

E^{ph}MRA news

keeping members informed and involved

See you in Amsterdam!



2017 Conference; 20 – 22 June, Amsterdam

For all the latest news find us at
www.ephmraconference.org

Registration Fee Deadlines:

Early Bird Fee: Tuesday 14 March

Note: all fee deadlines based on UK time

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Diary



7 February 2017 – Positioning and Messaging



21 February 2017 – EphMRA One Day Meeting: A Brave New World – Understanding Patient and Physician Behaviour
Venue: 30 Euston Square, London NW1



23 March 2017 – Germany Chapter Meeting
Venue: Berlin



20 - 22 June 2017 – Annual Conference
Venue: Amsterdam

Get in touch

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

Bernadette Rogers, General Manager

Email: generalsecretary@ephmra.org

www.ephmra.org

Produced with the Environment in mind.

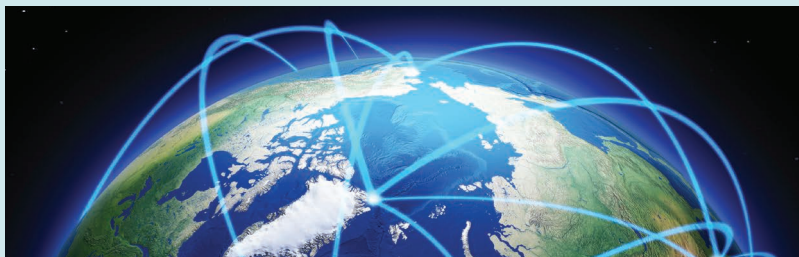


WORLD
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Any views expressed in this Newsletter do not necessarily reflect the views of EphMRA.

Welcome to EphMRA news



Welcome to EphMRA December News

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

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

The Programme Committee has worked hard to bring you stimulating topics and papers delivering new ideas. Read about the conference programme and exhibitor opportunities later in this News.

New Members

Since last September EphMRA has increased its pharma members with Alexion joining.

Associate members who have joined since last September include:

Diaceutics Ltd
www.diaceutics.com

impulze GmbH
www.impulze.ch

Field Service Italia s.r.l.
www.fieldserviceitalia.it

Market Strategies International
www.marketstrategies.com

Flamingo
www.flamingogroup.com

Stellarix Consultancy Services Pvt. Ltd.
www.stellarix.com

Jigsaw Research
www.jigsaw-research.co.uk



It is great to see companies recognising the benefits that membership can bring by joining 'the club'.

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

January 15 2017 is the deadline for submitting your copy for the March News.

Send to: generalsecretary@ephmra.org

Future editions:

March 2017 Edition
– Copy Deadline 15 January 2017

June 2017 Edition
– Copy Deadline 15 April 2017

September 2017 Edition
– Copy Deadline 7 July 2017

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.

As the end of the year draws near the Board looks back on another successful 12 months and would like to thank all our committee chairs and members who volunteer their time despite having very busy full time jobs. The Committee and Working Groups are a vital part of the Association – working on behalf of members to tackle issues and find solutions to benefit the business.

The newest group – the Fieldwork Forum – see page 13 – has started to discuss issues relevant to data collection suppliers – it's a great opportunity to add your voice so please do get in touch.

It's time to read about the 2017 Awards – thanks to our two sponsors – **Adelphi** and **SERMO** for joining this initiative. Look out for further announcements about the January submission deadlines.

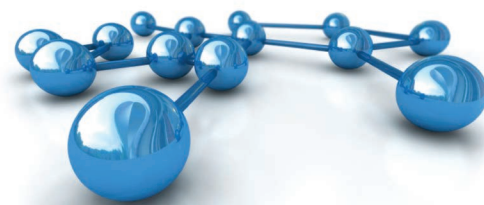
The Board wishes you and your family and friends a safe and happy festive season.

Many thanks

EphMRA Executive Board



Board Update



President:



Dr. Thomas Hein

Dr. Thomas Hein, Thermo Fisher Scientific
ImmunoDiagnostics, Global Director Customer
Insight and Strategy

Vice President:



Karsten Trautmann

Director Global Strategic
Insights, Merck Serono

Elected as Board Members:



Georgina Butcher

Associate Director
Marketing Intelligence,
Astellas Pharma Europe



Richard Hinde

Head of Global
Commercial
Intelligence, Norgine



Sheila Campos

VP of Commercial Insights
& Analytics, Bayer



Xander Raijmakers

Consultant – Regional-LMR-TA-
Operations, Eli Lilly Nederland



John Shortell

Director of Global Market
Research, Bayer HealthCare
Inc who left the Board on 30
September 2016.

