

June 2016

E^{ph}MRA news

keeping members informed and involved

See you in
Frankfurt!

2016 Conference, 21-23 June, Frankfurt

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

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Diary



21 June 2016 – Workshop: Optimising market research input into product forecasting
Venue: F2F Training: Frankfurt



21 June 2016 – How to handle a licensing opportunity assessment effectively
Venue: F2F Training: Frankfurt



21 June 2016 – Medical Device Research: Leveraging current market research trends to optimise medical device lifecycle management
Venue: F2F Training: Frankfurt



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



13 October – Ethics: Country & Regional Differences 2016 Update
Time: 13.30 – 14.30 (UK time)



17 November – Ethics: Data Protection Requirements
Time: 13.30 – 14.30 (UK time)

Get in touch

If you have any enquiries, suggestions or feedback, just phone or email us:
Bernadette Rogers, General Manager
Tel: +44 (0) 161 304 8262
Email: generalsecretary@ephmra.org
www.ephmra.org

Produced with the Environment in mind.



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

Welcome to EphMRA news



Welcome to EphMRA June News

Conference is almost upon us again 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. Registrations are looking good and so make the most of the networking opportunities at the conference with an excellent supplier to client ratio and renew acquaintances.

Look out for the Agency Expert Sessions on the programme for Wednesday and Thursday – a new addition which promises many stimulating sessions.

New Members

Since last September EphMRA has increased its pharma members with Shionogi and SOBI (Swedish Orphan Biovitrum AB) joining and Actelion rejoining after a gap of 2 years.

Associate members who have joined since last September include:

Aegate Ltd www.aegate.com	Impact Health www.ImpacthealthMR.com
Affinity GmbH www.affinity-mm.de	J&D Consulting www.janddconsulting.net
Alpha Research Ltd. www.alpharesearch.bg	Oncofocus Solutions www.oncofocus.com
C&O Marketing www.c-o-marketing.com	Simon-Kucher & Partners www.simon-kucher.com
CarterJMRN K.K. www.carterjmrn.com	Strategic North Ltd www.strategicnorth.com
Confield Mena www.confield-me.com	Truven Health Analytics www.truvenhealth.com
Executive Insight www.executiveinsight.ch	Xsights Arastirma ve Danismanlik A.S. www.xsights.co.uk
Fieldshop www.fieldshop.fr	



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

Bernadette Rogers
General Manager
generalsecretary@ephmra.org

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

July 7 2016 is the deadline for submitting your copy for the June News.
Send to: generalsecretary@ephmra.org

Future editions:

September Edition
– Copy Deadline 7 July 2016

December Edition
– Copy Deadline 15 October 2016

Advertising

1. eNews
You can buy a half page or full page advert in the eNews and we can now hyperlink your advert to a website address etc. Please provide this with your advert.

Half page 150' swiss francs	Full page 275' swiss francs
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*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.

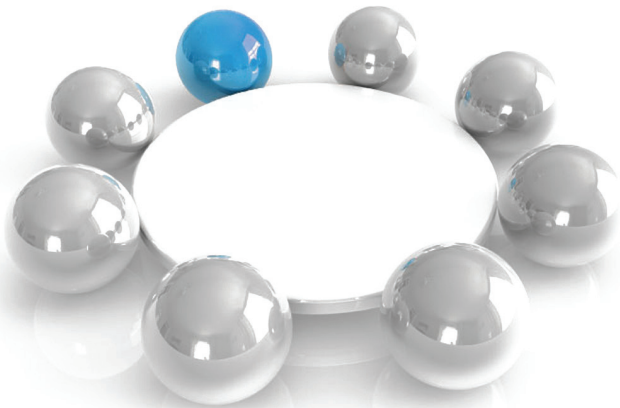
Board Update

Board members

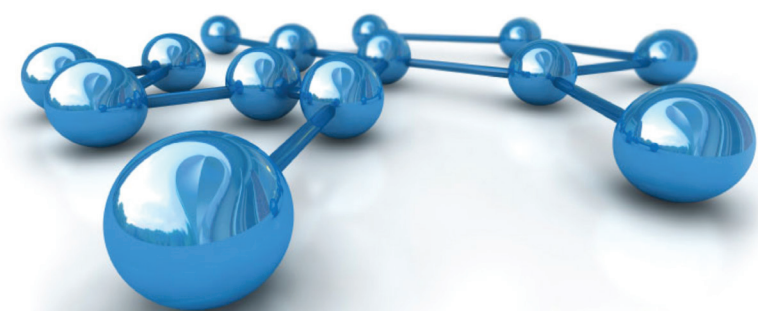
It is the time of the year when we are forming the new Board to direct the Association from 1 October 2016. The Executive Board also has the support from the Associate Board members and we welcome applications from pharma colleagues who want to join the established team. It is great to have a Board with a mix of experienced members as well as those who can bring refresh ideas. Through the commitment of our Board in ensuring our strategic aims are relevant and fit for the future we can maintain the Association’s relevance to members.

We are constantly reviewing what we do – never resting back and so are in the process of reviewing the format of our main conference – the format has remained static for about 8 years now and we need to ensure that it continues to evolve. If you receive an email from EphMRA asking for input your feedback is appreciated.

Many thanks
EphMRA Executive Board



Associate Member Update



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



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



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



Richard Head
Director
Research Partnership
richardh@researchpartnership.com



Sarah Phillips
Partner
Prescient Healthcare Group
sphillips@prescienthg.com



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



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



Join 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.

Remembering Emma Kverh

It is with great sadness we inform you that Emma Kverh, founder of QQFS, has passed away after a period of illness.

Born and raised in London she started her market research career working for her mother. Whilst travelling around the world, she met her Swedish husband and they settled in Sweden. QQFS was founded in 1999 after the birth of her first son. Thanks to Emma’s passion for business and the industry, QQFS rapidly expanded its market share.

