March 2016

EphMRA news

keeping members informed and involved

Join us in Frankfurt...

2016 Conference, 21- 23 June, Frankfurt

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

Registration Fee Deadlines:

Early Bird Fee: 4pm Thursday 10 March
Mid Fee: 4pm Thursday 10 March to 4pm Thursday 19 May
Late Fee: 4pm Thursday 19 May onwards

Note: all fee deadlines based on UK time

Contents

The following two events will not fit into the diary.

13 October – Ethics: Country & Regional

17 November – Ethics: Data Protection

Diary

14 April 2016 – Personalised medicine
Time: 13.30 – 14.30 (UK time)

12 May 2016 – Ethics: Compliance during Fieldwork
Time: 13.30 – 14.30 (UK time)

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

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.

WORLD LAND TRUST™

RECYCLED Made from recycled material FSC® C000000

Welcome to EphMRA news

Welcome to EphMRA March News

Conference registration booking time approaches 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.

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 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

Alpha Research Ltd.
www.alpharesearch.bg

C&O Marketing
www.c-o-marketing.com

Executive Insight
www.executiveinsight.ch

Fieldshop
www.fieldshop.fr

J&D Consulting
www.janddconsulting.net

Oncofocus Solutions
www.oncofocus.com

Simon-Kucher & Partners
www.simon-kucher.com

Strategic North Ltd
www.strategicnorth.com

Truven Health Analytics
www.truvenhealth.com

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

15 April 2016 is the deadline for submitting your copy for the March News.
Send to: generalsecretary@ephmra.org

Future editions:
June Edition
– Copy Deadline 15 April 2016

September Edition
– Copy Deadline 7 July 2016

December Edition
– Copy Deadline 15 September 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	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.

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.

Pharma members on the Executive Board

Dr Thomas Hein
Thermo Fisher Scientific Immuno Diagnostics
Global Director Customer Insight and Strategy

Pharma Board Members:

Georgina Butcher
Astellas Pharm
Associate Dire
Intelligence

John Shortell
Pharmaceuticals Inc
l Market Research

Xander Raijmakers
Consultant Market Research
Eli Lilly

ann
Associate Director Global
Business Intelligence
Merck Serono

EphMRA to provide new board report text

There is a vacancy for a Full pharma member on the Board - interested? Please get in touch - generalsecretary@ephmra.org

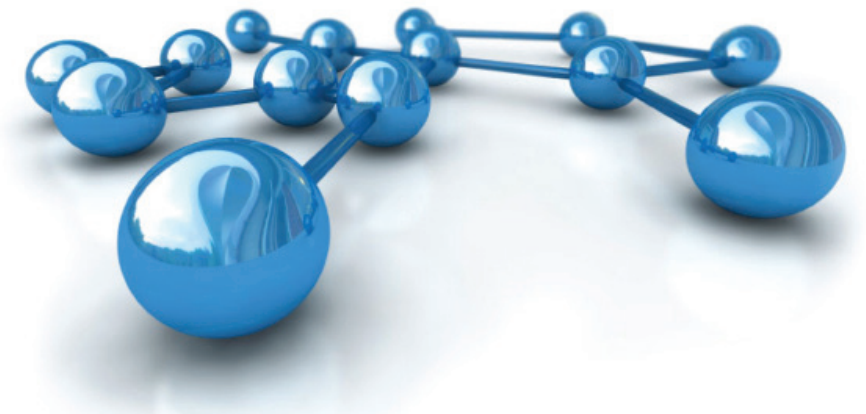
The Executive Board is currently looking at member engagement and how to attract and retain the membership. We hope to be making an announcement about this in Q1.

With regards to our events attracting end-clients is a key priority. For the June Conference EphMRA proactively contacts all Pharma Member companies in advance by email or phone to assess their availability to attend and how many delegates would be registering. The information gathered through this process gives valuable feedback to the Board.

As the festive season approaches the Board wishes you and your families a very Happy Christmas.

Many thanks
EphMRA Board

Associate Member Update



Your Associate Members as of 1 October

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

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

Richard Head
Director
Research Partnership
richardh@researchpartnership.com

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

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

Sarah Phillips
Partner
Prescient Healthcare Group
sphillips@prescienthg.com

LinkedIn

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.

Events

2016 Conference – 21-23 June 2016

Programme Highlights

The early-bird registration period closes on 10th March for this year's EphMRA conference which is set to be the most exciting and comprehensive yet. **Remember to register before the prices increase!**

Held in the heart of Frankfurt, Germany, June 21-23 2016, our line-up of thought-provoking speakers is our best yet and is packed with insightful presentations on an array of industry hot topics. Our speakers will use their passion and wealth of knowledge on pharmaceutical market research and business intelligence to inspire and educate delegates.

