

## Welcome to the March 2021 News!

Delivering the membership benefits to you  
Ensuring you know what's on offer





# About the Board

The management of the Association is undertaken by the Board, which derives its authority from the members, and is responsible for fulfilling the objectives of the Association having regard to the decisions taken by the members at the Annual Meeting.

The Board comprises the following members:

- President • Vice President • Past President • up to 5 Industry Board members
- up to 5 Agency Board members • Treasurer and General Manager (non voting)

Members of the Board for 2020 - 2021 are shown below. The term of office is 1 October to 30 September the following year.



**Karsten Trautmann**  
Merck KGaA  
Board Industry Member  
President



**Thomas Hein**  
Thermo Fisher Scientific  
Industry Member  
Past President



**Charles Tissier**  
EphMRA  
Treasurer (non voting)



**Bernadette Rogers**  
EphMRA  
General Manager  
(non voting)



**Marianne Fletcher**  
Pfizer  
Board Industry Member



**Nicola Friend**  
AstraZeneca  
Board Industry Member



**Gabi Gross**  
Thermo Fisher Scientific  
Board Industry Member



**Richard Head**  
Research Partnership  
Board Agency Member



**Richard Hinde**  
Norgine  
Board Industry Member



**Amr Khalil**  
Ripple International  
Board Agency Member



**Stephen Potts**  
Purdie Pascoe  
Board Agency Member



**Xander Raijmakers**  
Eli Lilly Nederland BV  
Board Industry Member



**Marcel Slavenburg**  
SKIM  
Board Agency Member



**Christophe Van der Linden**  
suAzio  
Board Agency Member

*Thank you...*

The Board would like to thank Marianne Fletcher, Pfizer for all her support to Board activities and it has been great working together. We all wish Marianne well in her next steps.

# Apply to be a Board Agency Member

## Current Agency Board members are:

1. **Richard Head**, Director, Research Partnership - [RichardH@researchpartnership.com](mailto:RichardH@researchpartnership.com)
2. **Amr Khalil**, Managing Director, Ripple International - [amr.khalil@ripple-international.com](mailto:amr.khalil@ripple-international.com)
3. **Stephen Potts**, Director, purdie pascoe - [stephen.potts@purdiepascoe.com](mailto:stephen.potts@purdiepascoe.com)
4. **Marcel Slavenburg**, Senior Director, SKIM - [m.slavenburg@skimgroup.com](mailto:m.slavenburg@skimgroup.com)
5. **Christophe van der Linden**, CEO, suAzio - [C.VanderLinden@suazio.com](mailto:C.VanderLinden@suazio.com)



These Board members fill a very important role and provide feedback and input into the strategic direction of the Association.

## Executive Board – Agency Members 2021 – 2023

**Application Deadline - 30 March 2021**

### Who can apply?

- EphMRA will accept applications to join the Board from any Agency Member company.
- However, only 1 person per Agency Member company can put themselves forward as a candidate. This will facilitate a spread of representation and eliminate multiple applications from one company.
- Applications must be made online by 30 March 2021

<https://www.ephmra.org/about-us/board-agency-members/board-agency-members/>

### Time Commitment:

- It is a 2 year term of office starting 1 October 2021 and ending 30 September 2023.
- Usually one and possibly two in-person meetings a year (one is held at the annual June conference)
- Other telecons every 1-2 months
- Attend the annual conference and other EphMRA events, eg chapter meetings as relevant

- Participate in Member meetings when Members attend eg at appropriate chapter meetings or annual conference
- Please note that all EphMRA Committee/Working Group positions do require you to work as a team with other members - thus please only apply if you are able to give time at appropriate moments to answer emails etc, attend meetings and telecons. Members who join the Board and are then subsequently not able to fully participate due to workloads or an extended leave of absence, may be asked to leave the Board.

### Important Notes:

- Candidates, in their application, must demonstrate their commitment to enhancing and supporting EphMRA - this is key to a successful application. Agency Members must not apply to become Board members for any commercial reasons or to enhance their own business opportunities. Any breach of this (eg using information learnt in Board discussions for their own company's benefit) would result in the Member being asked to immediately leave the Board and would inhibit further EphMRA participation.
- No compensation is available for costs incurred for attending Board or other EphMRA meetings.

### What happens once your application is received?

- All applications will be collated in confidence.
- Only Industry Members (pharma) on the Board will review and assess all applications
- The list of those applying will be reviewed by the Industry Members on the Executive Board. If an Industry Member of the Board identifies a potential conflict of interest with any candidate/candidate's company ie does a significant amount of business with the company then the Industry Member must raise this matter with other Board Industry Members and discuss whether, should the candidate be successfully voted in, this would affect the smooth running of the Board or cause any difficulties to arise. The Executive Board, should such a potential conflict of interest be identified, would not put the candidate forward to the election stage.
- Should any Agency Member candidate not be put forward to the voting stage by the Industry Members on the Board, the candidate will be individually informed as to the reasons for the application not going forward to the voting stage.

Such candidates may then appeal to the EphMRA President, with his decision being final.

### Voting process:

- The vote is conducted by email.
- One vote per Agency member company.
- Each Agency Member company will receive details of all the candidates by email – the information given out is indicated by a \* on the application form. No other information is circulated.
- A majority of all Agency Member companies must vote (ie if there are 140 Agency Member companies then we must have votes back from 70 at least). To have a 50% vote return is in line with Industry Member Board voting guidelines.
- Voting timelines will be strict: 3 weeks with reminders after 1 week and then after 2 weeks.
- If a majority of Agency Members do not return a vote in the timeline the Board Industry Members will decide and select the candidates from the list.

## PSPenhance

### Delivering insights to help develop your patient support programmes

Designing an effective patient support programme can be challenging. Our proprietary market research approach, **PSP Enhance**, provides insights pre- and post launch to help maximise success.

If you need to enhance your existing programme, or develop a new one, contact us today to find out how we can support development, delivery and uptake.

Visit our website to find out more:

[researchpartnership.com/pspenhance](https://researchpartnership.com/pspenhance)





# Events for 2021

Whilst the world continues to deal with COVID and many of us are restricted from 'normal' activities, rest assured that EphMRA has an exciting array of events on offer over the year ahead, to keep you informed, engaged and inspired, wherever you are working.

## Webinars

EphMRA has been running a number of highly successful webinars on a wide range of topics – from checking tables to market access – and you can find all the details of upcoming webinars on the EphMRA events calendar, which is constantly being updated - <https://ephmraevents.org/events/>

## Speed Networking



To give our members a wide variety of experiences online, EphMRA has been running online networking events each month, with the next 'speed networking' event taking place on 25th March. Feedback from attendees at these events has been extremely positive, so if you've not attended one of these fast-paced events, please join us for the next one. They are running every month.

## Online discussion session – 9 March

We are experimenting with different platforms, so that your online experience remains exciting and engaging, so with this in mind, we held our first online discussion session on 9th March.

There were 2 'rooms' available to delegates – one discussing issues relating to ethics – i.e. France and the recent updates and what it means for our industry and EU and EDPB updates. These sessions were facilitated by Bernadette Rogers from EphMRA and Camilla Ravazzolo from EFAMRO.

In the 2nd 'room', the future of Qualitative research and the future of F2F meetings more broadly were discussed, with these discussions being facilitated by Xierong Liu from Ipsos Health and Stephen Potts from Purdie Pascoe.

The whole event lasted an hour, with 30 minutes for each topic and the event provided a really great experience for delegates to talk to each other and to engage in these really important discussion sessions.