There is one vacancy on the Board – why not think about joining your colleagues and standing for election? Please do get in touch.

Your Board Associate Members as of 1 October 2015 – 30 September 2017 are:



Lee Gazey

Managing Director,
Flamingo Healthcare
lee.gazey@flamingogroup.com



Anton Richter

Managing Director
M3 Global Research
Anton.Richter@eu.m3.com



Sarah Phillips

Partner
Prescient Healthcare Group
sphillips@prescienthg.com



Richard Head

Director
Research Partnership
richardh@researchpartnership.com



Gareth Phillips

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



The Board is planning to attract more data collection companies to join the Association and has produced a brochure specifically designed to meet the needs of data collection companies and attract them to consider joining. If any of your contacts are not already members then please do encourage them to get in touch.

Linked in

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



Join us on Twitter

Follow @ephmra on Twitter for the latest news. We currently have over 650 followers and regularly tweet all our news – so keep up to date and join us.

Report from the 2016 Conference: At the cutting edge

EphMRA is helping to turn market researchers into pharma's strategic partners

Healthcare market research is of increasing interest to both the pharma and life sciences sectors as they seek to negotiate a way through a world which is rapidly changing. Where does prescribing influence lie? How can you develop an integrated channel strategy? How can we improve patient care? What is the best use of real-world evidence (RWE)?

These are pressing topics and it is no accident that they were all addressed in sessions at June's annual conference of international healthcare market research trade body EphMRA.

So what does pharma want from market research? "Be ahead of us," one senior pharma executive at the EphMRA conference said candidly. In fact, market researchers have already taken this on board. No longer are they simply providers of facts and figures to companies, they are the source of business insight and strategic counsel – and EphMRA aims to help them maintain and build upon this position.

Breadth of services

EphMRA members come from both in-house and agency settings in around 20 countries, covering Europe, North America and Australasia. This geographical spread is matched by the impressive breadth of services EphMRA offers: from good practice webinars and information on new data services and nascent methodologies, to regulatory updates and an over-arching Code of Conduct covering healthcare market research activities. There are huge differences in legislation governing market research from country to country but EphMRA publishes useful online reckoners outlining the key differences for companies involved in, for example, a pan-European project.

"Market research is not a promotional activity," says EphMRA President Thomas Hein, who is also Global Director Customer Insights and Strategy Immunodiagnostics at Thermo Fisher Scientific. The ethical considerations in market research are vital – not least as the industry tries to get closer to the patient. "There are different legal and ethical questions regarding market research with patients versus physicians," Hein goes on. "EphMRA's Ethics Committee is in touch with a variety of stakeholders looking at policy issues. All of this work in the background with members ensures that we take the lead in all matters related to healthcare market research."

This power to influence adds to the organisation's weight and pulling power. Taking place over three days in Frankfurt, the EphMRA conference attracted speakers and delegates from all over the world. But there are several pharma-related congresses worldwide throughout the year – so what makes EphMRA's special? "The others have their value but they are purely commercial events," explains Hein. "EphMRA's, by contrast, is not."

Ana Perez-Finney, Integrated Insights Senior Manager (Europe) at Merck, is attracted by the variety of topics, not least those covering new and innovative technologies. "There are a lot of people from pharma this year so we can talk about common issues," she says.

"I am always asked how market research translates into ROI," mused Jose Maria Guido Avila, Global Product Manager, Boehringer Ingelheim. "Sometimes market research needs to explain its value."

Ideal forum

The EphMRA conference, where people come to learn and to be challenged, is an ideal forum for such debates. "You can learn in two ways: first, as in 'I now understand a, b and c' and second, as in 'I've never thought of that,'" suggests industry veteran John Janes, Associate Director, Marketing Intelligence at Astellas Pharma Europe. "Some delegates want ideas and others want knowledge. I always learn something here – and it is usually something I would not have got elsewhere."