Join us here for an in-depth look at the exciting names and papers set to appear during the Tuesday and Wednesday of our flagship event

With this year's Conference shaping up to be the biggest and best yet, EphMRA welcomes you to take an in-depth look at Tuesday and Wednesday's key highlights, thought-provoking speakers and unmissable opportunities.

In popular tradition, the event kicks off on the Tuesday afternoon with Training Workshops and EphMRA is again offering three 3.5 hours long workshops which will provide excellent opportunities for delegates to learn about important and relevant subjects relating to healthcare/ pharma market research.

This year's topics are:

- **Optimising market research input into product forecasting**
  Convenors: Alexander Rummel, Aurum Research and Rich Kaminsky, Boehringer Ingelheim
- **How to handle a licensing opportunity assessment effectively**
  Convenors: Jayne Shufflebotham, Themis Analytics and Jana Reuter, M3 Global Research
- **Medical Device Research: Leveraging current market research trends to optimise medical device lifecycle management**
  Convenors: Marcel Slavenburg, SKIM and An-Hwa Lee, Research Partnership

The conference then gets into full swing on the Wednesday morning and will be opened by Thomas Hein, EphMRA President.

The conference opening keynote speaker, to be announced shortly, will deliver an inspiring and engaging session to set the scene for the whole conference between 9.35-10.15am.

From 10.45 - 11.15am, Professor Brian Smith of Pragmedic will then deliver 'Evolutionary change in the life sciences industry - how can we survive?' The session will look in depth at an array of issues regarding how our industry will look in the future and what forces are shaping it.

The session will be relevant to anyone working in the sector and will both surprise and challenge attendees with its findings.

Then Mike Rea of IDEA Pharma will present on 'Insights that link Invention to Innovation: prototyping research and its role in innovation in pharma'.

This paper will challenge what we see as true innovation and will use some fascinating case histories to bring these concepts to life.

At 11.55am, five new and special concurrent Agency Expert sessions for exhibitors will take place, running until lunch time with more details to be announced soon.

The afternoon is packed with a total of eight parallel sessions guaranteeing something for all as well as a hot topics round table discussion on 'How to increase respondent engagement':

- **The power of LinkedIn**
  Mark Williams (Mr LinkedIn)
- **Patient centricity - if not now, then when?**
  Ana Perez-Finney/Reenu Dosanjh, Merck Serono and Nadine van Dongen, Patient Intelligence
- **Endless opportunities for change. Are you ready?**
  Richard Bailey EE and Hannah Mann of Hall & Partners – M-Health
- **Delivering for patients by putting patients first**
  Rachel Jones of AstraZeneca
- **Let's get it out of our system (1) – a perspective on Behavioural Economics and Pharma MR**
  Andrew Bajorek of HRW, and Luisa Robertson of MMR Research Worldwide
- **How sensitive research topics can profit from humour and playful stimulus material**
  Julia Eymann of GIM
- **Evaluation of the digital channels to improve customer responsiveness in the Pharmaceutical Industry**
  Jose Maria Guido Avila of Boehringer Ingelheim and Akesh Degan of SERMO

With plenty of networking sessions as well as the socialising evening event at Kap Europa in the Agency Fair from 18.30, there are unrivalled opportunities to get your company message out there and meet your peers.

The day includes the quick and unique soapbox sessions for delegates to make their voice heard from 16.50 - 17.20, the Spotlight on Disclosure issues plenary just after this and finally the sponsored 60 second presentations to end the day.

To view the whole conference schedule visit the Programme page of our dedicated event website and do keep checking back at **www.ephmraconference.org/** over the next few weeks for the latest updates.

What does Thursday 23 June bring us at the conference?

The Thursday and final day of the conference boasts even more sessions than ever before as well as hot topics panels and round table events.

The day kicks off with an early chance to meet your peers as the pre-conference networking event takes place at 'the hub' on the fourth floor from 8.30 - 9.15am.

Then immediately afterwards we start our morning schedule of talks with two events running concurrently with the 'challenges and opportunities facing fieldwork with the emergence of new methodologies and technology' hot topic roundtable facilitated by Sam Scott from Fieldwork International and Eva Laparra of SERMO.

Anna Shulgina and Ekaterina Perina of Bazis Group will present 'Health and Appearance: The Body Image Paradox' while Simon Fitall of Galileo Analytics discusses 'Complex patients - how physicians actually behave'.