More discussion events will be planned later this year.

## UK Online Meeting – 23 & 24 March

The overall theme of the meeting is - REFLECT – SHARE – LEARN – OPTIMISE

There is much to be positive and optimistic about, with vaccines now rolling out and a return to some sense of 'normality' again hopefully next year. However, the COVID-19 pandemic has impacted every aspect of our lives and changed some things probably permanently. From the personal - the way we as individuals live and work - to the professional - the way companies and organisations, both large and small, interact with their customers and the way they make decisions. Healthcare is no exception.

For the online UK meeting we will focus on 2 aspects of engagement.

1. COVID-19 has brought challenges by way of **how we interact with respondents**
2. At the same time, there have been dramatic changes in **how cross-functional brand teams and agencies interact and collaborate on projects**

With these dramatic changes in mind, we will provide the opportunity for our industry to stop and reflect on how far we have come and what we have learnt.

Over two half days we will be sharing:

1. New and novel approaches to engaging respondents
2. Fresh ideas on how to engage and facilitate cross-functional brand teams

In addition, we will be providing guidance from experts in the field on how to optimise our personal

impact and engagement on virtual platforms.

We have some outstanding speakers sharing their insights with you over the 2 half days and if you've not yet registered for this event, please go to the website where you can see all the brilliant speakers who will be talking. <https://www.ephmra.org/events-training/events/uk-online-meeting-23-and-24-march-2021/>

We will be using a new to EphMRA platform for this event, which we hope will really enhance your experience and ensure that you are involved and immersed in this event.

We have opportunities to exhibit virtually on the platform we are using, so if you are an agency and would like to share with delegates your company's expertise, this is a brilliant (and cost effective) way to showcase your company using many different mediums. The investment is only £100. Please contact Bernadette Rogers at EphMRA for more information on how to exhibit – [generalmanager@ephmra.org](mailto:generalmanager@ephmra.org)



## EphMRA UK online meeting

23 and 24 March 2021

### Agenda

#### 23rd March - Meeting starts at 13.00 UK time

All sessions will be live, with live Q&A at the end

Time	Activity	Speakers	Title and summary
13.00 - 13.05	Welcome by convenors & EphMRA		
13.05 - 13.35	Session 1	<p>Speaker: David Wright, Hello Ara, Conversational AI Market Research</p>  <p>Convenor: Anna Garofalo, Janssen EMEA Market Research Centre of Excellence</p>	<p><b>Conversational AI Market Research in a Health Setting</b></p> <p>David will talk through the latest in Conversational AI technology, and how it applies to the health market with a focus on research.</p> <p>He will work through Persona, Empathetic and Script design, before discussing (with examples the various conversational channels and how they are utilised, from WhatsApp, Messenger, Voice Assistants to Digital Humans (with examples).</p> <p>He will also work through the Natural Language tools required to make sense of the conversational data.</p>
13.40 - 14.10	Session 2	<p>Speaker: Oren Wesler, Wikistrat</p>  <p>Convenor: Alex Marriott, Cello Health</p>	<p><b>The use of soft gamification techniques to increase engagement among users</b></p> <p>The use of gamification as a tool to increase engagement has been known for quite a while. Most digital platforms use gamification that is based on a UX/UI interface and aimed to be similar to a computer game, or on incentives such as points, ranks, and levels. Soft gamification methods such as personalization, the use of storytelling and the use of influencers are being overlooked, despite the high success rate they have in increasing activity and the quality of participation.</p> <p>In this session, Oren Kesler, CEO of Wikistrat – a company that has been running collaborative simulations and wargames for organizations such as the US Pentagon and NATO for more than 10 years – will review some of the soft gamification methods used by Wikistrat in order to engage their community and create a sense of community among their experts.</p>



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Time	Activity	Speakers	Title and summary
14.10 - 14.20	Comfort break	Time to grab a coffee and stretch your legs	
14.20 - 14.50	Session 3	Speakers: Jay Subramanian, Leo Pharma   Daniella Heywood, Branding Science   Convenor: John Grime, Strategic North	<b>Using implicit associations and other research enhancing approaches to make better decisions</b> <p>Pharma clients are finding themselves with less and less resources and have to make decisions more effectively and relying on direct questions and standard KPIs often does not identify a clear path when making key business decisions. Additionally, in a COVID world and the majority of research being virtual, we need to keep respondents engaged using different approaches and techniques throughout their interview.</p> <p>We will share practical applications of using implicit association techniques; AdSam and Sentient Prime, as well as an AI alternative to eye-tracking, and prediction markets via gamified betting platforms. Jay and Daniella will also share client company examples of how these techniques have made a difference in their organisations, especially when used in combination.</p>
14.50 - 15.20	Agency Fair	An opportunity to talk to exhibitors and learn about how they could help you	
15.20 - 15.50	Session 4	Speaker: Lucy Hind, Body Coach   Convenor: Gayle Hughes, Pfizer	<b>Virtual Confidence and Communication</b> <p>Lucy is often reminded that we move before we speak. This is easily forgotten when we communicate virtually, and with most, if not all of our meetings and interactions online, now is the time to invest in making the most of this medium.</p> <p>Lucy will investigate how our body language can lay the groundwork for a fruitful interaction and how to turn it around when we feel we are losing our way. She will also be exploring how the interpretation of our value and status in the workplace affects our ability to communicate confidently and clearly. So many of us feel that we are at a disadvantage because we are not able to be face-to-face with our clients and colleagues, and she hopes to change that for you. Lucy is passionate about knowledge, identifying bad habits and empowering individuals to use their bodies and voices as their greatest professional tools.</p>
15.50 - 16.35	World Café Session	An opportunity for attendees to ask questions of each speaker in separate 'rooms' and discuss the implications of each session when they go back to the office	

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Time	Activity	Speakers	Title and summary
16.35	Wrap up and close	Convenors to close day 1 briefly summarising outputs and talk about what's on offer on day 2	

### 24th March - Meeting starts at 13.00 UK time

All sessions will be live, with live Q&A at the end

Time	Activity	Speakers	Title and summary
13.00 - 13.05	Welcome by convenors	Brief summary of what happened on day 1	
13.05 - 13.35	Session 1	Speakers: Elizabeth Kehler Adelphi Research   Kirsty Hope, Adelphi Research   Convenor: John Grime, Strategic North	<p><b>Let's get str-agile – reflections on how the new normal can facilitate a paradigm shift to agile, collaborative research without losing focus on strategy</b></p> <p>Elizabeth and Kirsty, in this session will critically evaluate the disruptive changes occurring in our industry, and the impact they have had, and will have, on the way in which agencies and clients work together. How have these changes impacted our ability to truly deliver agile and meaningful insights in collaboration with cross-functional brand teams?</p> <p>They will share multiple perspectives (industry company, agency, health care professional, behavioural expert, design thinking practitioner) on the impact of COVID on our way of working, agency-client relationships and what this means for agility and efficiency. In addition, they will argue for the positives brought by our new way of working – and the elements that need to stay to help us continue to communicate and co-create effectively.</p> <p>Finally, they will dispel the myth that agile and high-quality research cannot co-exist, rather arguing that through iterative, collaborative design, the two in fact support one another and in turn are supported by the increased uptake of new tools and technology to support virtual working relationships.</p>
13.40 - 14.10	Session 2	Speakers: Roberto Cortese Elma Research   Gregg Quay, Elma Research   Convenor: Anna Garofalo, Janssen EMEA Market Research Centre of Excellence	<p><b>Gamification: Why, when &amp; how to use it in order to get more value from your stakeholders</b></p> <p>Join Roberto and Gregg in this engaging session to discover why we are all wired to play, what gamification methods you can use and when to best use them. Mixing a little bit of theory with a lot of practical examples and case studies, they will take you through how gamification can transform internal workshops, especially in this virtual environment. At the end of the session, they will discuss how play is a very serious and powerful asset ready to use, highlighting the added value it can deliver.</p>