The annual congress also allows people to see they are on the right track. One anonymous pharma executive said: "I've loved seeing other people making presentations on my subject. I'm in my own little world, but coming here it's good to know that I'm not completely off-piste. I like the networking, too, and I enjoy this conference more than some of the really boring scientific ones."

It is an honest answer. Everyone you speak to values the networking aspect, but a large part of the appeal of EphMRA's programme is the sheer variety.

The keynote speech this year, for example, was from a man who challenged himself to ride as a professional jockey despite having never been on a horse, and who then trained to break the British free-diving record. Its connection to pure market research was opaque – but its ‘get up and go’ message resonated with delegates. “The opening presentation on changing behaviour set the whole tone,” said Nadine van Dongen, Managing Director of advocacy group Patient Intelligence. “It meant people put their ‘change’ hats on. I’ve already shared it with people.”

“Some of the biggest insights can come from presentations which are not specifically on healthcare market research,” agreed Julian Alexandra, Team Leader MAP, Pharmacovigilance Compliance, F. Hoffman-La Roche, who was at his first EphMRA conference. “This allows us to look at ourselves in a less siloed way. There have been some provocative presentations, challenging some of our assumptions about how we do business.”

There are always interesting topics at the EphMRA conference, insisted Akash Degan, Senior Account Director, SERMO. “The question is how to translate them into your daily business.”

Adapt or die

A well-received presentation was by Professor Brian Smith of Pragmedic, talking about Darwinian evolution as it applies to life sciences companies. He suggested that there are six ‘evolutionary shifts’ currently present (including the rise of data, increasing price pressure and so on) which represent a confluence of game-changing pressures which has not been seen since the 1870s (when pharma split from the apothecary business into research-based companies and OTC ones).

New business models will therefore emerge as the industry fragments, with companies being forced to adapt to what the industry will require in 5-10 years’ time. Life sciences companies which fail will be the ones which stay in their comfort zone. The future is therefore one of “speciation and extinction”, Smith suggested. This might seem remote but such conceptual presentations are a key reason why the EphMRA conference is popular since they provide genuine insight for day-to-day business. They require you to concentrate hard, says John Storey, Director Market Insights EM, Abbott Products Operations. “You can take these things back to your companies: only the very simple things work – but it does challenge your thinking.”

“It’s a very different way of looking at a traditional picture and maybe I can apply some of that in my daily business,” said Nigel Hughes, Scientific Director, RWE, Medical Affairs, Established Products, Statistics at Janssen Research and Development.

“This is something I can certainly share with the team when I return from the conference,” concluded Alexandra. “It doesn’t necessarily matter whether you have all the answers, but you can ask the question.”

Existential questions

The conference also provides a space in which clients and researchers can interact in a less formal environment. Janssen is leading the Innovative Medicines Initiative (IMI)’s European Medical Information Framework (EMIF) project, which focuses initially on obesity and Alzheimer’s, and seeks to develop a common information framework of patient-level data across Europe. The aim is to facilitate access to diverse medical and research data sources. “After the IMI phases there has to be a sustainable future, a legacy, for the project because of all the investment,” Hughes explains. “Market research has not figured so highly in our discussions yet, partly because data providers are nervous about data being used for what they see as commercial purposes, rather than development. But market research is still an area we need to be looking at, so it is interesting to get a Polaroid snapshot here of what people are thinking, and what the themes are.”

While pharma grapples with the uncertainty brought to its modus operandi by, for example, moves to patient centricity and uncertainties around value-based pricing, market researchers face their own existential questions. “The role of market research is changing,” points out Janes. “Pure-play market researchers don’t really exist in the industry now: delegates might well say market research is only 20% of what they do – sales force effectiveness, closed-loop marketing and market research is all done by the same people.”

Hughes describes himself as a ‘magpie for information’. “Working in RWE, it’s been interesting to see how people are working up to it, particularly around areas such as pharmacovigilance and safety as well as reimbursement,” he explains. “From the conference, it sounds like people are moving into those areas beyond classic market research.”

Storey identifies the need to think differently. “Traditionally market research was focused on doctors and other healthcare professionals and you can ask them more or less anything – but when you get to patients that becomes ten times more difficult because of ethical factors,” he says. “So we need to think in innovative ways about what we’re doing.”