Then our second insightful talk sees Kim Hughes from The Planning Shop international and John Janes of Astellas Pharma discuss 'A Case History - Applying Behavioural Economics to successfully disrupt the market, confounding traditional wisdom'.

Between 10.30 and 11am, there will be three sessions running, each with a unique focus. While the third session is yet to be unveiled, the first of the two announced talks will see Viv Farr of Narrative Health and Priyanka Trehan from MSD lead a debate on 'Getting the right wavelength - developing an integrated channel strategy that's in tune with your customers'.

Meanwhile, David Mackenzie and Oliver Hupp of GfK will discuss 'Uncovering the emotional components of brand equity in health research'.

This is followed by a Networking Refreshment Break and Coffee in the Agency Fair before the second day of our new and special concurrent Satellite Agency Expert sessions for exhibitors will take place at 11.30am, running until noon.

Neil Rees and Sheetal Padania from OPEN Plan will discuss 'Embracing wearable technology: gathering fresh insight and creating a more engaging experience' while Mediacom's Pauline Robson will lead 'an insight into the real world of Big Data and how it is being used in other industries'.

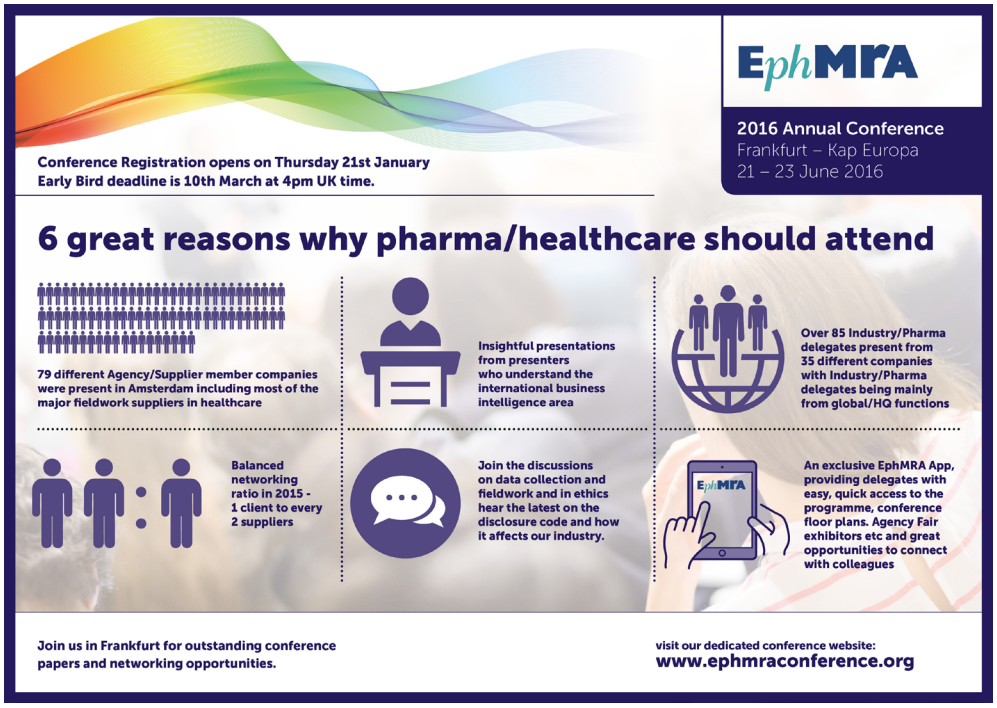
After a networking lunch, the final round of presentations begins at 15.20pm with Beatrice Chemla and Julian Kenway of Future Thinking leading a talk on 'How consumers' willingness to pay will drive innovation in medicines' while Martin Lee from Acacia Avenue discusses 'Trust - what does it mean, how can it be earned and lost and how to regain it'.

With one final session yet be announced at 15.55pm, the conference will close by 17.00hrs and we do hope you'll join us for the exciting and insightful event.

Industry Colleagues – why attend

Each year the number of industry delegates remains steady at around 80 and there are always new faces.

Our aim is to encourage as many to attend and we proactively talk to each company to see how we can make it possible for them to attend.



Exhibitors - take note

EphMRA is delighted to announce an array of great exhibitor opportunities at this year's Conference, including a brand new Agency Expert Session.

Following feedback from attendees last year in Amsterdam, we are inviting 2016 exhibitors to take advantage of our new exhibitor benefits for the conference in Frankfurt.

Agency Expert Sessions

On offer to the first 20 exhibitors to book and pay for a full size exhibition booth (and a full delegate place). These parallel papers (5 parallels over 4 half hour sessions) will take place before and after lunch on Wednesday 22 June and Thursday 23 June. All sessions are 30 minutes. Don't delay, we are expecting high interest in these sessions.