Emma was tremendously client focused and would see beyond all the barriers in order to render a challenging project a great success. Being a very brave entrepreneur she saw the possibilities, where others only saw the difficulties. The industry conferences were the true highlight of the year for her as they offered the possibility to socialise with peers, make new friends and catch up with old ones.

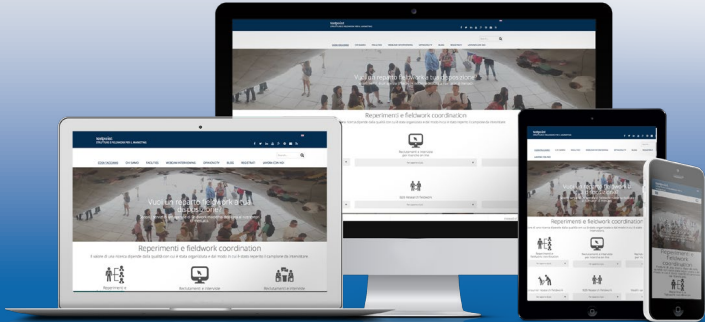
In 2012 Emma was diagnosed with a rare type of brain tumour. Despite her illness she remained very positive about the future but sadly lost her battle at the age of 50. Emma’s last wish was for QQFS to continue its operations in line with her ideas and spirit.

Emma’s presence in the office is greatly missed as she was a great inspiration and had a very positive impact on all of us. Full of life is an expression truly capturing her nature. She will remain in our thoughts forever.

On behalf of the QQFS Team



Fieldwork for medical and pharmaceutical surveys in Italy? Choose **Testpoint**



Fieldwork for on line and off line marketing research.

Take a tour of our facilities at www.testpoint.it

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ITALIA

The EphMRA President’s Award for Contribution to Pharmaceutical Market Research

In 2001 EphMRA initiated an award which was first presented at the Athens 2001 conference. This award is a recognition of a person’s outstanding contribution to pharmaceutical market research.

Both Full and Associate members can make nominations and then vote.

The award recipient can be from a pharmaceutical company or supplier/agency and will receive the award based upon:

- having made an outstanding/recognisable contribution to EphMRA
- having made an outstanding/recognisable contribution to pharmaceutical market research

Examples of such a contribution are:

- New technique developed
- Strengthened the role of market research in pharmaceutical companies
- Done much more than agreed and contracted
- Representation of EphMRA to other associations or organisations
- Strengthened the role of EphMRA
- Lifetime achievement etc

The award recipient will receive a certificate plus a small memento

2015 Joint Winners:



Sarah Phillips,
Prescient Healthcare Group



Alexander Rummel,
Aurum Research

Year	Previous Winners	Runner Up
2015	Sarah Phillips, Prescient Healthcare Group and Alexander Rummel, Aurum Research (Joint Winners)	Georgina Butcher, Astellas Pharma Europe
2014	Bob Douglas, PSL Research	Georgina Butcher, Astellas Pharma Europe
2013	Stephen Godwin, The Planning Shop International	Julie Buis, Aequus Research
2012	Jacky Gossage, GSK	Angela Duffy, Research Partnership
2011	Kurt Ebert, Roche	Bob Douglas, Synovate Healthcare
2010	Rob Haynes, Merck Inc	Roger Brice, Adelphi
2009	Bob Douglas, Synovate Healthcare	Janet Henson
2008	Steve Grundy, Marketing Sciences	Anne Loiselle, Abbott Laboratories
2007	Barbara Ifflaender, Altana Pharma	François Feig, Merck Serono
2006	Hans-Christer Kahre, AstraZeneca	Barbara Ifflaender, Altana Pharma
2005	Colin Maitland	Hans-Christer Kahre, AstraZeneca
2004	Isidoro Rossi, Novartis	Dick Beasley
2003	Janet Henson and Bernadette Rogers	Dick Beasley
2002	Allan Bowditch, Martin Hamblin GfK	Rainer Breitfeld
2001	Panos Kontzalis, Novartis	Allan Bowditch, Martin Hamblin GfK

Events

Why you need to be in Frankfurt for the conference: June 21 – 23

With the conference just around the corner, this year’s flagship event is shaping up to be the event of the year, with a wide range of diverse topics on offer to everyone to listen to over the course of the 2 days and great networking opportunities throughout the conference.

Registrations by pharma/healthcare companies exceeds those registered by this time last year, giving unrivalled ratios of agency to pharma/healthcare at an international Business Information event.

For more information about what’s on offer, visit our dedicated conference website – www.ephmraconference.org which has all the information you need.

To register, go to this [link](#)



Stand-out interactive workshops, hand-picked following your feedback, to kick off 2016 Conference

EphMRA is delighted to present this year’s stand-out programme of insightful and interactive workshops, specially selected for delegates following your feedback.

Focusing on an array of important and relevant subjects relating to healthcare/pharma market research, the popular workshops take place on the opening afternoon of the event (Tuesday 21st June) and offer a unique opportunity to learn new skills, exchange knowledge and share best practice with your peers.

Following excellent feedback from delegates, our Learning & Development Committee (LDC) has sculpted a programme of varied and interesting workshops which certainly has something for everyone.

The trio of three and a half hour sessions which run concurrently from 12.30 - 16.00 are:

Workshop 1 – Optimising Market Research input into Product Forecasting

Speaker: David James, J and D Consulting

Forecasting is a critical planning tool for any business, but it is only as good as the quality of its inputs. This workshop is designed to guide market researchers in the design and utilisation of primary and secondary/syndicated research instruments for optimising forecasting deliverables.

This workshop will demonstrate how market researchers can increase the effectiveness of their contributions to inline product forecasts, and improve the outcomes of pipeline product forecasts by modelling future scenarios including sequential market-shifting dynamics.

The target audience for this workshop is experienced market researchers who want to improve their knowledge on capturing input uncertainties and minimising their impact on product forecasts.

