joins QualWorld as Business Development Manager for EMEA. Moh'd is a registered nurse who brings with him several years of experience in clinical healthcare and healthcare MR.



M3 Global Research takes on 3 new starters within its Business Development division. Antonio Tropea says "I'm absolutely delighted to have joined a truly enthusiastic, results-driven team".



KeyQuest Health, the international qualitative fieldwork experts, have expanded their USA office with the arrival of Kelly Howe as Project Manager, bringing extensive experience from her time at Schlesinger Associates.



(Lauf, Germany/ Philadelphia, USA, April 2015) Aurum Research welcomes Kathy Leister who recently joined their US team in Philadelphia supporting Brian Attig, PHD, who joined Aurum in October 2014.

Services News



PINNAKLE Is traditional brand marketing dead? Kantar Health believes the answer is no and we are delighted to offer a new analytical framework to discover a brand's unrealized potential. www.kantarhealth.com



42 market research, a leading provider for online market research in the healthcare sector is pleased to announce the launch of its new panel in Bulgaria. www.42mr.com



SERMO, previously WorldOne, Top US Social Network for Doctors, Announces Global Expansion: Starts with the UK and Creates the First Ever Channel for UK and US Doctors to Work Together.



Research Partnership has formed a Digital Services Group led by John Branston. The group will build on existing capabilities and explore the latest digital techniques for pharmaceutical market research.

Services News (Continued)



After having managed many of your qualitative patients projects, Exafield is now developing patients panel: HIV, diabetes, MS, hemophilia...and more coming soon!



Your SKIM team can help you understand the more emotional reasons behind prescribing decisions using in-the-moment mobile research with physicians. See our recently published article for details: www.skimgroup.com



ATU trackers are purely descriptive. iCONSULT Brand Status™ adds quantified brand diagnosis: deeper, practice-oriented insights into how marketing and sales efficiency can be improved. Available worldwide. info@iCONSULT.de

Company News



Szinapszis, headquartered in Hungary opened offices in Slovenia and Croatia to cover the Adriatic region with our own fieldwork capabilities in pharmaceutical market research, setting up online HCP panels. www.szinapszis.hu



ANTERIO is pleased to announce the addition of INTAGE's Consumer Healthcare Department to its existing business, bringing Japan's leading consumer healthcare and ethical pharmaceutical research consultancies under the same roof.



Prescient Market Research has now merged with its sister companies to form Prescient Healthcare Group; an evidence based commercial and brand planning agency to the pharmaceutical and biotech industry. www.prescienthg.com



MarketSense Conference 2015 "Forecasts and opportunities" welcomed more than 50 special guests at GUM Cinema Hall on 25th of February, 2015. Presentations are available upon your request at www.marketsense.ru !



HRW is delighted to announce the opening of our Switzerland office and welcome new directors, Christine Dalzell EVP US from ORC, Nathalie Wilde from TPSi, and Fenna Gloggnier from Novartis.



Elma supports ONDA at EXPO 2015: 'Feeding the planet, Energy for life', Elma will provide research to gain an insight into the health and nutrition of women.

IS TRADITIONAL BRAND MARKETING DEAD?

WE THINK IT JUST GOT INTERESTING...



PINNAKLE®

DISCOVER YOUR UNREALIZED BRAND OPPORTUNITY

Discover PINNAKLE and access essential White Papers, Fact Sheets and Infographics:
bit.ly/khmr2015

Join colleagues at EphMRA 2015 Local Chapter Meetings

7 July – Milan

Italy Local Chapter Meeting – Evolution in healthcare market research: new challenges and opportunities



15 October – Tokyo

2nd Japan Local Chapter Meeting