New small exhibition booth

For the first time ever EphMRA is also introducing a small booth (1.5m x 1.5m) - aimed at smaller companies/fieldwork suppliers and available on a first come first pay basis. For full details of the exhibitor packages available please contact EphMRA General Manager Bernadette Rogers on generalsecretary@ephmra.org

Delegate bag insert

On offer to all who have booked a full or new half sized booth and a full delegate place.

Shared delegate place

Once you have booked a booth plus two full places you will get an option to book a third place which can be shared between two delegates if required.

For all the latest information about the 2016 Conference visit ephmraconference.org

2016 Conference Workshop 1

Frankfurt – Kap Europa
21 – 23 June 2016

The workshop will be 3.5 hours in duration and will be an interactive session, with plenty of opportunity for attendees to engage with the speaker 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.

Outline:

- Forecast types and inputs
- Challenges associated with standard sources
- Primary market research tools for forecasting
- Exercise: Flawed Forecasts
- Caveats, documentation and communication

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.

2016 Conference Workshop 2

Frankfurt – Kap Europa
21 – 23 June 2016

The workshop will be 3.5 hours in duration and will be an interactive session, 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 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.

Outline:

This workshop will take you on a journey looking at the different elements involved in assessing licensing opportunities; the key activities and challenges you may face and how to overcome them to ensure you deliver a clear recommendation to the business. The workshop will combine presentations with round table activities and opportunity to discuss ideas with colleagues and expert speakers.

Below is the overall structure of the workshop:

- How to approach an in-licensing problem – questions to ask the client in order to dissect an in-licensing question; developing a project and MR plan and selecting appropriate information sources
- Doing the right analysis at the right time – MR for in-licensing (KOLs, HCPs, Payers); analogue analysis and forecasting (and quickcasting)
- Making the right recommendation – decision making principles and how to apply them to your recommendations

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.

2016 Conference Workshop 3

Frankfurt – Kap Europa
21 – 23 June 2016

The workshop will be 3.5 hours in duration and will be an interactive session, 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 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.

Outline:

This workshop will comprise of presentations, discussions and interactive sessions, covering the following:

- Overview of how medical devices research compares to pharma research (30 mins GE)
- The medical devices lifecycle and where/how market research can be deployed to maximum effect
- Specific techniques which will optimise medical device lifecycle management – to include best practices in conduct product/concept testing in medical device research: what can be learnt from pharma
- Compliance and regulatory issues – best practice in medical device market research
- Logistical considerations for device research

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.

Boost your brand presence in style with our sponsorship opportunities

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.

And all the information you need is now available on our brand new dedicated event website www.ephmraconference.org

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.

Having your photograph taken? It's Research Partnership who are sponsoring the conference photographer.

If that has encouraged you to think about promoting your brand at the event, here's the full list of sponsorship opportunities:

Water bottles for delegates – SOLD

Delegate bag – SOLD

Delegate badge lanyard – SOLD

A5 note pad – SOLD

Conference napkins – AVAILABLE

Conference photographer – SOLD

Interactive banner ad on the app – AVAILABLE

And remember, all item sponsors get a slot in the plenary conference room - during which you can present any topic you like to the audience.

What's more, 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!

Kap Europe

a very modern venue for our conference

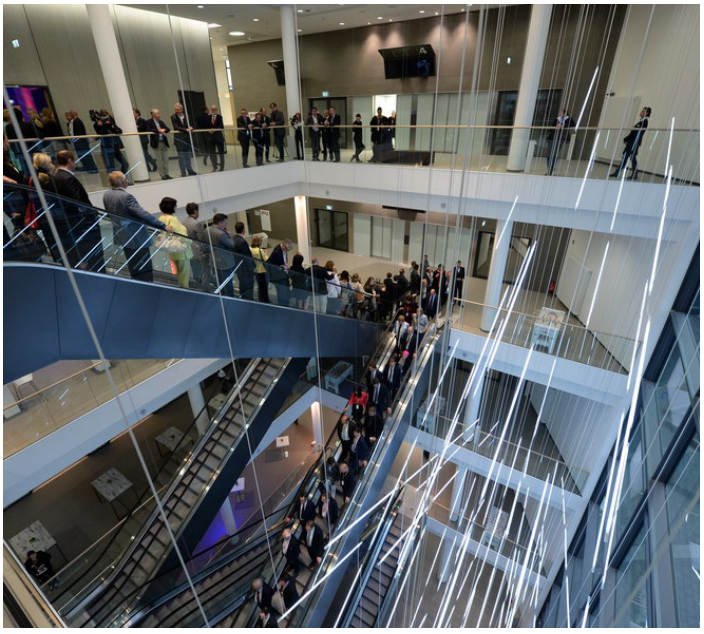
EphMRA is delighted to be holding next year's conference in this almost brand new venue, as it offers all the benefits of a modern, high tech conference centre, whilst still retaining the more intimate environment which was so highly praised in Amsterdam last year.