Convenors from the LDC: Alexander Rummel, Aurum Research and Rich Kaminsky, Boehringer Ingelheim

Workshop 2 – How to handle a Licensing Opportunity Assessment effectively

Speakers: Brian LeFebvre and Richard Sacker-Johnson, ZS Associates

Licensing opportunities are an important part of many pharmaceutical/healthcare professionals’ roles but having time to contribute to this process effectively can be difficult alongside other work commitments.

This workshop will show you a clear process to follow in terms of the activities undertaken in a licensing opportunity project; to share best practice in how to utilise in-house information and source additional information to build a solid business case for a recommendation to the business as to whether this is a viable opportunity to progress.

The target audience is all who are involved at any stage of the in-licensing opportunity assessment in pharma/ healthcare – whether on the industry or agency side.

Convenors from the LDC: Jayne Shufflebotham, Themis Analytics and Jana Rueten, M3 Global Research

Workshop 3 – Medical Device Research: Leveraging current market research trends to optimise medical device lifecycle management

Speakers: Greg Anderson, GSK and Martin Schlaeppli, Praxis Research

The medical device, instrument and delivery system lifecycle is as equally challenging as that of the development of drugs. This workshop will dissect the medical device lifecycle into manageable stages from research, innovation, development and regulation, to marketing and beyond. It will explore how established and innovative market research techniques can enable various stakeholders in developing and marketing their medical devices, instruments and delivery systems more effectively both now and in the future.

The workshop will also be invaluable to those working in pharma/healthcare companies, as much can be learnt from the medical devices industry.

Convenors from the LDC: Marcel Slavenburg, SKIM and An-Hwa Lee, Research Partnership

Don't miss out on this fantastic opportunity, register for a workshop now by clicking [here](#).

All attendees can enjoy a complimentary light lunch at the beginning of the session.

Agency Fair – still spaces available

Agency Fair bookings have gone very well but there is still time to book your stand at the conference, so book now to avoid disappointment.

The Agency Fair will be open at the following times during the conference:

Date	Agency Fair open	Schedule
Tuesday 21 June	18.00 - 20.00	This is during the welcome cocktail
Wednesday 22 June	10.00 - 23.00	Lunch will be taken in the Agency Fair room from 12.00 – 13.45 Evening event will feature in the Agency Fair room from 18.15 – 23.00
Thursday 23 June	10.00 - 14.30	Lunch will be taken in the Agency Fair room from 12.40 – 14.30

Below is the list of agencies who have booked a booth to date:

<ul style="list-style-type: none">Adelphi Research GlobalAnterioAplusADecision Resources GroupElma Research srlFieldwork InternationalGfK	<ul style="list-style-type: none">GIMIMS HealthIpsos HealthcareKantar HealthM3 (EU) LtdMedefieldNAXION	<ul style="list-style-type: none">OPEN PlanPlamed AsiaPrescient Healthcare GroupPsyma International Medical Marketing Research GmbHQualWorldSERMO	<ul style="list-style-type: none">SKIMSSRI CHINAThe Planning Shop international
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There are full sized booths still available (3m x 3m) and also a small number of half sized booths (1.5m x 1.5m)

The first 20 or so agencies to book their stand were the lucky agencies to be allocated one of our brand new offering for exhibitors – Agency Expert Sessions. These are 30 minute sessions which allow exhibiting agencies to present on any topic of their choice, so an excellent opportunity to educate delegates about a topic that will interest them – there are no restrictions.

Wednesday 22nd June					
Before lunch	Expert Session 1	Expert Session 2	Expert Session 3	Expert Session 4	Expert Session 5
Mid afternoon	Expert Session 6	Expert Session 7	Expert Session 8	Expert Session 9	Expert Session 10

Thursday 23rd June					
Before lunch	Expert Session 11	Expert Session 12	Expert Session 13	Expert Session 14	Expert Session 15
Mid afternoon	Expert Session 16	Expert Session 17	Expert Session 18	Expert Session 19	Expert Session 20

How you can boost your presence and your brand in style at EphMRA’s 2016 conference

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

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

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

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



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



Likewise, QualWorld were one of our first sponsors to sign up for 2015 and again in 2016. The company has found that at our event the badge lanyard is a perfect opportunity to promote the company name at every moment during the event because it is around everyone’s neck!



Writing your thoughts down at this year’s Conference? You’ll be doing so on Clarity Pharma branded paper so take note. Taking a drink of water? That’ll be a M3 Global Research branded bottle.



Our conference photographer, who is always evident throughout the conference in all the sessions and in the Agency Fair, is being sponsored by Research Partnership, so watch out for the specially designed photographer’s polo shirt announcing who is sponsoring him!



GfK sponsored the photobooth at the evening event last year and we’re delighted that they are doing so again and this year there will be even more fun, with ‘green screen’ backdrops and plenty of props to make the photo memorable.



Sponsorship of the interactive ad on the conference App has been snapped up by IMS Health ChannelDynamics, SERMO Real Time, Evalueserve and Focusvision, providing exposure throughout the conference and allowing delegates to click on the ad and link to the company’s website. With so many people using the App this year, this provides great opportunities to get your company’s services under the spotlight.



If that has whet your appetite for promoting your brand at the event, here’s the full list of sponsorship opportunities, with what’s already sold and what’s still available:

- Delegate bag – **SOLD**
 - Water bottles for delegates – **SOLD**
 - Delegate badge lanyard – **SOLD**
 - A5 note pad – **SOLD**
 - Conference photographer – **SOLD**
 - Photobooth in the evening event – **SOLD**
- Provide your own (non-literature) item for the delegate bag on your behalf – **AVAILABLE**
 - Interactive ad on the conference App – **AVAILABLE**

All sponsoring companies and their logos will be announced as sponsors on slides during the conference on at least two separate occasions as well as announced in the Post Conference News. This really is a fantastic opportunity to put your brand front of mind amongst your peers at this year’s must attend event so don’t miss out!

We look forward to hearing from you.

