

# E<sup>ph</sup>MRA news

keeping members informed and involved

## See you in Amsterdam!



**2017 Conference, 20 – 22 June, Amsterdam**

For all the latest news find us at  
[www.ephmraconference.org](http://www.ephmraconference.org)

**Registration Fee Deadlines:**

**Early Bird Fee:** Tuesday 14 March

**Note:** all fee deadlines based on UK time

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## Diary



**23 March 2017** – Germany Chapter Meeting  
**Venue:** Berlin



**25 April 2017 at 13.30 UK time**  
Webinar – Quantitative: Trade off approach – which, when, why and how



**20 - 22 June 2017** – Annual Conference  
**Venue:** Amsterdam



**October 2017 at 13.30 – 14.30 UK time**  
Webinar – Healthcare Market Research – Back to Basics

## Get in touch

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

Bernadette Rogers, General Manager

Email: [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

[www.ephmra.org](http://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 March News

There are lots of activities happening across the Association – have a look and see if you can get involved! We have the Fieldwork Forum and the Devices & Diagnostics Group – newly formed groups so as to enable members to discuss relevant topics. You can read more on pages 19 - 20

Conference registration booking time opened in January and we look forward to seeing you in Amsterdam. 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 Steering Programme Committee:

EphMRA relies on the expertise and dedication of our Steering Committee to ensure that the annual conference provides all delegates with great insights and opportunities to network with colleagues from all over the world.

With such positive feedback again from this year's conference in Frankfurt, the Committee has again set the bar very high but they are committed to make 2017 an even better experience than 2016!

We are always looking for new people to join the Committee, so if you would like to know more about what's involved in being part of this important group for 2018 or beyond, please contact Bernadette Rogers - [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

Our Steering Committee comprises of the following people and EphMRA wishes to thank all of them for all their hard work in advance and during the conference:

**Carolyn Chamberlain**  
Senior Commercial Director  
Adelphi Research

**Kerensa Bindoff**  
Deputy manager  
Fieldwork International

**Heike Tombrink**  
Director, Health  
GfK SE

**Erik Holzinger**  
Managing Director  
groupH

**Katy Irving**  
Research Director  
HRW

**Ines Canellas-Jager**  
Client Manager  
Millward Brown

**Sarah Phillips**  
Partner  
Prescient Healthcare Group

**Amr Khalil**  
Managing Director  
Ripple International

**Eva Laparra**  
Managing Director  
SERMO

**Tracy Machado**  
Director  
Phoenix Healthcare



**Bernadette Rogers**

General Manager

[generalsecretary@ephmra.org](mailto: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

**April 15 2017 is the deadline for submitting your copy for the June News.**

Send to: [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)

### Future editions:

September 2017 Edition  
– Copy Deadline 7 July 2017

December 2017 Edition  
– Copy Deadline 15 October 2017

## Advertising

### 1. eNews

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

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

\*Prices in Swiss Francs (CHF)

### 2. Home page website box advert

Our website home page has now been adapted to carry adverts – this is on the left hand side of the website and more than one advert can feature – the adverts rotate every few seconds.

Contact EphMRA – [generalsecretary@ephmra.org](mailto: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 engaged

There's a lot going on across the Association – why not take a moment to see if you can get involved? It is great for meeting new colleagues and adding your voice. We have committees and working groups, meeting convening groups and the conference programme committee – all supported by our secretariat.

The 6th Germany Chapter meeting will be taking place later this month – over 60 delegates are expected to attend and the event is a very important fixture in the events calendar. The discussions taking place here can feed into the Fieldwork Forum and also the Full Members Group discussions.

In February the second UK Chapter meeting was held with over 75 delegates attending and feedback has been very positive. The topics covered were relevant to the audience – and we were pleased to see a number of new faces at the meeting. Discussions are now taking place about the 1st Switzerland meeting to take place in September 2017 – interested in joining the Convening board?

Executive Board: We are looking for any pharma members who are interested in joining the Board – do get in touch. This is a fantastic opportunity to get involved with the Association's strategic direction and we look for a range of experience and backgrounds to complement.