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14.20 - 14.50	Session 3	Speaker: Rhoda Schmuecking, Ipsos MORI   Convenor: Gayle Hughes, Pfizer	<b>The COVID-19 Vaccines: evolving attitudes and behaviours</b>  The much hailed COVID-19 vaccines are here and are the key scientific intervention the world has been told is the only real way out of this pandemic. Vaccines might be the beginning of the end, but there's still a long way to go. The first half of 2021 will be dominated by the rollout of the vaccines, but what does the public believe about where we are now, and what is the evolving impact on their opinions, perceptions, behaviours and views towards vaccines in general? During this session Rhoda will look at the global rollout of the COVID-19 vaccines which is the largest, fastest and most challenging vaccination programme in history, how the mismatch between vaccine supply and demand is quickly emerging and how attitudes and behaviours toward vaccines have been affected.
14.50 - 15.20	Agency Fair	An opportunity to talk to exhibitors and learn about how they could help you	
15.20 - 15.50	Session 4	Speaker: Daniel Wain, Daniel Wain Consulting   Convenor: Alex Marriott, Cello Health	<b>Engaging through the ether: how not to deliver a monologue in the presence of witnesses</b>  In this session, Daniel will talk about how to facilitate communication effectively in a virtual online environment with your internal and external stakeholders.  Here are some of the areas he will cover: <ul style="list-style-type: none"> <li>• The fundamentals of communication &amp; how these apply to a medium such as Zoom</li> <li>• The importance of clarity of purpose &amp; audience – <i>if you fail to plan, you're planning to fail</i></li> <li>• Moving from one-way transmission or presenting to 360 degree facilitation – <i>how to make the communication interactive &amp; engaging</i></li> <li>• The importance of agreeing ground rules, roles &amp; agenda, and of setting the scene &amp; mapping out the journey</li> <li>• Using online tools to support (but not dominate) the communication</li> <li>• Balancing the technical with the emotional demands of virtual communication</li> <li>• Being conscious of time &amp; avoiding detours, derailers &amp; detail</li> </ul> At the end of Daniel's session, you will go away with: <ul style="list-style-type: none"> <li>• Greater knowledge of the range of tools, tips and techniques for effective virtual facilitation</li> <li>• How your communication/facilitation could be improved</li> <li>• Greater capability and flexibility in facilitating effective online communication</li> <li>• Some tangible actions to put into practice when you next have an online meeting</li> </ul>

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15.50 - 16.35	World Café Session	An opportunity for attendees to ask questions of each speaker in separate 'rooms' and discuss the implications of each session when they go back to the office	
16.35	Wrap up and close	Convenors to close day 2 briefly summarising outputs from both days	

## Germany online meeting – 27 & 28 April

This will be the 10th Germany meeting and is the longest running meeting of all our previously one day meetings. We shall celebrate in style in April, so join us for what will be another informative and insightful event for our German speaking colleagues!

Our Convenors have met to review the submissions sent in and we are putting the agenda together for the 2 half days on 27 and 28 April. The agenda will comprise of keynote speaker sessions, discussion forums for Industry and Agency colleagues separately, presentations and World Café style discussion sessions. It promises to be another lively and engaging event for all colleagues working in the German healthcare market and is a 'must attend' event in the EphMRA calendar.

You can find out more information about the event and register here - <https://www.ephmra.org/events-training/events/germany-online-meeting-27-28-april-2021/>

## Annual Conference online – w/c 14 June

As you will know, the conference will be an online event this year and will offer some great opportunities to listen to some outstanding speakers, as well as engage in some lively discussions; network and visit online exhibition stands. We are very excited to be offering you the experience of an online event, as it will certainly broaden the reach of the event to many more colleagues across the globe.

This event will use the same platform as the UK online meeting, with some sessions being broadcast live and others being pre-recorded and broadcast at scheduled times. Whether live or pre recorded, you will be able to engage in asking questions of speakers so that you feel very much part of the event, from the comfort of your living room!

We are working on the programme with the Programme Steering Committee and the programme will include some exciting panel discussions, as well as the more traditional presentations.

There will be an exhibition for agencies to showcase their company's products/services and this will provide opportunities to share videos, documents and links with delegates.

For all up-to-date information about the conference, please go to the EphMRA conference website - <https://www.ephmraconference.org/>

If you would like any more information about the conference or any of the other events mentioned here, please contact Caroline Snowdon, Events Manager – [events@ephmra.org](mailto:events@ephmra.org) or Bernadette Rogers, General Manager – [generalmanager@ephmra.org](mailto:generalmanager@ephmra.org)

We look forward to seeing you at many of our upcoming events in 2021.





# EphMRA 2021 Conference Programme Committee – thanks to our Members



**Elizabeth Kehler**  
Managing Director  
Adelphi Research



**Letizia Leprini**  
Customer Business Insights  
Bayer Pharmaceutical Division



**Georgie Cooper**  
Partner  
Basis Health



**Carolyn Chamberlain**  
Commercial Director  
Blueprint Partnership



**Erik Holzinger**  
Founder & Director  
groupH



**Roy Rogers**  
Partner  
Hall & Partners



**Xierong Liu**  
Director  
Ipsos Healthcare



**Sarah Phillips**  
Practice Lead, Brand & Integrated  
Research Solutions, IQVIA



**Tracy Machado**  
Director  
Phoenix Healthcare



**Stephen Potts**  
Director  
Purdie Pascoe



**Amr Khalil**  
Managing Director  
Ripple International

# Ethics Update

This quarter for our members we have published the November Ethics News with a global round up of everything you need to take note of ethics wise.

EphMRA Ethics Healthcare News	
November 2020	
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Looking for Guidance on the anti-gift regulations in France? Check out the members web site.

EphMRA

COUNTRY UPDATE 09/2020

## FRANCE: entry into force of reinforced anti-gift restrictions

New notification and authorisation regime

France has strengthened the so-called "anti-gift regulations", which prohibit numerous types of persons (including certain healthcare professionals and public officials) from receiving benefits in kind or in cash, in any form, directly or indirectly, provided by entities manufacturing or selling health products or services. Such entities are also prohibited from offering or providing benefits to these persons.

Find tailored resources on Brexit in our Hub – log into the members area.



- No deal Brexit guidance
- Appointment of EU representative
- Immigration Update
- Standard Contractual Clauses
- EU-UK Data Transfers
- Brexit policy statements for government and MRS
- International Data Transfers: Privacy Shield and Standard Contractual Clauses

## Consultation Response to EDPB Guidelines on the concepts of controller and processor

EFAMRO and EphMRA joined EFPIA, the European Federation of Pharmaceutical Industries and Associations; IPMPC the International Pharmaceutical & Medical Device Privacy Consortium; and BHBA the British Healthcare Business Intelligence Association in the consultation response to the EDPB Guidelines on the concepts of controllers and processors.

