

EphMRA Committee Telecon: Minutes & Actions
22 May 2019

Participants	Bernadette Rogers (BR)	Analia Revaux (AR)
	Jessica Santos (JS)	Matteo Cappai (MC)
	Roni DasGupta (RDG)	Alex Adams (AA)
	Karen Giorgio Vigo (KGV)	
Apologies	Chloe Simmons (CS)	Christine Mai (CM)
	Anne Beatrice Clidassou (AB)	Piergiorgio Rossi (PGR)
	Mattias Blomgren (MB)	Xander Raijmakers (XR)

Please kindly remember that all EC discussions should remain confidential

MINUTES & ACTIONS

	TOPIC	LEAD
	Introduction and apologies	BR
1	<p><u>EC Chair Vacancy</u></p> <p>Georgina Butcher (GB) left Astellas and is longer EC Chair. GB will be providing freelance support to the committee.</p> <p>Two vacancies for EC Chair: one to represent client members and one for agencies to ensure balance of views on the committee. Open to EphMRA Members.</p> <p>Contact BR if interested, or know someone who might be.</p> <p>BR also raised the point that EC attendance on calls is variable. Is there a need to expand the committee to ensure more members can join the calls? Particularly to ensure representation on both client and agency side. EC didn't consider this to be of immediate concern but to continue monitoring and review if numbers continue to be low.</p>	BR
2	<p><u>General Ethics Update</u></p> <p>US Sunshine Act</p> <p>RDG highlighted changes in US MR associations with Insights Association replacing CASRO and MRA. Change to be reflected in EphMRA Code update. BR confirmed the change is included in the 2019 update.</p> <p>RDG confirmed that Maine (refer links below) and Vermont are the two US states where incentives for participation in bona fide market research are not permitted.</p> <p>http://www.mainelegislature.org/legis/statutes/32/title32sec13759.html</p> <p>https://www.policymed.com/2019/04/maine-gift-ban-proposed-regulations-issued-250-limit-on-honorarium.html</p> <p>Minnesota</p> <p>Confusion remains on providing incentives for healthcare professionals (HCPs) participation in market research (MR). Insights Association's Advocacy, Howard Fienberg, provided members with a summary of the situation, including that incentives for HCP participation in MR sponsored by Pharma manufacturers is acceptable.</p>	BR / EC

	<p>ACTION: RDG to liaise with Insights Association on option to share guidance on US Sunshine Act with EphMRA members. RDG to follow up with BR on outcome of discussion.</p> <p>Update other Privacy/Code changes</p> <ul style="list-style-type: none"> • France – no changes. GDPR situation remains in a state of flux. • S. Africa and Turkey – JS flagged that privacy laws in both countries are changing. Other countries also changing their privacy laws, some similar to EU GDPR but there are also key differences emerging. <p>ACTION: JS continue monitoring and updating EC/BR on potential/actual changes in privacy laws in Europe and other key countries (e.g. covered by current Code).</p> <p>European Data Protection Boards (EDPBs) guidance</p> <p>Requested BR for an update on the situation with regard to guidance for the MR industry on GDPR. BR confirmed no change and that the Board still has not met. No date available for when this might be included on the EDPB's agenda. BR to continue monitoring the situation via EFAMRO.</p> <p>EC suggested EphMRA provides agencies and clients with a flow chart on key privacy questions to reduce some of the uncertainty around this topic. EC/BR agreed that a schematic, e.g. flow chart or decision tree, would be a useful support tool for members.</p> <p>ACTION: BR to put this n the list of 'things to do' and assess priorities in June</p>	
4	<p>Topics for June meeting agenda</p> <p>BR asked for suggestions on discussion topics for the June meeting.</p> <p>Screeener guidance: suggested as some agencies / clients 'screen out' on screener privacy questions if the respondent wants to know the name of the sponsoring company before the end of the interview. EphMRA guidance includes a layered consent approach but consistent with GDPR does not exclude potential participants who want to know the sponsoring company's name prior to the interview. Suggested developing screener questions to encourage consistency of approach on Privacy requirements, i.e. not as exclusion criteria.</p> <p>ACTION: EC to provide BR with topic suggestions for June meeting by eob 8 June latest.</p>	BR / EC
5	<p>AOB</p> <p>EC request for an update at June conference on EFAMRO/ESOMAR GDPR Code collaboration.</p> <p>ACTION: BR to ask Camilla to include this in conference update.</p>	BR
6	<p>Next meeting: 24 June, Hilton Warsaw Hotel & Convention Centre</p> <p>Close of meeting</p>	BR