This is an area in which EphMRA can help, Hein believes. “We are looking at how new technologies can help us derive the right insights from them, allowing the patient’s feedback to take us as close to their lives as possible, for example through mobile and wearable devices,” he says.

EphMRA hopes that finding answers to these and other questions will help to cement market researchers’ place as trusted advisers to pharma and life sciences businesses going forward.

Events

Conference 2017 – planning full steam ahead!

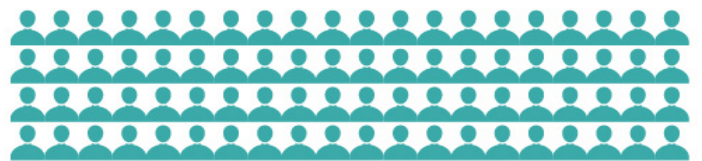
After another highly successful EphMRA conference in Frankfurt in June, we are busy planning the 2017 conference, which will take place at the wonderful Beurs van Berlage in the heart of Amsterdam. The Programme Committee met recently to review all the papers submitted for the conference and the programme is being put together ready for registrations to open in mid-January.

The conference promises to offer everyone who attends, many opportunities to network with colleagues over the 2 days and to hear some outstanding papers and discussions on a wide range of topical issues. As always, every effort is being made to ensure that the conference experience is a positive and memorable time and that everybody who attends feels that their time has been well spent at the event.

8 Great Reasons to attend



Nearly 300 delegate attendees



Well over 80 different Agency/Suppliers member companies were present in Frankfurt including most of the major fieldwork suppliers in healthcare



Over 80 Industry/Pharma delegates present from 30 different companies with Industry/Pharma delegates being mainly from global/HQ functions



Insightful presentations from presenters who understand the international business intelligence area



2:1 networking ratio of suppliers to clients



Last year's exhibition featured nearly 25 companies which showcased their services. 2017 will once again present excellent opportunities to meet prospective clients



An EphMRA App, providing delegates with easy, quick access to the programme, conference floor plans, Agency Fair exhibitors etc. and great opportunities to connect with colleagues



Exciting sponsorship opportunities to give your company name excellent exposure

For all the latest news and developments about the 2017 conference, please go to our dedicated conference website, where information and news is being posted regularly – www.ephmraconference.org



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

For those of you who attended the 2015 conference, you will remember the venue which is located right in the centre of Amsterdam – a stones throw from all the wonderful sights that Amsterdam has to offer.

The venue itself 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, whilst having all the mod cons as well!

Update on local chapter meetings

Switzerland Meeting - postponed

The meeting due to take place in November 2016 was postponed. This was due to speakers not being able to commit to attend at such a busy time of the year. We are hoping to hold the meeting in September 2017 – date to be announced soon.

One day Meeting - 21 February 2017 – 30 Euston Square, London

Following a very successful meeting this February in St Albans, EphMRA is hosting a second meeting for members and non members to attend and enjoy (this replaces the former IMM – Interim Members Meeting). The meeting will provide an opportunity to network with colleagues as well as listen to some stimulating papers on a range of topics.

The overarching theme of the day is: A Brave New World - Understanding Patient and Physician Behaviour and the meeting will take place at 30 Euston Square, London NW1 - a centrally located venue, easy to get to by public transport and very close to Euston Station. Refreshments and lunch will be provided as part of the attendance fee.

EphMRA wishes to thank the convenors for this meeting, who all work hard to put together a programme which will resonate with colleagues working on both the industry and agency side.

The convenors for the meeting are:

David Hanlon
Kantar Health

Sarah Phillips
Prescient Healthcare Group

Marianne Fletcher
Pfizer

Anthony Nealon
Abbvie

There is a fee to attend this event:

£170 EphMRA members – Pharma/Healthcare and Agencies

£350 EphMRA non-members – Pharma/Healthcare and Agencies

To find out more about this event and to register click on this link www.ephmra.org



Evening networking event – 21 February 2017

Bloomsbury Lanes & The Kingpin Suite, London

EphMRA is delighted to be partnering with The Research Club at this evening networking party, who are hosting this event after the EphMRA day meeting has finished. This meeting will start at 6.30 pm and will be held at Bloomsbury Lanes & The Kingpin Suite, Bedford Way, London WC1H 9EU – a few minutes walk from 30 Euston Square. The networking event will finish at 10.00 pm.