For more information about the prices for what’s available and what you will get in return, visit our conference website [here](#)

Kap Europa

a very modern venue
for our conference

EphMRA is delighted to be holding the 2016 conference in this almost brand new venue, as it offers all the benefits of a modern, high tech conference centre, whilst still retaining the more intimate environment which was so highly praised in Amsterdam last year.



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

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

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

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



Update on local chapter meetings



1st UK Local Chapter Meeting – a great day for all who attended

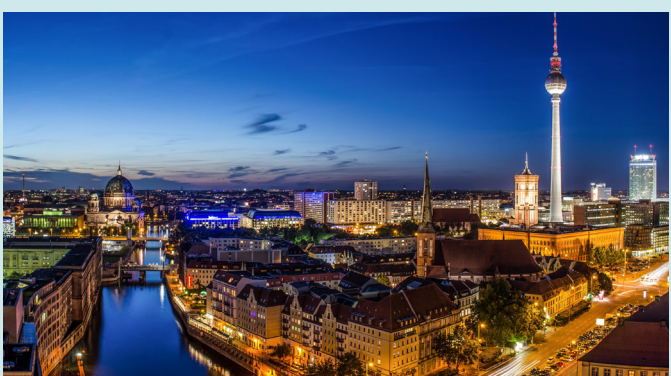
With over 60 attendees, the first UK Chapter Meeting was highly acclaimed and provided a great forum for discussion and networking.

The drive for patient centricity was at the heart of the UK Chapter Meeting. The day offered a chance to find out what clients are doing, what's new in business intelligence – and an opportunity to network with colleagues, exploring the joys and stresses of market research in today's global market. Convening in St Albans, north of London, delegates enjoyed a day which covered a wide range of topics: from wearable technology to fieldwork; from greater use of mobile to building brands. Participation was lively in two separate panel discussions and there were many questions from the floor throughout the morning and afternoon sessions. As ever, a huge thank you goes to our convenors for all their efforts and to our presenters for giving up their time.

The convenors for the meeting were:

David Hanlon Kantar Health	Sarah Phillips Prescient Healthcare Group
Marianne Fletcher Pfizer	Anthony Nealon Abbvie

You can access the presentations in pdf format on the EphMRA website in the members area within Dropzones and also a detailed report summarising the day by clicking [here](#)



5th Germany Chapter Meeting – March 1st – another resounding success

The Germany Chapter Meetings have become a regular and popular feature of the EphMRA events calendar and this meeting was no exception. Attracting 60 attendees from agencies and pharma/healthcare companies, the day provided some stimulating topics for discussion, as well as opportunity to learn and network with colleagues.

The convenors for the meeting were:

Werner Braun Sanofi-Aventis	Alexander Rummel Aurum Research	Barbara Lang Point-Blank International
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The vexed questions of employer's permission and incentive caps were at the centre of the debate during the 5th EphMRA Germany Chapter Meeting. There were a variety of presentations on subjects ranging from predictive analytics to increasing the diversity of respondents and including a good mixture of qualitative and quantitative topics. Participation was lively in two separate panel sessions, and there were many questions from the floor throughout the day. The views and opinions expressed there will feed into board level discussions and help inform EphMRA's strategy on these important issues. As ever, a huge thank you goes to our convenors for all their efforts and to our presenters for giving up their time.

EphMRA wishes to specifically thank Alexander Rummel for his time and commitment to all 5 Germany Chapter Meetings, as he has regretfully decided to step down from the convening group. We very much hope to see him as a delegate at future Germany meetings to share the enjoyment of the meeting from the floor, rather than the stage! We are delighted to welcome Katja Birke from Produkt & Markt to the convening group and we would welcome applications from other member companies to help steer this highly popular meeting. Please contact Caroline Snowdon – events@ephmra.org for an application form.

You can access the presentations in pdf format on the EphMRA website in the members area within Dropzones and also a detailed report summarising the day by clicking [here](#)

2016 LDC Webinar programme gets off to a great start

We have already run 2 webinars for members this year – one on **epidemiology in oncology** entitled: Oncology Patient Metrics – Increasing value of getting to the right numbers, which was presented by Bill Cacheris of Tessellon in January. It was a highly popular webinar, with a high level of attendance and a number of interesting questions at the end.

The second webinar was broadcast in April on **Personalised Medicine** entitled: Personalised medicine: Moving from scientific



promise to clinical practice and was very well attended, with some excellent questions asked by attendees. The webinar was presented by Jo Appleton from Adelphi Group and Helen Rose from The Planning Shop international.

We would like to thank all our speakers and also the convenors from the LDC, who help make these webinars run so smoothly. To access the slides in pdf format and a summary report of these webinars, please look on the EphMRA website www.ephmra.org in the members area.

EphMRA ATC Classification Committee

committee news

Classification Harmonisation Meeting: World Health Organisation – February 2016

The developments are as follows:

The annual WHO/EphMRA/PBIRG Harmonisation meeting was held in February 2016 in Oslo at the WHO Centre. There were attendees from the EphMRA/PBIRG Classification Committee and representatives for the WHO. Once again, this was a very productive session to ensure understanding and work towards harmonisation of the two classification systems.

Many topics were reviewed to help in the aim of harmonising the two systems where this is feasible. As the purposes and basis of the two systems are different, full harmonisation is not possible. The Committee produces a comparison document outlining the relationship between the classes in the two systems and this has proved to be an extremely useful guide. The document has been updated with the 2016 changes and is available on the EphMRA website.

April 2016 Meeting

The Committee met in Rome at the site of MSD for our April meeting, and this was hosted by Marilena Lauriola.

Good progress was made on the classification development proposals that were likely to be voted on by the EphMRA/PBIRG membership in May 2016. These proposals include developments in: inflammatory bowel disorders, drugs for pulmonary arterial hypertension, new classes for antineoplastics, and drugs for multiple sclerosis.

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

The summary of current projects and decisions made as a result of the Committee meetings are available to EphMRA members via the EphMRA website.



Classification Developments – thank you!