Access the proposal in the members area – log in [www.ephmra.org](http://www.ephmra.org) – Ethics - Publications



# New for 2021: Preparing for Field



## Course Objectives

This EphMRA online training course is aimed at those:

- Working in field and operations – recruiters, field executives, freelancers and consultants working in healthcare market research

The scope of the course is:

- to give background information on healthcare market research and the different elements (eg respondent types, how to recruit etc)
- to emphasise code of conduct and ethical considerations – these will be signposted and more detail is available in the Code of Conduct
- provide clarity on some of the different types of methodologies – qualitative and quantitative interviews
- the course will complement two other EphMRA training courses – Introduction to International Pharma Market Research and Managing a Research Project

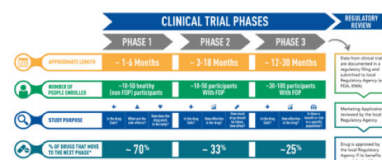
## What is Healthcare MR?

### What is the Product Life Cycle?

Pharmaceutical products move through what is called a 'life cycle' – which spans from molecule development right through to the post launch period.

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## What are the types of methodologies in Healthcare MR

- Qualitative methodologies
- Quantitative methodologies
- Strategic Market Research

## What types of respondents are typically interviewed in healthcare market research?

### Examples of who is regularly interviewed

**Primary Care:**  
GPs  
Practice Nurses  
Practice Managers  
District Nurses  
Retail Pharmacists  
Dentists



**Secondary Care:**  
Specialists (Grade SR+)  
Surgeons  
Specialist Nurses  
Hospital Pharmacists  
Clinical Directors  
Key Opinion Leaders



**Payers/Key Stakeholders:**  
Senior Pharmacists  
Medicines Management and Optimisation  
Head of Commissioning  
Key Opinion Leaders  
Hospital Purchasing Managers  
Hospital Business Managers  
Head of Long Term Conditions

The course is structured:

How to prepare for going into Field

Recruitment of respondents

Respondent Incentives

Re-contacting respondents – what is permitted

Observation at fieldwork – what you need to know

Recording of fieldwork

Adverse Event Reporting (AER)

Data Storage of lists and other materials provided

Role of the Medic within MR

Code of Conduct for Medical Personnel Reviewing Market Research

How can EphMRA's Code of Conduct help?

Code of Conduct for Medical Personnel Reviewing Market Research

Code of Conduct for Medical Personnel Reviewing Market Research

Protecting Respondents

How can EphMRA's Code of Conduct help?

Medical Personnel Reviewing Market Research

Adverse Event Reporting

Code of Conduct for Medical Personnel Reviewing Market Research

## Data Storage of lists and other materials provided



## New Training for 2020: Code of Conduct for Medical Personnel Reviewing Market Research

- To help medical personnel commenting upon Market Research (MR) to do so effectively, understanding how EphMRA's Code of Conduct guides all aspects of a MR project in ensuring that it meets regulatory and company standards
- Provide an understanding of the basis, scope and purpose of EphMRA's Code of Conduct
- Including its inter-relationship with the other local and international codes of practice and regulations.
- Make clear distinctions between MR, other types of research and promotional activities
- Review the key considerations and issues that medical personnel should be aware of when commenting upon MR materials

## Code of Conduct for Medical Personnel Reviewing Market Research

EphMRA

## Ethics Online Training

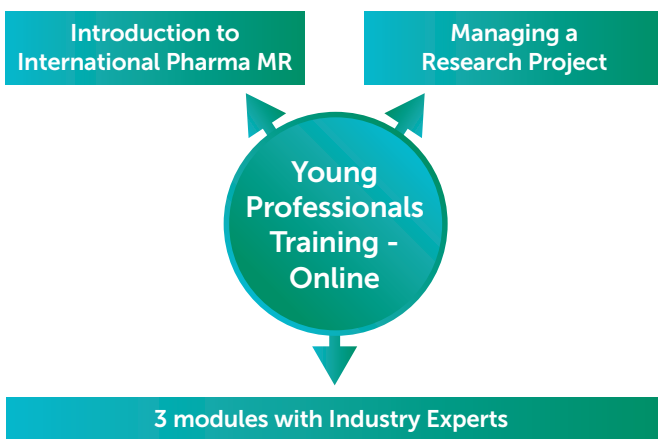
Currently there are over 2000 members in the online training portal taking our ethics training modules – as a reminder this is what we offer:

1. Code of Conduct Training Course
2. AER Training Course
3. Code of Conduct Competency Test – complete test
4. Code of Conduct Competency Test – supplementary test EphMRA members who are also BHBIA members will have the opportunity to take this supplementary test which covers EphMRA specific requirements and, in combination with the BHBIA Legal and Ethical Guidelines Competency Certificate, meets EphMRA's full requirements.
5. AER Competency Test – complete test
6. AER Competency Test – supplementary test EphMRA members who are also BHBIA members have the opportunity to take this supplementary test which covers EphMRA specific requirements and, in combination with the BHBIA certificate, meets EphMRA's full requirements

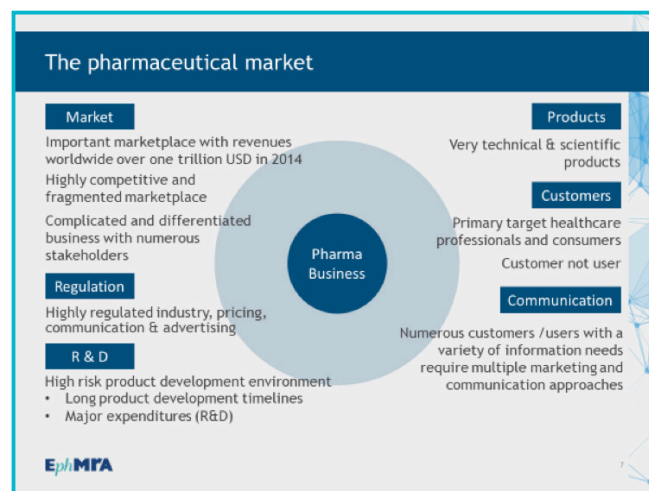
# LDC: Learning & Development Committee – delivering training to you

## Young Professionals Training

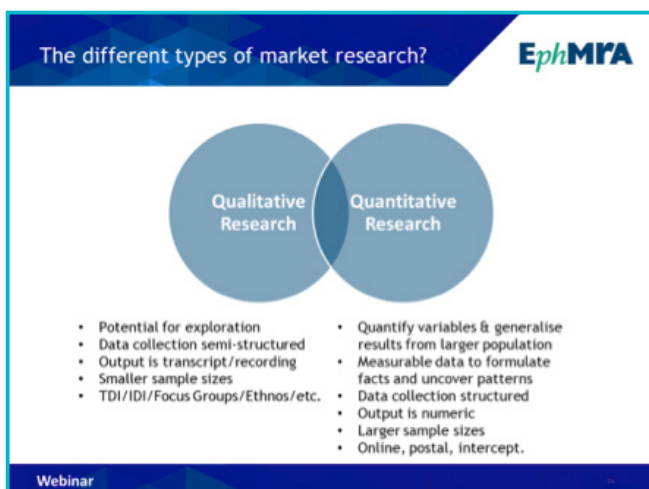
The LDC have developed a specific programme aimed at Young Professionals in our industry – those with 3 years or less in the industry.