Come and enjoy a drink and canapés and join in with some fun activities, as well as meeting with colleagues for an informal chat in this relaxed, social environment. There will be a small fee to attend the evening event - £15 at the early bird rate (before the 3rd February 2017) and £25 afterwards. This event will provide a great opportunity to network with new and existing colleagues.

For more information and how to register for this event, please click on theresearchclub.com

6th Germany Chapter Meeting – 23 March 2017

This highly popular meeting will take place next March again in Berlin at the same venue we have used for several EphMRA meetings – a venue which offers a light and airy space for networking and insightful presentations. The event will take place at:

Umweltforum Auferstehungskirche, Pufendorfstrasse 11, 1029 Berlin

The convenors for the meeting are:

Yvonne Engler
Bayer Pharma AG

Katja Birke
Produkt + Markt

Barbara Lang
Point-Blank International

Werner Braun
Sanofi Aventis

The programme is still being put together but will comprise of a number of presentations and topical discussions.

Learning & Development Committee

How you and your company can benefit from joining the LDC:



There are several ways you and your company can benefit from being a member of the LDC

- Shaping the industry with best practice, new insights, and innovative ideas
- Sharing knowledge with other EphMRA members
- Access to speaking opportunities for your company at webinars, masterclasses
- Meeting people from the industry outside your own company

Who we are

Marcel Slavenburg (Chair)
SKIM, Netherlands

Alexander Rummel
Aurum Research, Germany

Jayne Shufflebotham
Themis Analytics, UK

An-hwa Lee
Research Partnership, UK

Jana Rueten
M3 Global Research, UK

Chetan Taylor
The Planning Shop
international, UK

Supported by:

Bernadette Rogers
General Manager, UK

Time investment – overview

- Telecons every 6-8 weeks (one hour call)
- Planning, developing and hosting a member's webinar (approximate investment ~2 calls with conveners prior to the webinar)
- Planning, developing and convening a masterclass at conference (approximate investment 2-3 calls with conveners prior to the masterclass)

EphMRA Vision

Creating excellence in professional standards and practices to enable healthcare market researchers to become highly valued business partners.

What we do

Your role on the committee will be to help ensure that our training initiatives actively encompass the needs of many member types and to give input on how best we can meet training needs in today's industry.

The LDC 'meets virtually' every 6-8 weeks to discuss and plan training initiatives for the year and evaluate past training feedback.

We are offering:

- Webinars (skills and knowledge based)
- Masterclasses (formerly 'workshop') at the annual conference
- Online learning material and publications

Each of the webinars/ masterclasses is hosted by one or two of the LDC members; this includes:

- Brainstorming potential ideas and putting together webinar schedule
- Identifying speakers;
- Reviewing training material from speakers;
- Hosting webinars/ masterclasses which mainly includes the introduction and moderating the Q&A;

Objectives

EphMRA's overall aim: To create an environment that encourages excellence in providing insights combined with business knowledge.

1. EphMRA is the hub for excellence in research thinking to empower healthcare market researchers to provide consultancy to the business.
2. Driving the development of best practice in healthcare market research.
3. Delivering training and opportunities for best practice exchange for healthcare market researchers to develop their understanding of business problems and strategic issues that allows them to provide clear, actionable insights.

Excellence means that EphMRA is setting the gold-standard in healthcare market research and the Association will continue to build excellence by providing training that relates to the strategic components of market research. Furthermore EphMRA will provide guidance to its members to attain the Association's most current standards of excellence and ethical guidelines.

The Association plans its direction and activities according to the Strategic Plan formed by the Executive Board and published in 2013.

Specific LDC objectives

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

Specifically the Committee is:

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

2017 Conference Masterclasses and Workshops

Planning for the 2017 Conference Masterclasses are in full swing and topics will be announced soon.

New!! EphMRA is aiming to encourage junior executives to be able to attend the conference

On Tuesday 20 June a Basic Skills Workshop will be held – aimed at junior executives, who can also stay on at the conference for a low registration fee. This workshop will cover skills – the how to's and when to's.

Included in the one low registration fee are the 3 supporting online training courses:

- Introduction to International Pharmaceutical Market Research
- Managing a Market Research Project
- The Role of Market Research in the Product Lifecycle

Webinars 2017



The webinar programme for 2017 is currently being developed by the Learning and Development Committee. Please look at the EphMRA website for announcements on upcoming webinars.