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

Over 60 delegates attended the 1st UK Local Chapter Meeting 2 February 2016

EphMRA held the first Local Chapter Meeting in the UK and the convenors/programme committee for this meeting were:

David Hanlon
Kantar Health

Sarah Phillips
Prescient Healthcare Group

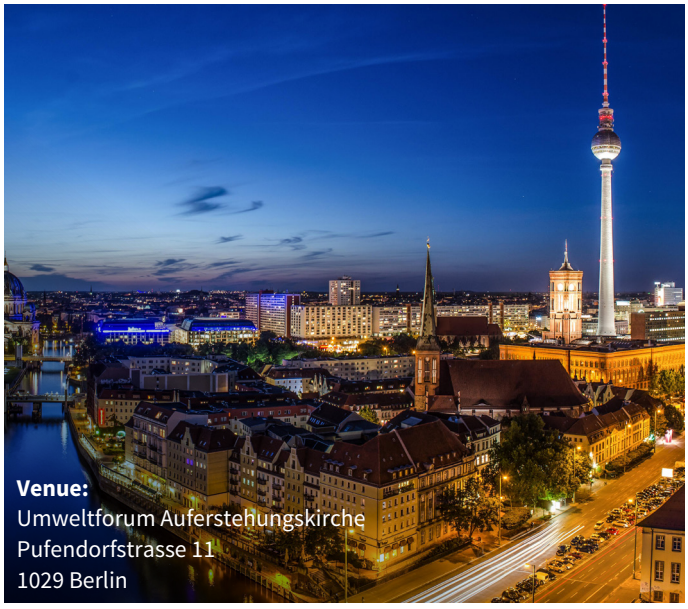
Marianne Fletcher
Pfizer

Anthony Nealon
Abbvie

3 February Training Session – How to really listen effectively for maximum impact

Conducted by trainer: Richard Mullender, former hostage negotiator

This training session was attended by 13 delegates with very good feedback recieved. A full report will soon be available on the web site so you can catch up on the discussions.



Venue:
Umweltforum Auferstehungskirche
Pufendorfstrasse 11
1029 Berlin

As the March News was being finalised the 5th Germany Local Chapter Meeting – Berlin on 1 March 2016 was taking place.

The meeting is convened by:

Alexander Rummel
Aurum Research

Barbara Lang
Point-Blank International

Werner Braun
Sanofi

A full report will soon be available in the web site so you can catch up on the discussions.

EphMRA ATC Classification Committee

The Classification Committee confirmed the new ATC classes for implementation in 2016 at their December 2015 meeting. These new developments, plus other specific changes to the ATC Guidelines, and the full 2016 Guidelines, are available on the EphMRA website.

The developments are as follows:

New class for NK1 antagonists; SGLT2 inhibitor subclasses for single-ingredient products and combinations; revised definition of insulin combination class for long-acting + short-acting insulin

B New class for antidotes to anticoagulants

C New class for PCSK9 inhibitors

L New subclasses for the antineoplastic class for plant-based substances such as taxanes

R New classes for combinations of anticholinergics with B2-agonists and in particular for LAMA LABA combinations

S New subclasses for products for dry eye

V New subclasses for products for hyperkalaemia and products for hyperphosphataemia

December 2015 Meeting

Lilly hosted the December 2015 meeting at their offices in Bad Homburg, Germany. At this meeting, the Committee finalised the developments and other changes for the 2016 version of the ATC Guidelines. In addition, further work was done on classification developments in the pipeline; some of these are targeted to be sent out for voting by EphMRA/PBIRG in May 2016.

Further discussion and decisions were taken on several other topics raised by companies. The summary of current projects and decisions is available to EphMRA members on the EphMRA website.

WHO/EphMRA ATC Comparison Document

The Committee produces a document to help users of the EphMRA ATC system in understanding how it differs from the WHO ATC system. This document is updated every year with any additions arising from changes in both systems, and is available via the EphMRA website.

Next Meetings in 2016

March/April meeting: scheduled for April 5th/6th

June meeting: week beginning 20 June in Frankfurt alongside the AGM/Conference.