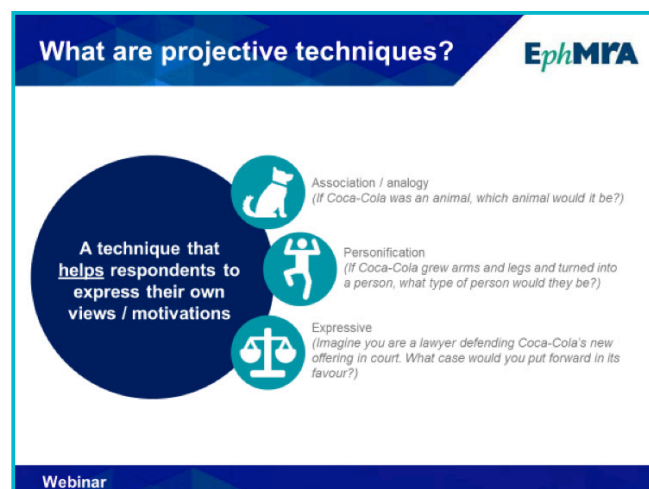
## 2) Positioning and Messaging



## 1) Basic Skills: Project and Product Lifecycle



## 3) Projective Techniques







# MR Excellence Awards 2021



Submission deadline was 28 February 2021

EphMRA colleagues are engaged in a huge range of healthcare market research initiatives, studies and projects and the Board wants to take this opportunity to learn more and to enable members to show case their expertise.

It's time to start organising your submission for the EphMRA Awards - these are outlined below and open to all (including members and non members).

Winners will be announced in April 2021.

The winning papers will receive a certificate and memento award and are offered the opportunity to present at the June 2021 Conference (but this is optional).

## 1. Making a Business Impact

Sponsored by



This award is for a market research project that has made an impact on the business. It will showcase how, through the project design, implementation and insights generated you have made a difference. Please do highlight in your submission where the company's business has modified and improved its strategy and/or how the project made an impact and helped the client company move its business forward. This Award would ideally suit a joint submission – agency/industry.

## 2. Innovative Approach

Sponsored by



Your submission should demonstrate an aspect of a project that was done differently – there was something innovative included or the approach was more cutting edge. We'd like to hear about studies where you have tried new approaches – it may have been successful/partly successful – so tell us what worked/what didn't work and what you have learnt from this.

## 3. Future Leaders - Case Study Award

Sponsored by



Calling all Managers: Please do have a look to see who in your Team could make a submission for this Award!

As a Young Professional, if you've been working in healthcare market research for 5 years or less we are looking for your submission which focuses on one, two to three MR projects you have played a major role in. In your submission please outline the projects, their objectives, and what you learnt in terms of your own professional development from being involved in these projects.

### Next Steps

All submissions have now been received and the submissions are being reviewed in March.

# Website Resources

Member Resources are available at <https://www.ephmra.org/resources/>

Please have a look at the list which shows what is available.



## Publications

Member publications - mainly targeted at those with 18 -24 months experience.



## Newsletters

Quarterly news keeps members up to date with what is happening across the Association



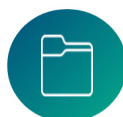
## Conferences

Drop Zone files mean you can access the presentations from each annual conference



## One Day Meetings

One day meetings



## Webinars

Webinars - Files and recordings here



## Committees

Minutes and other resources are available to members



## Ethics

EphMRA's focus on Ethics and Standards means we keep you up to date in this area



## Foundation Projects

The EphMRA Foundation conducted a number of projects and studies for members eg Doctor Statistics - log in to access these



## Topic Focus



## Training Archives

A useful resource of previous Training Courses and presentations



## AGM / Treasurer's Report

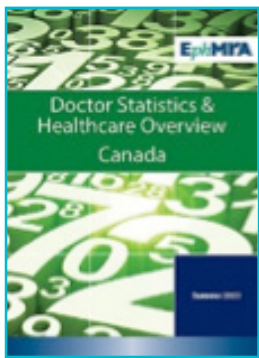


## Members Forum

# Doctors Statistics Report

We've been busy updating some of our great Resources – including our Doctor Statistics reports - log in to the members area – Resources – Foundation.

## Canada



## Germany



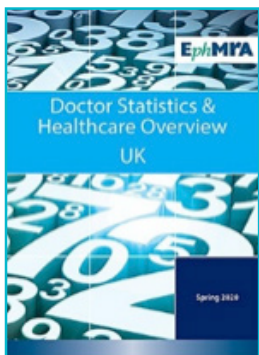
## The Netherlands



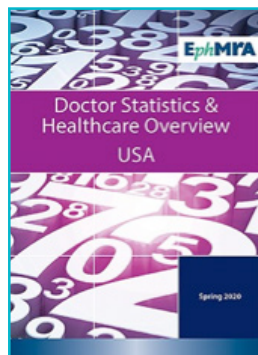
## Spain



## UK



## USA



These great reports contain a wealth of information – take a look at one of the contents pages showing what's included:

1.	Introduction to the United States of America
2.	US healthcare system
3.	Healthcare insurance
4.	Healthcare financing and expenditure
5.	Healthcare Service and Delivery
6.	US pharmaceutical market
7.	Bibliography
8.	Doctor Statistics
Table 1: Number of Licensed Physicians in the USA	
Table 2: Number of Licensed Physicians 2010 - 2018	
Table 3: Geographical origin of Licensed Physicians	
Table 4: Locations of the largest Number of Licensed IMGs	
Table 5: Physicians by Age 2010 and 2018	
Table 6: Physicians by Gender and Age	
Table 7: Physicians with ABMS and AOA Certifications	
Table 8: Numbers of Licensed Physicians by State	
Table 9: Physician Numbers	



# Day One

## The marketing challenge of the century – 5 insights on how best to encourage uptake of the COVID vaccination

Thanks to the dedicated scientists within the pharmaceutical industry, 2021 is already looking much brighter than 2020 and it finally looks like we have the vaccine we have all been waiting for.

However, a recent survey conducted by *Sermo* suggested that 80% of physicians were concerned that their patients may be reluctant to get on board with the new vaccine. A further study conducted by *Kantar* shows that an alarmingly low percentage of the general public claim they would definitely get a COVID-19 vaccine if available. This is as low as 21% in France and still less than half (43%) at its highest in the UK.

What this tells us is that the battle is far from won and we need to leverage more than just the science if we are to defeat this deadly virus. These are the 5 insights we feel every government and pharma company should heed to help in the mission to vaccinate the planet.

### 1) Don't blind people with data and facts

There are a number of reasons why this doesn't work. Firstly, even for the most highly educated of people, the science behind vaccines is complex and difficult to comprehend. In our experience the more you tell people about how they work, the less likely they are to understand, the more wary they become and the more questions they have.

Secondly, as humans we do not always act in a rational or logical way. We know overeating, smoking and drinking is bad for us, but we still do it. Likewise, we know there is a risk of getting sick if we don't vaccinate, yet some people remain hesitant. The truth is that our decision making is not driven purely by rational facts, but a myriad of factors, experiences and belief systems built up over time.

Focussing too much on just the rational arguments often misses the mark entirely. We need to understand what really matters to people and then work with this to help them feel instinctively, that getting vaccinated is something they want to do.

### 2) Link the COVID vaccination to an immediate personal benefit

We all know we should get the vaccination as at some point in the future it may stop us from getting sick. Yet all our work in this area has shown us that asking people to take action today, to prevent something that may or may not happen in the future, is not always that motivating.

In contrast, reassuring people that if they get vaccinated, they will be able to keep living the life they love today, is much more motivating. This could mean focussing more on immediate concerns such as protecting their job, enabling their children to go back to school or simply being able to go watch their favourite football team play. All of these things feel more tangible and with a short-term benefit that is more likely to drive vaccination uptake.