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

In addition, thank you for participating in the voting process this year for the new classes for 2017 – again, you are key in ensuring the classification system lives!

Meetings in 2016

- June meeting: week beginning 20th June in Frankfurt alongside the AGM/Conference
- September: proposed during week of 19th September
- December: proposed during week ending 2nd December

Learning & Development Committee

The LDC is offering the June workshops which are a great opportunity to train F2F:



EphMRA

2016 Conference Workshops
Frankfurt – Kap Europa
21 – 23 June 2016

Our Learning and Development Committee (LDC) is delighted to be offering 3 workshops at the conference in June on highly topical subjects.

The workshops will be 3.5 hours in duration and will be interactive sessions, with plenty of opportunity for attendees to engage with the speakers and other colleagues, so that the workshop experience provides a rich opportunity to learn new skills.

Date/Time of workshop:

Tuesday 21st June at 12.30 – 16.00.
A light lunch will be provided the start of the workshop from 12.00.

Workshop attendance fee:*

EphMRA Members – 215 Euros
EphMRA Non members – 403.50 Euros
*These are the early bird fees, which increase after 10th March at 4pm UK time.

Workshop 1:

Optimising market research input into product forecasting

Speaker: David James, J and D Consulting

Convenors from the LDC: Alexander Rummel, Aurum Research and Rich Kaminsky, Boehringer-Ingelheim

Rationale: Forecasting is a critical planning tool for any business, but it is only as good as the quality of its inputs. This workshop is designed to guide market researchers in the design and utilisation of primary and secondary/syndicated research instruments for optimising forecasting deliverables. Workshop modules will focus upon techniques for capturing input uncertainties and minimising their impact.

Objective: This workshop will demonstrate how market researchers can increase the effectiveness of their contributions to in-line product forecasts, and improve the outcomes of pipeline product forecasts by modelling future scenarios including sequential market-shifting dynamics.

Who should attend: The target audience for this workshop is experienced market researchers who want to improve their knowledge on capturing input uncertainties and minimising their impact on product forecasts.

Workshop 2:

How to handle a licensing opportunity assessment effectively

Speakers: Brian LeFebvre and Richard Secker-Johnson, ZS Associates

Convenors from the LDC: Jayne Shufflebotham, Themis Analytics and Jana Reuten, M3 Global Research

Rationale: Licensing opportunities are an important part of many pharmaceutical/healthcare professionals' roles but having time to contribute to this process effectively can be difficult alongside other work commitments. Taking the increased time pressure into account, there is a clear value in having a clear process for dealing with licensing opportunities and access to best practice would provide the opportunity to manage a licensing opportunity activity more effectively.

Objective: To show you a clear process to follow in terms of the activities undertaken in a licensing opportunity project; to share best practice in how to utilise in-house information and source additional information to build a solid business case for a recommendation to the business as to whether this is a viable opportunity to progress.

Who should attend: All who are involved at any stage of the in-licensing opportunity assessment in pharma/healthcare – whether on the industry or agency side.

Workshop 3:

Medical Device Research: Leveraging current market research trends to optimise medical device lifecycle management

Speakers: Shane West, GE Healthcare and Martin Schlaeppli, Praxis Research

Convenors from the LDC: Marcel Slavenburg, SKIM and An-hwa Lee, Research Partnership

Rationale: The medical device, instrument and delivery system lifecycle is as equally challenging as that of the development of drugs. This workshop will dissect the medical device lifecycle into manageable stages from research, innovation, development and regulation, to marketing and beyond. It will explore how established and innovative market research techniques can enable various stakeholders in developing and marketing their medical devices, instruments and delivery systems more effectively both now and in the future.

Objective: Delegates will gain understanding of the medical device, instrument and delivery system lifecycle and will learn how to effectively deploy market research techniques in order to optimise lifecycle management.

Who should attend: All stakeholders involved at any stage of medical device, instrument and delivery system lifecycle management and market researchers who want to gain a better understanding of the medical devices lifecycle and learn best practices in medical device research. Also be invaluable to those working in pharma/healthcare companies, as much can be learnt from the medical devices industry.

Visit our dedicated conference website: www.ephmraconference.org

Learning & Development Committee members working for you:

Marcel Slavenburg – Chair

SKIM

Netherlands

Alexander Rummel

Aurum Research

Germany

Rich Kaminsky

Boehringer Ingelheim

USA

Jayne Shufflebotham

Themis Analytics

UK

An-hwa Lee

Research Partnership

UK

Jana Rueten

M3 Global Research

UK

Interested in joining the committee? Please do get in touch generalsecretary@ephmra.org

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

Future Leaders Group

The group has been meeting for discussions via telecon and so if you would like to join them please do get in touch.

In the meantime you can connect via the FLG Linkedin Group [here](#): 

Looking to network with like minded career market researchers in the healthcare industry? Then this is the group for you – our Future Leaders are enthusiastic and keen to learn, to network and fine tune their skills.

New to Healthcare Market Research?

Essential Skills and Resources has been developed for those new to healthcare market research and highlights resources available through EphMRA to equip healthcare market researchers.

Target audience: This resource is aimed at those new to healthcare market research as is available to those from member companies.

The Essential Skills and Resources is divided into 2 main parts:

- A. Resources freely available on the EphMRA website
- B. Online training modules which incur a modest fee

Essential Skills and Resources from the Learning & Development Committee

Foundation, competencies and capabilities to becoming effective consultants to the healthcare industry

Essential Skills and Resources has been developed for those new to healthcare market research and highlights resources available through EphMRA to equip healthcare market researchers.

Target audience: This resource is aimed at those new to healthcare market research as is available to those from member companies. Timings: It is recommended that the online training modules are completed within a 12 month period if feasible.

The Essential Skills and Resources is divided into 2 main parts:

A. Resources freely available on the EphMRA website

Delivery

Where available?