Date	Topic
7 February 2017	Positioning and Messaging at 13:30 UK time. Registration open
March 2017	Quantitative: Trade off approach – which, when, why and how
October 2017	Healthcare Market Research - Back to Basics
November 2017	Topic TBC



committee focus

Classification Committee Add your voice – it matters!

Each year in May the EphMRA/PBIRG Classification Committee contacts all Pharma members of both associations to ask for their vote on the proposed changes to the classification structure, for example, new classes. These new classes, if agreed, are then available for use in the following January.

If you are a pharmaceutical company with a number of products on the market or in the pipeline, then changes to the classification structure are a vital part of your strategic planning.

Every year a significant proportion of Pharma members do not return their votes.

Why vote?

Pharmaceutical products are grouped into categories in secondary audits according to the EphMRA / PBIRG Anatomical Classification System - voting ensures that all companies get a chance to ensure these are the right new classes as they can affect a number of pharmaceutical companies.

How are the new classes created?

Proposals for new classes are carefully reviewed by the entire Committee. The Committee consults with appropriate involved member companies and sometimes with medical opinion leaders to gain input and refine the initial proposal.

The Committee finalises the proposal and it is sent out to the full EphMRA / PBIRG membership for voting in the second quarter of the year.

How does the vote work?

Eligibility:

- Only Full (Pharma) Members of EphMRA or PBIRG may vote.
- Each member company is entitled to one vote. If a company has membership of both EphMRA and PBIRG then one vote is allowed between them.
- A 'company' is defined as a corporate entity. In other words, there is one vote per corporation, regardless of the number of affiliates or subsidiaries (unless any are separate corporate entities).
- Proposals need the approval of a 2/3 majority of the voting companies to be passed.
- If a 2/3 majority is not reached, a second count is made of interested/involved companies.
- If 2/3 of the interested/involved companies approve, the class is approved.



Process:

The vote is completed online and an email is sent to companies with the relevant link. This method was introduced last year and has proved to be much quicker to complete than previous methods.

You can abstain on individual proposals. This means that you have the flexibility to vote yes or no in an area in which you are involved, and abstain in another area.

What do I have to do as the Pharma company contact for EphMRA/PBIRG?

- In advance of the May vote, identify and nominate the person in your company who will progress internally and then finalise the vote.
- If you wish, you can provide EphMRA with the email address of the nominated person and we can ensure the voting email and information go to both of you.
- Look out for the voting email alert which comes out in May.
- Ensure your company registers its vote.

data collection

Fieldwork Forum

**Interested in Fieldwork issues?
Read on about the first Fieldwork Forum call.**

Since the 2015 Conference there have been a number of opportunities for members to discuss challenges and issues facing data collection agencies – through panel discussions as well as presentations. So we have started a **Fieldwork Forum** headed by **Eva Laparra** from **SERMO** and **Kerensa Bindoff** of **Fieldwork international**.



Eva Laparra



Kerensa Bindoff

The call in November covered these 4 topics:

1. Recruitment from provided address lists
2. Fair market value – HCPs
3. Over-researched groups: Is there anything we can do to avoid always going to the same type of respondents?
4. Ethical regulations and how we stand with vulnerable patients

More details on the discussions will be made available shortly. Minutes are in the members section of the website.

There was a lively discussion with participants from companies including Hall & Partners, M3, SKIM and Kantar Health.

**Interested in contributing to this group?
Then get in touch – generalsecretary@ephmra.org**

EphMRA Awards



EphMRA members 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. Four Awards have been outlined - members can submit their ideas when announced and these will be evaluated. Winners will be announced by early April 2017 to allow for time to be included on the June 2017 Conference Programme.

The 4 awards EphMRA is offering in 2017 are:



1. Excellence in Collaboration – sponsored by Adelphi

This award will focus on an international case study involving a pharma company and supplier and will demonstrate how successful collaboration has made an impact on the business. This should be a joint submission. Opportunity for the winner to present their case study in a session at the annual 2017 conference.



2. Excellence in Fieldwork – sponsored by SERMO

This award will focus on an international case study from a company involved in healthcare fieldwork and data collection and will demonstrate best practice. Opportunity for the winner to present their case study in a session at the annual 2017 conference.