### 3) The message needs to be conveyed by the right voice

In the same survey conducted by *Kantar*, when people were asked about their 'confidence in public authorities to propose a COVID-19 vaccine that is not dangerous', it was clear there has been a significant erosion of trust. At the extreme end of the spectrum, an alarming low 37% of people in France somewhat or strongly disagreed they had confidence in the authorities to do this.

So, if people do not trust their governments, then should they be the ones persuading us all to get vaccinated? A better solution is to perhaps convey the message down through multiple voices and channels. Voices that people trust, feel a greater connection to and are willing to follow. This may be doctors and nurses, religious leaders, teachers or dare I say it, well known, respected celebrities with no obvious political axe to grind.

### 4) Associate the idea of 'risk' with non-vaccination

When we try and persuade people to take vaccines it's tempting to focus solely on how effective and safe they are i.e. to convince them of a positive risk : benefit ratio. However, to the average person this doesn't always mean very much, and they are still likely to have nagging concerns over safety.

But what about if we re-frame those messages. Rather than trying to convince people that there is limited risk in having a vaccine, should we not instead highlight the relative risk of not having the vaccine. By associating the idea of 'risk' firmly with non-vaccination, then suddenly the decision on what to do seems much easier to make.

### 5) Make the process of vaccination easy

This final insight is not rocket science but possibly THE most important of all. Humans are inherently lazy and are far less likely to do something (no matter how good it is for them) if it requires a lot of effort. So, if getting the vaccine feels complicated, involves multiple steps or a requirement to travel a long way, then the less people will get it. So, if nothing else we need to make the process of getting the vaccine as easy and simple as possible.

There you have it, years of healthcare market research boiled down to 5 key insights. We can only thank the likes of Pfizer, AstraZeneca and Moderna for their truly amazing work on developing these vaccines. However, it's now arguably time to turn our thoughts from the science of vaccine development, to the art of human persuasion and we hope that the insights industry can continue to play its part.

**Hannah Mann is a Founding Partner of Day One Strategy, a research and insight agency that combines technology and human intelligence to help healthcare companies better understand their customers, wants needs and behaviours. To find out more please get in touch at [enquiries@dayonestrategy.com](mailto:enquiries@dayonestrategy.com)**

References:

\*Sermo – COVID-19 Real Time Barometer Data - Data powered by Sermo, leader in real-time HCP insights  
\*\*Kantar – COVID 19 Vaccination the Citizen perspective



## Build meaningful customer engagement with by data-driven digital insights

Anni Neumann | Associate Director of Health Strategy

The behaviours of healthcare professionals (HCPs) are changing and in the last 6 months, there has been a large increase in their use of social media. Many HCPs have been posting online at more than double their usual rate and pharmaceutical companies have been accelerating their digital plans and tactics by learning from their customers' online conversations, according to research.

Building a meaningful brand as a pharmaceutical company can become quite overwhelming with multi-channel marketing and so many new opportunities, and challenges, to effectively engage with your HCP customers. But one thing has remained constant: the first and most important thing is to understand and listen to your customers!

### The collective intelligence of HCPs on social media

Within any health topic discussed on social media, we have found that HCP mentions make up around 5% of the online conversation. Growing every day, there are millions of HCPs contributing billions of social media posts. Pre-COVID-19 we saw that the proportion of health-related conversations by HCPs was on the rise. After analysing the network of HCPs in the North East of England we saw that up to 50% of their posts were health-related posts, up from 10% in 2013. This is a behaviour that has only increased since the beginning of 2020.

Let's take a look at some of the areas where understanding the online HCP conversation can reveal powerful insights and support your ongoing brand strategy and tactics.

### Content planning

It may be relevant to discover what HCPs really feel about the products that you have in development. If you are a pharmaceutical product leader, it is likely that HCPs are shaping their perceptions of your product well before you have developed your brand plan.

We carried out a study into pancreatic cancer and saw HCPs talking about diagnosis and treatment of the disease. Since there are several long-awaited new treatments emerging, we saw a real passion among HCPs to understand data on new products, discuss it together, and consider what it means going forward.

When thinking about content planning it is essential to use the right message and speak the language that your customers are using. When HCPs talk online, they often discuss the burden of disease and patient concerns as well as discussing efficacy, pricing and medicine administration. These conversations highlight customer needs that are likely to be specific to each role type and market.

### Congress tactics

It can be valuable to follow the online conversations of HCPs prior to, during and after congress events to understand who or what is really influencing their views. Especially during this time where most of the medical congresses are held virtually. When we analysed what HCPs think about virtual congresses we found out the HCPs are showing excitement for the virtual adaption of the congress but they are missing seeing their colleagues and collaborating with them face-to-face. They are continuing to make the most of the congresses with live updates to support their peers and finding new ways to collaborate effectively online.

By tracking the engagement of HCPs at congress meetings and listening to their conversations you can:

- Understand their views and interests.
- Monitor and learn from their digital behaviours.
- Identify their information needs and concerns about prescribing new products.
- Learn the language and messaging they are using.
- Gain competitive intelligence.
- Recognise strategic digital partnerships.
- Identify the influencers or Digital Opinion Leaders.

### Partnerships

Our study of HCP conversations about pancreatic cancer showed that they were most engaged with their peers. Beyond other HCPs, however, patient advocacy groups (PAGs) were also highly engaged, with the top two being PanCAN and Let's Win! Pancreatic Cancer. HCPs shared, mentioned and interacted with these groups, reflecting the trust that exists between them. The data suggests that manufacturers who successfully engage with these organisations in a meaningful way have the opportunity to reach HCPs too.

### Digital Opinion Leaders

We might define a Digital Opinion Leader (DOL) as anybody who influences the view or behaviour of other stakeholders through digital activity. The opportunity for a pharmaceutical company is therefore to identify HCP DOLs and build relationships with them.

When looking at influence metrics it is not simply about measuring who is talking the most. Context is key. Metrics you might consider when identifying a DOL include: Do they post relevant content? Do they have a high peer or public following? Are they trusted among online HCP peers? Do they carry influence offline? Are they in an existing relationship with you?

Identifying and learning about the individual behaviours of your DOLs allows you to explore potential partnership opportunities. By listening to their online conversations and understanding their individual behaviours, you can leverage insights from the HCPs shaping the views on any topic, in any country.

### What next?

Knowing your HCP customers are online and are likely to be talking about products and its competitors can inform your customer engagement, both online and offline. Your next steps may be to discover the:

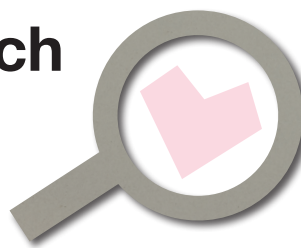
- online HCP network to plan channel-specific engagement.
- unmet HCP needs to drive content creation.
- digital HCP behaviours to plan your congress strategy.
- organisations or PAGs integrated into HCPs' conversations.
- digital opinion leaders to build relationships with them.

Following the application of these steps you can track the online response, learn how it shapes the behaviour of HCPs online and then use the learning to improve future campaigns and ultimately build meaningful customer engagement.