Committee Membership

The Committee has a vacancy for an 'apprentice' position. This is an ideal learning opportunity for someone new to the industry. Please contact Bernadette Rogers **(generalsecretary@ephmra.org)** or one of the Committee members **(listed on www.ephmra.org)** for further details.

committee focus

Classification Committee
Your vote made a difference!

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, once (and if) agreed, are then available for use in January 2017.

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.

The results are reviewed by the Committee at their June meeting. They are then published as provisional new classes in the member's Committee update document for the June meeting, and also on the general EphMRA website. Further detailed refinement of the classification rules for these new classes is carried out during the year, and the final information published at the end of the year. The new classes then come into effect from the beginning of 2017.

Learning & Development Committee

The LDC has a great Training Programme available this year – take a look below and mark the dates in your diary:

Dates in your diary

Month	Title	Details	Speakers
26 January 13.30 – 14.30 hrs (UK time)	**Optimising Lifecycle Management – 10 Drivers of Success in a Competitive World** Convenor: Marcel Slavenburg, SKIM and Jana Rueten, M3 Global Research Oncology Patient Metrics: The increasing Value of Getting to the Right Numbers • Best practice • Analytics Skills • Insight • Business Knowledge	Oncology epidemiology is considered to be one of the more unique and complex patient populations to define. This is due to the number of specialised sources of data, as well as distinct methodologies employed in determining patient populations. Adding to the levels of complexity, disease rates in cancer are often confusing and reported in different formats. In order to get to the right patient metrics it is crucial that there is clear understanding of the disease rate definitions and how they are to be applied.	Bill Cacheris, Tessellon
10 March 13.30 – 14.30 hrs (UK time)	**Positioning and Messaging** • Best practice • Analytics Skills • Insight • Business Knowledge		TBC
14 April 13.30 – 14.30 hrs (UK time)	**Personalised medicine** Convenor: Marcel Slavenburg, SKIM and An-hwa Lee, Research Partnership • Best practice • Analytics Skills • Insight • Business Knowledge	A highly important area of medicine, particularly in Oncology, this webinar will explore recent developments in personalised medicine and what the future holds – with particular focus on the implications for market research.	Jackie Morgan, Adelphi and Helen Rose, The Planning Shop international
12 May 13.30 – 14.30 hrs (UK time)	**Ethics: Compliance during Fieldwork** Convenor: Bernadette Rogers, General Manager • Best practice • Analytics Skills • Insight • Business Knowledge		Catherine Ayland, EphMRA Ethics Consultant

F2F Workshop 1			
Month	**Title**	**Details**	**Speakers**
21 June **12.30 – 16.00hrs** **(Local time)**	**F2F Training – conference, Frankfurt Tuesday 21 June** Optimising market research input into product forecasting • Best practice • Analytics Skills • Insight • Business Knowledge	**Rationale for this workshop:** 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. **Overall Workshop 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 this workshop:** 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.	**LDC Convenors:** Rich Kaminsky and Alexander Rummel

F2F Workshop 2			
Month	**Title**	**Details**	**Speakers**
21 June **12.30 – 16.00hrs** **(Local time)**	**F2F Training – conference, Frankfurt Tuesday 21 June** How to handle a licensing opportunity assessment effectively • Best practice • Analytics Skills • Insight • Business Knowledge	**Rationale for this workshop:** 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 licencing opportunities and access to best practice would provide the opportunity to manage a licensing opportunity activity more effectively. **Overall Workshop 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 this workshop:** All who are involved at any stage of the in-licensing opportunity assessment in pharma/healthcare – whether on the industry or agency side.	**LDC Convenors:** Jane Shufflebotham and Jana Rueten

F2F Workshop 3			
Month	**Title**	**Details**	**Speakers**
21 June **12.30 – 16.00hrs** **(Local time)**	**F2F Training – conference, Frankfurt Tuesday 21 June** Medical Device Research: Leveraging current market research trends to optimise medical device lifecycle management • Best practice • Analytics Skills • Insight • Business Knowledge	**Rationale for this workshop:** 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. **Overall Workshop 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 this workshop:** This workshop will be beneficial to 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. The workshop will also be invaluable to those working in pharma/ healthcare companies, as much can be learnt from the medical devices industry.	**LDC Convenors:** Marcel Slavenburg and An-hwa Lee

Future Leaders Webinar			
Month	**Title**	**Details**	**Speakers**
September	**Future Leaders Webinar**	**Details TBC**	**FLG**

Ethics: Country & Regional Differences 2016 Update			
Month	**Title**	**Details**	**Speakers**
13 October 13.30 – 14.30 (UK time)	**Ethics: Country & Regional Differences 2016 Update** Convenor: Bernadette Rogers, General Manager		Catherine Ayland, EphMRA Ethics Consultant