Brochures and booklets

Managing a Research Project
Research through the Product Lifecycle
Checklist - For managing a research project. A handy booklet which includes a guide to selecting a supplier of syndicated data - prepared by the Syndicated Data Committee.
Lexicon
Longitudinal Patient Data Demystified: Q&A on all things Longitudinal Patient Data
Understanding Epidemiology Data: A Beginners Guide to help you Understand Epidemiology Data
How to Reference Data: A useful leaflet about what should be included in a reference

Booklets in pdf format

www.ephmra.org/Publications-and-Reports
No login is required

Skills Modules

- Negotiation skills
- Design at work for impact: Making Presentations more Visually Persuasive and Engaging
- Data Visualisation

Webinars*

Member login - Events - Webinars

Compliance Modules

- Code of Conduct (Training and Competency Test)
- Adverse Event Reporting (Training and Competency Test)

Online training

Available and free to members at www.ephmralearning.org

- Country and Regional Differences
- Disclosure requirements and their impact on Market Research
- Code of Conduct for Non Market Researchers reviewing Market Research

2015 Webinars*

Member login - Events - Webinars



Essential Skills and Resources
March 2016

New Form Codes Committee:

The main objective of the NFC is to maintain an international uniformity of the coding structure for the audits and the databases.

The files for the 2016 NFC are now available:

Guidelines

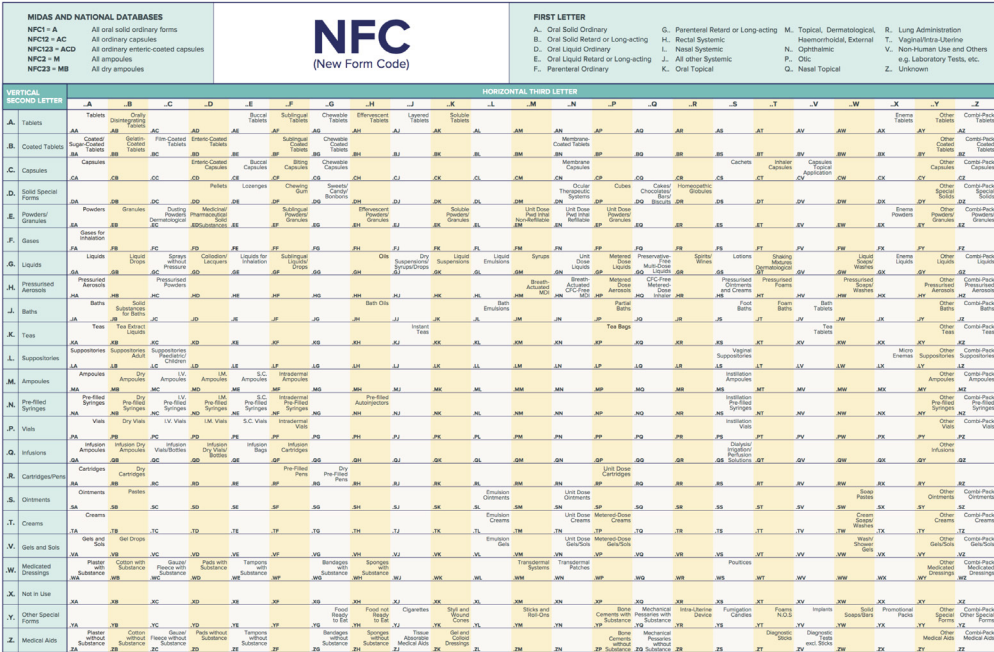
Summary of Changes

Summary of Class Changes

Poster 2016

To view the files for the 2016 NFC in full please visit: www.ephmra.org

January 2016



imshealth
INTELLIGENCE APPLIED.

Consumer Health Committee



Five pharma companies are represented and working for members

Specifically the Committee is:

Gemma Codina Tena Sanofi Consumer Health	Katja Reinhardt Merck Group
Suzy Migray Boehringer Ingelheim	Sapan Amin Pfizer Consumer Healthcare
Graham Pride GlaxoSmithKline	

In March the committee had a call with Prasanna Pitale, General Manager, Consumer Health for IMS Health, leading the delivery of precision insights for market and performance measurement of OTC medicines, as well as personal care, patient care and nutritional products sold in retail pharmacies and mass market channels.

The main points emerging from the call are available in the full members minutes section on the website and cover:

- Intent is to provide complete US data, including Walmart and Sam’s
- IMS acknowledged improvements were needed in the UK but challenges exist
- IMS plan to launch sell-out audits and confirmed launches had been made in some of the Emerging markets with other markets to follow

Read the minutes to find out more!

CHC aim

‘EphMRA Full Members working together to ensure that OTC data and systems provide the most suitable platform for international secondary market research in Consumer Health.

By liaising with suppliers the committee aims to improve existing OTC data and systems in terms of quality and greater transparency of content.’

Committee activities include

- Working to build more consistent definitions of OTC data across countries to ease harmonisation with ethical data sources and provide greater analytical flexibility
- Identifying current unmet needs in Consumer Health market research and addressing these with suppliers
- The Consumer Health Committee works in close co-ordination with the EphMRA Data & Systems Committee to encourage the establishment of an integrated data picture and ease analysis across OTC and Rx data sets.
- The first priority of the Consumer Health Committee has been to liaise with IMS on OTC panel coverage. Currently the committee is working with IMS to gain a comprehensive picture of OTC panel definitions, structure, collection methods and channel coverage and to suggest improvements.
- The committee will also be working with IMS to look at OTC classification issues and country-specific issues such as the flagging of Traditional Chinese Medicines in the China panel.
- The Consumer Health Committee has also been making contact with other OTC data providers and will be working to inform EphMRA membership on the range of OTC data services available.

The committee would be very pleased to receive enquiries from other Full Members wishing to help improve OTC data sources and systems.