*For more information please message me at [anni@creation.co](mailto:anni@creation.co).*

# Empathic patient research in Covid-19 times

Maxine Schad, Research Executive Healthcare, Point Blank Research & Consultancy GmbH



POINT  
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*Since March last year we have been reliant on digital research formats and this more than ever requires a particular, and above all, empathetic approach to patients. Being unable to meet the participants in person, it is essential to foster a relationship of trust that enables open and honest discussion on an equal footing. There is a common misconception that empathetic patient research is not possible when carried out virtually, but we disagree. In our opinion, virtual market research can be conducted with even more empathy than studio research carried out in an impersonal studio setting.*

01

## ESTABLISHING A PERSONAL CONNECTION WITH PATIENTS

In order to create an atmosphere of trust in which personal thoughts and feelings can be shared, we ask all participants to turn on their cameras so that we can pick up on nonverbal signals and feelings and react to them accordingly.

Our virtual glimpse into their living room or bedroom allows us to learn personal details about the patient and their daily life that would otherwise not be apparent. This also requires us as market researchers to step out of our role as neutral observers and allow others a view into our own private environment. In this setting, the patients are no longer just the 'respondents' and market researchers are no longer just observers. We form a true relationship by opening up our homes to each other. This level of exchanges allows for a much more personal exchange and therefore offers us deeper insights into the patients' daily struggles and worries.

02

## ADAPTING SET UPS TO PATIENTS

In a virtual setting it is particularly important that engaging formats are used. It is essential we show the participants our appreciation and make them feel they are being taken seriously and listened to. In interactive formats such as co-creation workshops, when representatives of the pharmaceutical company are also present, a real feeling of teamwork is created: we find ourselves working together to find useful and patient-centred solutions.

Patients often come to interviews or workshops with strong feelings and a lot to say. For that reason, it's important to allow for the appropriate space for this, in the form of creative warm-up exercises so that everyone has their say and can talk a little about their medical history and report on their current well-being.

In addition, we always have to take into account what patients are able to accomplish in a certain period of time and what they can be expected to do as part of a project. Therefore, we make sure we allow enough time

for individual exercises, that we provide the appropriate duration for sessions as well as an appropriate number of breaks for each patient group.

Patients' needs are often subconscious and cannot be articulated straight away without the right questions being asked. It is up to us as market researchers to bring patients' needs subconscious wishes to the surface, because this is exactly where many valuable gems are hidden. Even in stressful workshop or interview situations in which the clock is ticking, we always try to see things through the patients' eyes and understand their arguments by seeing things from their point of view. Only if we manage to empathise with the patient's inner world and feel what they feel can we develop solutions that are tailored to specific patient needs.

To ensure this, we always adapt the selected digital formats and methods to the questions being asked and to the patient's circumstances.

03

## DISMANTLING TECHNICAL BARRIERS

Last but not least, a prerequisite for considerably handling patients in a purely virtual setting is the smooth functioning of technology. Without this, patients can find themselves unsettled from the beginning of a workshop or interview and it can be difficult to foster a communicative atmosphere.

Our recruiters therefore inform participants beforehand of the digital requirements of the sessions and provide them with the necessary instructions to avoid problems. In order to avoid any anxiety, we also offer a short technical check at the beginning of each virtual meeting, with our IT team available to sort out any problems. An additional advantage of this technical check is that we can chat with the patient a little, which helps us break the ice. Participants can contact our team at any time in the event of difficulties during the session so that nobody is left behind.

## CONCLUSIONS:

We are convinced that digital patient research is not only just as easy to implement as research carried out in person but, if implemented correctly, can be even more considerate of patient needs than a formal studio situation. Participating in virtual discussions from home gives the patient security and thus facilitates discussions about serious illnesses or intimate subjects. The barriers in the traditional dynamic of observer and participant are broken down in the virtual scenario and we find ourselves able to have an open and empathic conversation with the patient in their own living room.

For more information or inquiries about patient studies, please contact [maxine.schad@point-blank.net](mailto:maxine.schad@point-blank.net).





## Not just another PSP: 5 top tips for evaluating your patient support programme

**Claire Fradet Aubignat**

Director, Research Partnership



**Evaluating patient support programmes before launch is critical. We present you with our top tips for conducting successful market research to ensure your PSPs maximise value to your customers.**

### 1. Make the most of patient insights

Patients and their unmet needs should form the cornerstone of any PSP design, so you need to start with strong patient insights. A good PSP takes into account not only the illness or the medication, but also the characteristics of the patients who are living with the illness and using the medication. For example, a 22-year-old urban student will have very different needs for managing their asthma to a retired 75-year-old asthma patient who also suffers from hypertension. One might be looking for a mobile app to support their disease management, whereas the other may welcome a helpline or a face-to-face support group.

One size does not fit all when it comes to PSPs; personalised offerings are key. When undertaking patient research, we recommend you consider the variability in your target audience and implement a carefully considered sampling plan to ensure the findings enable you to tailor services to individual patients. In the analysis, look at the language used by patients when talking about their disease and treatment. Then you can ensure communications about your PSP reflect the language and tone that patients use, and your messages will resonate better.

### 2. Complement the patient perspective

Whilst patients are an obvious target for PSP market research, other stakeholders, including those who at first sight appear to have less direct or obvious involvement with PSPs, are valuable for understanding where the 'pain points' exist in the patient journey, and where the opportunities are to provide better support. Caregivers are often heavily involved in patient care. They may handle appointments and medication schedules, especially for paediatric and elderly patients, or those with debilitating diseases. They're also the person closest to the patient, their disease and its management. From our experience, caregivers are a vital stakeholder to include, not just to better understand the patient, but also to understand their own needs.

Patient Advocacy Groups (PAGs) and Patient Associations are another key stakeholder. These organisations have in-depth insight into the lives of patients living with specific illnesses, including the day-to-day challenges patients face. They are often extremely influential, particularly amongst engaged patients, providing precious information about new treatments and services that could make a difference to their lives. Patient organisations are especially valuable for rare and very serious diseases, where finding patients for market research can be a challenge, as they can be included as part of the sample, and consulted to support with recruitment.

### 3. Get HCP buy-in

Physicians are one of the first points of entry for PSPs – they act as gatekeepers, informing patients about any available services to support their disease management. 'What's in it for them?' is a good question to bear in mind when developing your PSP and considering targets for research. A multi-faceted approach ensures that all influential stakeholder perspectives are understood. Understanding the needs and priorities of HCPs to gain their buy-in could be a promising strategy.

For example, whilst physicians might say that PSPs only represent a 'secondary driver' in brand choice, a PSP that saves them time has the potential to influence prescribing choice. It's also a good idea to understand HCP concerns such as loss of control over patient management, patient data privacy, and fear of third party information being provided to patients. If known, objections could be handled better from the outset.

Depending on the market, nurses and pharmacists may also have a role in the enrolment and fulfilment stages and their buy-in could be needed for successful implementation. As such, they should be considered as valuable targets for research. Payers, meanwhile, can provide a broader perspective, and depending on the nature of the support programme, can be influencers or key decision makers at the hospital or administrative level.

### 4. Opt for a customer-led, needs-based approach

Though it might be tempting to go into PSP market research with preconceptions about what your PSP should entail, starting with a blank canvas will be more efficient in unearthing genuine unmet needs. At Research Partnership, we frequently ask stakeholders to describe each step of the disease journey, from pre-diagnosis through to ongoing management of the disease, with detailed probing and laddering used to gain a deep understanding of experiences and pain points at each stage of the journey. When discussing unmet needs, respondents are encouraged to consider all angles – educational, emotional, financial, and logistical. Taking the time to ensure that what might seem like a mundane practical consideration isn't overlooked can often lead to rewards.