Ethics: Data Protection Requirements			
Month	**Title**	**Details**	**Speakers**
15 November 13.30 – 14.30 (UK time)	**Ethics: Data Protection Requirements** Convenor: Bernadette Rogers, General Manager		**Ethics Committee**

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:

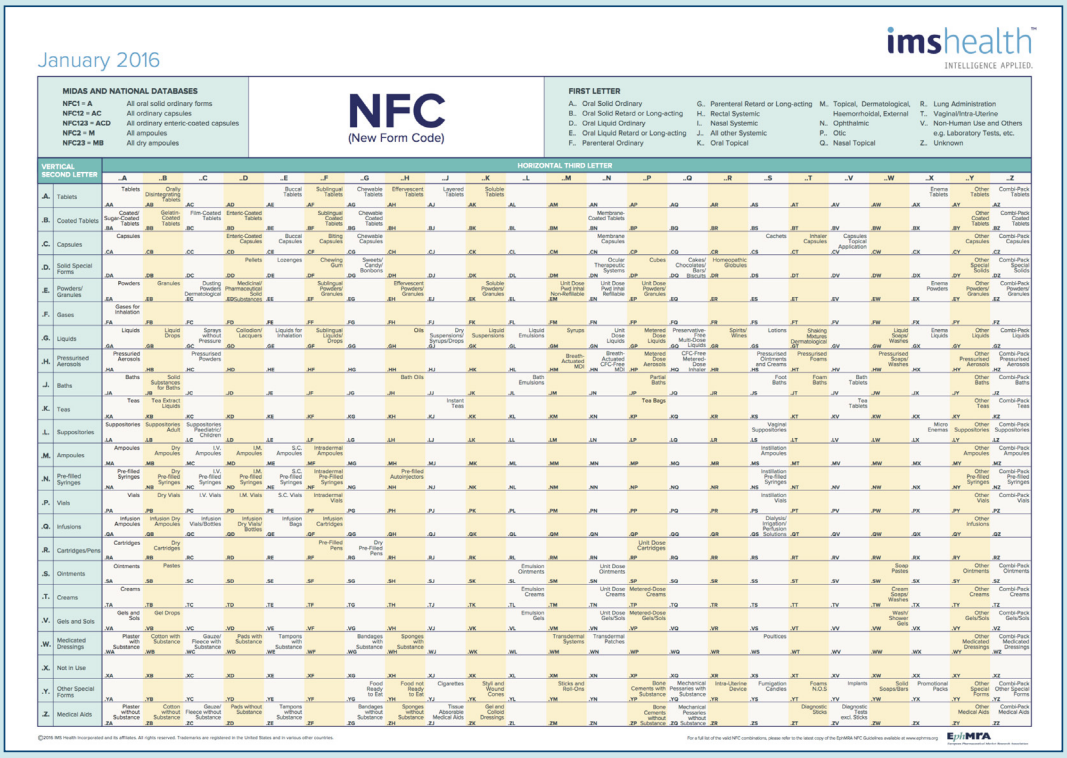
- Forward thinking to ensure EphMRA's training deliverables meet the evolving skills set in international healthcare market research
- Delivering training and opportunities for best practice exchange for healthcare market researchers to develop their understanding of business problems and strategic issues that allows them to provide clear, actionable insights
- Setting the gold-standard in healthcare market research training

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



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 early March the committee will be having 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.

During this call the CHC will discuss current data challenges and possible outcomes and solutions. A report on the call will be included in the June News.

Our 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

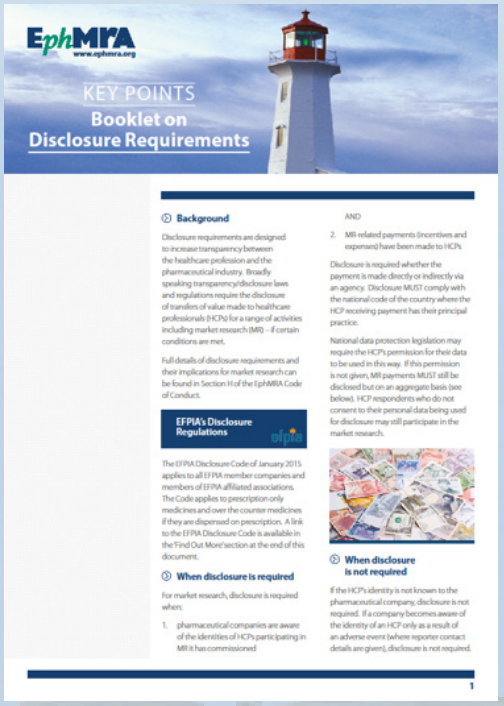
What's New

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
- New iin 2016: Disclosure Requirements


EphMRA
www.ephmra.org
KEY POINTS
Booklet on
Disclosure Requirements
Background
EFPIA's Disclosure Regulations
When disclosure is required
When disclosure is not required

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

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 too.

www.ephmra.org

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.