If you would like to contribute, please contact Bernadette Rogers on generalsecretary@ephmra.org

Code corner

Working For You



EphMRA is supporting members in their international activities:

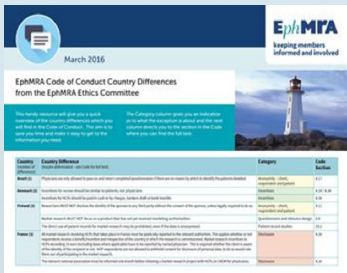
- Continually developing our Code of Conduct to reflect changes in the legal and ethical environment
- Providing guidelines to support you in Adverse Event Reporting
- Having a dedicated Ethics Committee made up of Full and Associate members working for you
- Offering a confidential Enquiry Service – 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

Ethics: Country Differences grid

Developed by the Ethics Committee this handy guide will save you time as it brings together in one document each country exceptions as featured in the Code.

Available via members log in www.ephmra.org – Ethics



What’s New (Continued)

EU General Data Protection Regulation (GDPR)

The EU General Data Protection Regulation (GDPR) has been approved by the European Parliament.

The GDPR updates and replaces the current data protection rules based on the 1995 Data Protection Directive. The final stage of the legislative process will be publication of the GDPR in the official journal, which is expected by June this year. Based on publication by June of this year, it will come into force in mid-2018, so members will have approximately two years to prepare.

The Regulation will establish a single, pan-European law for data protection meaning that organisations deal with one law, not 28. However there will be some country variations as Member States still have discretion on specific provisions. The new rules encourage privacy-friendly techniques such as pseudonymisation, anonymisation, encryption and data protection by design and by default, they are designed to be future-proof: technologically neutral and fit for innovation and big data analytics. The GDPR will also mean that any company – regardless of whether it is established in the EU or not – will have to apply EU data protection law if they wish to offer their services in the EU.

EphMRA is currently working on providing you with more detailed guidance on the implications of the GDPR and will be in touch again soon.

The EU-US Privacy Shield – Replacement for the Safe Harbor Agreement

European data regulators (the Article 29 Working Party) have recently reviewed and have expressed concerns about the EU-US ‘Privacy Shield’ (the successor to the now invalid Safe Harbour Agreement) which is designed to cover the transfer of data between the EU and the USA. The regulators said the latest version needs further amendments and clarification.

The European Commission has indicated that they are hoping to seek approval for the Privacy Shield in May with adoption in June 2016. When we have further news, we will be in touch again.

AER Record Keeping

The Ethics Committee has decided to provide a single one page checklist of the AER data that should be stored by agencies and by pharma companies. This is now in development and will be a useful tool for members.

2016 Code of Conduct

The 2016 Code of Conduct is now available on the EphMRA website and can be downloaded as a PDF.

Key changes in the 2016 Code include:

- Mexico and Turkey – 19 countries are now included
- Revised guidance for transferring personal data outside the European Economic Area
- Inclusion of the implications of the Russian Data Localisation Law
- Revised guidance on Dienstherrengenehmigung (employer permission) requirements in Germany
 - Inclusion of the Danish Medicines Agency advice that in market research we are allowed to use brand or generic names and there is no need to submit market research regarding medicinal products that contain names for approval

- New guidance on disguised promotion
- Extended guidance on incentives, transferring recordings and do not call lists,
- Plus some changes to the wording on pro formas 1, 2 and 4

You will find a record of all the 2016 changes to content recorded within the ‘Log of Changes’, this is available on the website [here](#).

You may notice other minor changes to wording within the Code, we always try to make it clearer or more concise. These changes do not impact the guidance and so are not recorded within the Log.

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.



Training

These online training courses and tests are available free to members:

1. EphMRA Code of Conduct Training Course
2. EphMRA AER training course
3. Code of Conduct Competency Test – EphMRA members – get the certificate for the EphMRA Competency 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 – 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.

New Online Training Platform

Following extensive feedback from our members we are developing a new online training platform with a different provider.

Members have indicated that the current platform does not meet needs and so the Board has acted on this.

The new offering will hopefully be available by Q4, ready for the new membership year. Useful features will be:

- no codes need to be issued to access courses
- as you log in you will see an individual dashboard showing the training and tests available to you – you can take them straightaway
- certificates can be easily saved to your own device

One change is that in the new system the competency test certificates will only be valid till the end of the membership year and so alignment in the first year may be needed by some companies. Currently test certificates are valid for 12 months from achievement. The data and certificates in the current system will not be available once launched.

We will update you as the development continues but the aim is to keep the new system simple and easily accessible.

What's coming up



Training Plans

In May an ethics webinar was held: Compliance on the Fieldwork Frontline

This webinar was aimed at all those directly involved in market research fieldwork, those recruiting, interviewing and moderating and those commissioning and managing.

Two other Ethics Webinars are planned for 2016:

- **13 October** – Country & Regional Differences 2016 Update
- **17 November** – Data Protection Requirements

Do you have Compliance in your Remit?

For suppliers we have the Compliance Network – a group of experienced compliance / operations / fieldwork managers – who join 2-3 telecons a year to discuss compliance issues of relevance to healthcare market research. If you are interested in joining the group please contact generalsecretary@ephmra.org

It's a great way to keep in touch and connected.

For those of you working in pharma companies / industry we are keen to establish a list of those of you who have compliance in your remit. The Ethics Committee would like to ensure EphMRA encompasses the relevant issues facing those of you dealing with compliance matters on behalf of your companies. Please do get in touch thanks on generalsecretary@ephmra.org

Who's Who

Your Ethics Committee

Committee Co-Chairs:

Georgina Butcher Astellas Pharma Europe	Ian Barker Ipsos
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Committee Members:

Christine Mai AplusA Research	Mattias Blomgren Janssen-Cilag
Piergiorgio Rossi SGR International	Julian Alexandra F. Hoffmann-La Roche
Roni DasGupta M3 Global Research	Bettina Brust GO Research
Xander Raijmakers Eli Lilly	Sarah-May Hall Zeste Research
Daniel Stults Abbvie	Katie Joyner Kiosk

Supported by:

Catherine Ayland Ethics Consultant	Bernadette Rogers General Manager
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Compliance Network

The Ethics Committee also connects with experienced compliance officers in Associate Member companies to ensure all views are taken into account.