3. Excellence in Data Analysis

This award will focus on demonstrating how excellence in international data analysis has impacted on business decision making. Opportunity for the winner to present their case study in a session at the annual 2017 conference.

4. Excellence in Customer Insights

This award will focus on demonstrating how excellence in customer insights has facilitated international healthcare market researchers becoming consultants to the business. Opportunity for the winner to present their case study in a session at the annual 2017 conference.

In addition EphMRA will continue to award the President's Award for Contribution to healthcare market research and the Jack Hayhurst Award for best Conference paper - but these will not be sponsored awards.

Sponsors

Sponsoring an Award is a great way to be associated with companies setting the gold standard in our industry and being recognised for excellence in international healthcare business analysis and market research.

As a sponsor you will also form part of the Steering Committee and/or the Judging Panel – please do get in touch if you would like to be part of this initiative.

Sponsors are sought for these 2 Awards – do get in touch

generalsecretary@ephmra.org

- Excellence in Data Analysis
- Excellence in Customer Insights

Awards Steering Panel

EphMRA now has the Steering Panel in place and thanks to:

Tim Dungey

Account Director, SERMO

Hannah Mann

Managing Partner

Healthcare, Hall & Partners

Gavin Taylor-Stokes

Oncology Franchise Director,
Adelphi

The Panel is tasked to outline:

- what we are looking for in each Award – ie the direction and parameters
- the criteria against which the entries will be judged
- the timelines for entries to be submitted and the subsequent judging period
- when winners would be announced so as to allow time to be included on the conference programme.

In addition the Steering Panel will be recommending the type of colleagues who will be in the Judging Panel.

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

A 2017 Code Update – look out for the updated Code in January 2017!



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:

Ten Guides available

- What is Market Research – definition
- Testing Products & Devices in Market Research
- Adverse Event Reporting in Market Research
- Market Research for non Market Researchers
- Market Research, Ethics Approval & Non-Interventional Research
- Market Research with Patients and Carers
- Market Research and Incentives
- Social Media Market Research
- eMobile Market Research
- Disclosure Requirements

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



New Platform for Online Training and Competency Tests

The EphMRA Online training is now available on a new platform, developed and supported by Create eLearning. Feedback on the current platform showed that members found the system not that easy to use and the need to issue access codes meant members could not undertake the training when convenient.

In the new platform we have part customised an off the shelf offering to ensure that members can complete the trainings in a timely manner.

For the new platform you go to www.ephmra.create-elearning.org

1. EphMRA Code of Conduct Training Course
2. EphMRA AER Training Course
3. Code of Conduct Competency Test – the complete test which fulfils EphMRA's requirements

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 – the complete test which fulfils EphMRA's requirements for AER training.
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.

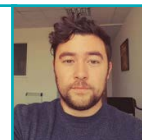
All completion and competency test certificates have a valid until date of 30 September 2017.

People News

QUAL•WORLD
Experts in healthcare qualitative fieldwork

Rachel Bear joins QualWorld USA as Business Development Manager. Rachel will assist the current team with the continuous growth we experienced in North America in these past years.

EXA FIELD



Exafield is very pleased to welcome Tom Parkinson as UK Managing Director. Tom has a strong history in healthcare fieldwork management and will be responsible for expanding our UK offering.

psyma
Passionate People.
Creative Solutions.



Richard Habis, joins as Global Healthcare Account Director. Richard adds expertise to drive the international expansion of Psyma's mission to provide global healthcare clients with superior research solutions and consultancy.

Register for the new Online Training Platform at: ephmra.create-elearning.org

These courses are all available to members:

1. EphMRA Code of Conduct Training Course
2. EphMRA AER Training Course
3. Code of Conduct Competency Test – the complete test which fulfils EphMRA's requirements
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The screenshot shows the EphMRA Online Learning interface. At the top, it says 'Welcome! EphMRA Online Learning'. Below this, there are two main sections: 'Register' and 'Login'. The 'Register' section includes a green 'Click to Register' button. The 'Login' section includes fields for 'E-mail' and 'Password', a 'Remember me' checkbox, and a green 'Login' button. There is also a 'Forgot Password?' link.

Visit the Conference website at:

www.ephmraconference.org