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 – partial test. EphMRA members who are also BHBIA members will have the opportunity to take this partial 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 – partial test. EphMRA members who are also BHBIA members have the opportunity to take this partial test which covers EphMRA specific requirements and, in combination with the BHBIA certificate, meets EphMRA's full requirements.

What's coming up

Training Plans

Three Ethics Webinars are planned for 2016:

- **Compliance during Fieldwork – 12 May**

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

- **Compliance during Fieldwork – 12 May**
- **Country & Regional Differences 2016 Update – 13 October**
- **Data Protection Requirements – 15 November**

Who's Who

Your Ethics Committee

Committee Co-Chairs:

Georgina Butcher
Astellas Pharma Europe

Ian Barker
Ipsos

Committee Members:

Bettina Brust
GO Research

Christine Mai
AplusA Research

Julian Alexandra
F. Hoffmann-La Roche

Katie Joyner
Kiosk

Piergiorgio Rossi
SGR International

Mattias Blomgren
Janssen-Cilag

Roni DasGupta
M3 Global Research

Sarah-May Hall
Zeste Research

Xander Raijmakers
Eli Lilly

Daniel Stults
Abbvie

Supported by:

Catherine Ayland
Ethics Consultant

Bernadette Rogers
General Manager

What are members doing?

Code enquiries

Code enquiries continue to come in to us every week, covering a very wide range of topics. If you have any questions on the EphMRA Code of Conduct, the confidential Code Enquiry service is available on the website for all EphMRA members free of charge.

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

Amy Jones
Compliance Manager, Hall & Partners

Kate Shaul
Fieldwork Manager, Blueprint Partnership

Moniola Olusanjo
Compliance Manager Research Partnership

Lucie Eggerickx
Adverse Event and Contract Manager, psyma

Christine Dunbar
Agency Contracting and Compliance Manager, Adelphi UK

Jessica Santos
Global Compliance Director, Kantar Health UK

People News

The SKIM Healthcare team is growing in Europe; with Marta Delgado, Tina Rohricht, Maaike Zuurmond, Wendy Loorbach, and Yasemin Ozdemir joining our international team, which is now 16 specialists strong.

Ama is back to TAB! After travelling around the globe for 2 years Amagoia Napal has joined again the team as Director of the Marketing Consultancy Unit at TAB Healthcare.

KJT Group is pleased to welcome Rebecca Jones, Associate Director and Ekaterina Novikova, Research Assistant to its European practice. Rebecca and Ekaterina will work out of KJT Group's Amsterdam office.

QQFS is pleased to appoint Pat Lucy as Research Manager. Pat provides costs, feasibility and recommendations in the Nordics, Benelux, Austria, Switzerland, the Baltics, and Eastern Europe.

HRW welcomes back Jo McDonald and Esme Barrow-Williams from maternity leave and congratulates Robyn Laurie (Associate Director – pictured) and Catherine Haw (Senior Research Manager) on their promotions.

Fieldwork International announces Kerensa Bindoff's appointment as Deputy Head, reporting to Sam Scott, Head of Fieldwork International. Kerensa brings 20 years experience in healthcare operations, recently as COO at All Global.

Research Partnership is delighted to welcome Marianne Jaeger as Associate Director. Marianne has over 15 years' experience in healthcare research covering a wide range of therapy areas including oncology, diabetes and cardiovascular disease.

Services News

Learn how to better integrate and analyze your pharma market data with Evalueserve's business intelligence solution: www.evalueserve.com

Frame Tracking incorporates our award winning thinking on behavioural change into pre and post launch tracking of Healthcare brands, thus addressing the lack of actionability in traditional tracking approaches.

SERMO has launched an agile market research tool, SERMO RealTime, that allows clients to rapidly test ideas, learn from them and adapt their plans as necessary.

AplusA Launches the Multi-Client Hemophilia AB Market Surveillance Study! For more information please contact Christine Mai c.mai@aplusaresearch.com.

Your expert in healthcare research services in France and worldwide. With 20+ years of dedication to the healthcare industry, Fieldshop can assist you in all situations without compromising on quality.

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 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.