Andy Dallas Director of Fieldwork and Compliance Manager, Cello Health	Christine Dunbar Agency Contracting and Compliance Manager, Adelphi UK
Moniola Olusanjo Compliance Manager Research Partnership	Jessica Santos Global Compliance Director, Kantar Health UK
Lucie Eggerickx Adverse Event and Contract Manager, psyma	Amy Jones Compliance Manager, Hall & Partners
	Kate Shaul Fieldwork Manager, Blueprint Partnership

People News



Brittany Peele has joined KeyQuest Health, the international qualitative fieldwork experts, as a Project Director. Formerly with Schlesinger, Brittany will work out of North Carolina as the US team expands.



Hall & Partners is pleased to announce Hannah Mann's promotion as Managing Partner for Health. Hannah brings 20 years' experience to the role and is promoted from Partner.



Adept Field Solutions are delighted to announce the appointment of Bram Provoost, previously at KeyQuest Health, as Project Director with a specific focus on Qualitative KOL and Market Access services.



Adelphi Research Global expands its senior team with the appointment of Carolyn Chamberlain as Senior Commercial Director. Carolyn's extensive industry experience will enable Adelphi to further support its growing client base.

Services News



SERMO Pages are a new, free way for brands, businesses, associations and groups to showcase their messages and engage with SERMO's global social network for doctors.



HRW is proud to announce the formation of 'Shift'; a team of experts helping leverage the power of specialist domains in behavioural economics, NLP, and cognitive behavioural therapy for clients.



42 market research, a leading provider for online market research in the healthcare sector, announces the launch of its new healthcare panel for pharmaceutical research in Luxembourg. www.42mr.com



Recruiting patients for focus groups can be challenging and so we have developed our seven best-practice strategies for recruiting patients to help you along the way. Read more info.gilliankenny.com



New Whitepaper from Themis Analytics
Failing to distinguish between reporting and analysis could mean teams are spending time on reporting at the expense of finding key insights. Download whitepaper here. www.themisanalytics.com



SKIM has been conducting market demand studies for new and existing pharmaceutical products for nearly 40 years; our specialised analysts and methodologists provide elegant solutions for your business questions.

2016 Conference Workshops

Frankfurt – Kap Europa
21 – 23 June 2016

Our Learning and Development Committee (LDC) is delighted to be offering **3 workshops at the conference in June on highly topical subjects.**

The workshops will be **3.5 hours in duration and will be interactive sessions, with plenty of opportunity for attendees to engage with the speakers and other colleagues, so that the workshop experience provides a rich opportunity to learn new skills.**

Date/Time of workshop:

Tuesday 21st June at 12.30 – 16.00.

A light lunch will be provided the start of the workshop from 12.00.

Workshop attendance fee:*

EphMRA Members – **215 Euros**

EphMRA Non members – **403.50 Euros**

*These are the early bird fees, which increase after 10th March at 4pm UK time.

Workshop 1:

Optimising market research input into product forecasting

Speaker: David James, J and D Consulting

Convenors from the LDC:

Alexander Rummel, Aurum Research and Rich Kaminsky, Boehringer-Ingelheim

Rationale: Forecasting is a critical planning tool for any business, but it is only as good as the quality of its inputs. This workshop is designed to guide market researchers in the design and utilisation of primary and secondary/syndicated research instruments for optimising forecasting deliverables. Workshop modules will focus upon techniques for capturing input uncertainties and minimising their impact.

Objective: This workshop will demonstrate how market researchers can increase the effectiveness of their contributions to in-line product forecasts, and improve the outcomes of pipeline product forecasts by modelling future scenarios including sequential market-shifting dynamics.

Who should attend: The target audience for this workshop is experienced market researchers who want to improve their knowledge on capturing input uncertainties and minimising their impact on product forecasts.

Workshop 2:

How to handle a licensing opportunity assessment effectively

Speakers: Brian LeFebvre and Richard Secker-Johnson, ZS Associates

Convenors from the LDC: Jayne Shufflebotham, Themis Analytics and Jana Reuten, M3 Global Research

Rationale: Licensing opportunities are an important part of many pharmaceutical/healthcare professionals' roles but having time to contribute to this process effectively can be difficult alongside other work commitments. Taking the increased time pressure into account, there is a clear value in having a clear process for dealing with licensing opportunities and access to best practice would provide the opportunity to manage a licensing opportunity activity more effectively.

Objective: To show you a clear process to follow in terms of the activities undertaken in a licensing opportunity project; to share best practice in how to utilise in-house information and source additional information to build a solid business case for a recommendation to the business as to whether this is a viable opportunity to progress.

Who should attend: All who are involved at any stage of the in-licensing opportunity assessment in pharma/healthcare – whether on the industry or agency side.

Workshop 3:

Medical Device Research: Leveraging current market research trends to optimise medical device lifecycle management

Speakers: Shane West, GE Healthcare and Martin Schlaeppi, Praxis Research

Convenors from the LDC:

Marcel Slavenburg, SKIM and An-hwa Lee, Research Partnership

Rationale: The medical device, instrument and delivery system lifecycle is as equally challenging as that of the development of drugs. This workshop will dissect the medical device lifecycle into manageable stages from research, innovation, development and regulation, to marketing and beyond. It will explore how established and innovative market research techniques can enable various stakeholders in developing and marketing their medical devices, instruments and delivery systems more effectively both now and in the future.

Objective: Delegates will gain understanding of the medical device, instrument and delivery system lifecycle and will learn how to effectively deploy market research techniques in order to optimise lifecycle management.

Who should attend: All stakeholders involved at any stage of medical device, instrument and delivery system lifecycle management and market researchers who want to gain a better understanding of the medical devices lifecycle and learn best practices in medical device research. Also be invaluable to those working in pharma/healthcare companies, as much can be learnt from the medical devices industry.