### 5. Take an ethnographic approach

A truly successful PSP is one that is capable of supporting the patient day-to-day through their most challenging periods of need, such as when they do not have their HCP to turn to. For example, this could be during phases of maintenance post-chemotherapy, when patients are most scared of potential infections. Designing market research to understand the needs outside of the main 'touchpoints' of the patient & HCP interaction will help to create value in your PSP, enabling better patient self-management and driving improved outcomes, which both patients and HCPs will appreciate. To address this, we use 'ethno' pre-tasks in our market research studies to capture patient attitudes, mind-sets and behaviours between appointments. This provides rich insights into the 'real world' impact of living with the disease. During interviews, we use outcomes-based techniques and questioning. At the end of the day, the PSP should improve patient outcomes so it's important to first understand the desired outcomes that different stakeholders want to be able to achieve and identify the gaps where patient support initiatives can help.

**We have developed a comprehensive market research approach to help pharma companies optimise their patient support programmes. PSP Enhance covers initial design, development and testing, and launch monitoring, providing insights to help maximise their success.**

**For further information, please contact:**

**[clairea@researchpartnership.com](mailto:clairea@researchpartnership.com)**

# NOT EVERYTHING THAT MAKES YOU BETTER IS A PILL

5 Top Tips to help pharmaceutical companies develop devices that deliver better customer experience and outcomes.

In the 1990s, when I started in healthcare market research, successful pharma launches were built on strong clinical profiles. Blockbusters like Lipitor, Prozac and Losec succeeded on the basis of their superior clinical data. Huge salesforces then took this data to as many doctors as possible to persuade them of the value of their product...and huge sales followed.

Today, though, in increasingly crowded drug markets, a strong clinical profile is no longer enough. To be successful, pharma companies need to develop a package of solutions including not only their molecule but also medical devices and digital solutions that, when combined, improve patient outcomes.

After all, **"Not everything that makes you better is a pill."**

The importance of medical devices to pharma brands has always been recognised. As a junior researcher, I worked on inhaler devices such as GSK's Accuhaler and AZ's Turbohaler, on depot delivery formulations such as Losec MUPS and Risperdal Consta and on the NovoPen. Recent technological advances, however, have super-charged the value that medical devices and diagnostics offer pharma brands and have given rise to beyond-the-pill solutions in a number of different areas, for example:

- **Smart Devices** that also collect and report compliance and outcomes information (e.g. smart inhalers in asthma/COPD, smart injectors in immunology, continuous glucose monitoring and closed loop insulin delivery systems)
- **Ingestible sensors** that indicate whether a pill has been taken (e.g. Proteus Digital Health's technology which has been combined with Otsuka's Abilify in schizophrenia)
- **Bio-markers** that allow anti-cancer treatments to be personalised to the patient
- **Patient and Physician Companion Apps**, which offer education, encourage adherence or prescribing and provide easy access to Q&A resources or helplines
- We even have **Akili's EndeavorRx**, the first prescription medicine delivered through a video game to improve cognitive impairment.

However, not all pharmaceutical companies have found it easy to leverage the value that medical devices offer, for two very good reasons.

Firstly, it has involved putting the customer first. Our R&D processes work in the opposite direction, putting the drug first and it has required a total shift in mindset and ways of working to avoid putting the drug first in our launch strategies as well.

Secondly, the development of medical devices and pharmaceutical products are inherently different. Medical devices are mechanical in nature and only work if used correctly. Usability is a key element. Pharmaceuticals are chemical and interact with the body's metabolism; once the molecule enters the body, they either work or they do not. Furthermore, the development cycle is completely different; a medical device can be developed in less than a year, while a new chemical entity or biologic usually takes 10 years or more from conception to launch.



At Purdie Pascoe, and with our heritage in medical devices, we have been working with pharmaceutical companies to help them develop delivery devices and digital solutions that help customers use their medicines more successfully. Based on our experience, here are our top tips for developing tools that make a difference:

1. **Start early** – Allow enough time to fully understand the needs of your customers and to develop tools that will address their needs. We recommend starting up to 2 years before launch to get this right, earlier of course if your delivery device needs to be incorporated into phase III clinical trials.
2. **Identify the right stakeholders** – Although prescribers may be the most important stakeholder for your pharmaceutical product, specialist nurses often work closely with patients on drug administration and know the pain points better than doctors.
3. **Put the customer first** – Invest in strong customer journey research, with both healthcare professionals and patients, to identify the potential barriers to the successful adoption of your product. Only then can you develop tools that address these.
4. **Understand the trade-offs** – When combining a pharmaceutical product and a delivery device there will inevitably be trade-offs in efficacy, safety, convenience, and cost. Conjoint models combining pharma and device attributes help to understand these trade-offs, justify required investment, and forecast sales which are essential for product planning.
5. **Test prototypes** – Include customers in the development of your delivery device early. Allowing customers to handle prototypes and suggest improvements, throughout the development process, will result in a much stronger end product.

So, as we develop new medicines, let's make sure that we are considering all solutions that will improve the lives of our patients, including devices and other support solutions. Those who get it right will benefit from stronger product uptake and compliance at launch. Those who do not, will be left on the shelf, quite literally.

Stephen Potts  
Director, Purdie Pascoe

PURDIE PASCOE

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Day One Strategy is delighted to welcome Elise Roche and Jamie Harrison who have recently joined the team. Elise joins as Partner and Jamie as Project Director, adding yet more senior expertise to the UK office.

## Day One

In July this year, HRW were delighted to welcome our new Senior Field Controller, Fatima Dos Santos; who rose brilliantly to the challenge of joining our organisation during remote working conditions. We were also pleased to welcome Director Robyn Laurie back into the team in August, following her maternity leave.



Following the success of [J+D Forecasting's](#) face to face training the content has been redesigned to make it suitable for online audiences. There are online training courses that can be completed independently in [theHub](#) or forecasting training designed around your teams objectives and delivered by [J+D's forecasting team live](#). Contact: [info@jdforecasting.com](mailto:info@jdforecasting.com)



Point Blank Healthcare team is growing! Point Blank welcomes three new team members: Bianca Lückner previously worked as a healthcare brand consultant, Kira Brauda used to work as a researcher for multiple healthcare start-ups and Francesca Canu brings with her the experience from working at a large health insurance provider.

## POINT BLANK

Pharmore Research has achieved the ISO quality certification UNE-EN-ISO 9001:2015 and UNE-ISO 20252:2019 (requirements for organizations and professionals conducting market, opinion and social Research) to continue in our aim to bring you high quality research from the Spanish and Dutch Pharmaceutical Markets.



Ipsos Healthcare's Fieldwork International brand has relaunched as Ipsos Field & Delivery. Under this brand we will continue to offer our end to end fieldwork solutions, with dedicated teams in: quantitative, qualitative fieldwork solutions; medical translations, programming, DP, dashboarding solutions, compliance advice and more. Contact: Kerensa Bindoff: [Kerensa.Bindoff@ipsos.com](mailto:Kerensa.Bindoff@ipsos.com) for information.



Elma Research has launched Salamander, a new digital intelligence solution that combines pharma expertise and rigorous human analysis to anticipate needs and identify opportunities to flourish across different audiences. Just like salamanders, which legends say can bring focused vision, we help our clients harness complexity and make decisions that drive long-term growth



#### **Dynata's newest report Global Consumer Trends: Health Edition**

Dynata's latest report delves into the attitudes & opinions of consumers surrounding both COVID-19 vaccines and general well-being. The report explores a range of topics, including attitudes towards the vaccines, confidence & satisfaction in healthcare systems, and health & fitness trends. [Download](#)