Many thanks

**EphMRA Executive Board**



# Board Update



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



**Lee Gazey**  
Managing Director,  
Flamingo Healthcare  
lee.gazey@flamingogroup.com



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



**Sarah Phillips**  
Partner  
Prescient Healthcare Group  
sphillips@prescienthg.com



**Richard Head**  
Director  
Research Partnership  
richardh@researchpartnership.com



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

Associate Membership continues to develop – new members that have joined in the last year include:

Affinity GmbH

IDR Medical GmbH

RONIN International

Bedrock Healthcare Communications

Impact Health

SHC Universal

Carter JMRN KK

Impulze GmbH

Sociable Data Ltd

Confield-MENA

Istituto Piepoli

Stellarix Consultancy Services Pvt Ltd

Diaceutics Ltd

Jigsaw Research

The FieldBox Ltd

Field Service Italia

Market Strategies International

Xsights Arastirma ve Danismanlik AS

Flamingo Healthcare

Observia

Glocal Mind Inc

Pharma Dynamics



The EphMRA company page – this is where you can share updates across your own contacts and spread the news! You can still join the EphMRA group [www.linkedin.com](http://www.linkedin.com)



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



## Conference 2017 – promises to be even better than 2016

### Make sure you're there!

The early-bird registration period opened on January 23, for delegates to attend the EphMRA Annual Conference - hosted once again in Amsterdam at Beurs van Berlage on 20 - 22 June 2017 following popular demand.

After receiving highly acclaimed feedback from last year's conference, EphMRA's Steering Committee is committed to making the 2017 an even better experience than 2016, so make sure you're there!

Held in the monumental building on the Damrak in the heart of Amsterdam, the venue offers a rich history as well as grand, yet intimate surroundings for the conference and networking opportunities. EphMRA 2017 is set to build on the success of this year's conference in Frankfurt which welcomed nearly 300 delegates.

As the healthcare industry environment continues to evolve at a competitive pace and the roles of those working in business intelligence are ever-changing, the conference promises to offer a wide range of papers for all those working in the industry to keep ahead in the market.

The agency sessions proved highly popular in Frankfurt and these will be offered again for Agency Fair exhibitors to present for half an hour on any subject that they feel will resonate with delegates. These sessions were very well attended in Frankfurt and we are confident that this will be replicated in Amsterdam.

The conference will offer a great opportunity to network with colleagues and agencies from the industry, with a ratio of 2:1 suppliers to clients and the Beurs van Berlage offers a fantastic venue to meet and exchange ideas. Last year's Agency Fair featured nearly 25 companies who showcased their services to a diverse industry audience of over 85 industry/pharma delegates from across more than 35 different companies and 2017 will provide another excellent platform to meet and interact with prospective clients.

Sponsorship opportunities at the 2017 EphMRA conference will give sponsors unrivalled exposure to a rich variety of delegates. We have already sold the conference water bottle sponsorship to M3 Global Health, so make sure you don't miss out on the other great opportunities on offer.

As in 2016, the exclusive EphMRA App will provide delegates with quick and easy access to the conference programme, helpful floor plans, Agency Fair exhibitors and much more. Full registration details can be found on our [registration page](#), and for all the latest information about the 2017 Conference in Amsterdam bookmark this site.

### Welcome to the EphMRA Webinar

#### Conference 2017 - Overview and Highlights - what you can look forward to

Date: Tuesday 31 January 2017  
Time: 13.30 UK time  
(Time: 14.30 CET)

Your convenors from EphMRA:  
Bernadette Rogers, General Manager  
&  
Caroline Snowden, Events Manager

EphMRA

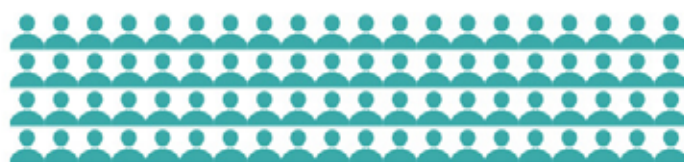
## Webinar 31 January

EphMRA held a webinar at the end of January to give an overview of what you can look forward to at the 2017 conference. If you missed this the recording is on the EphMRA conference web site at [www.ephmraconference.org](http://www.ephmraconference.org)

# 8 Great Reasons to attend



Nearly 300 delegate attendees



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



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



Insightful presentations from presenters who understand the international business intelligence area



2:1 networking ratio of suppliers to clients



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



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



Exciting sponsorship opportunities to give your company name excellent exposure

Join us in Amsterdam for outstanding conference paper and networking opportunities.

Visit our dedicated conference website:  
[www.ephmraconference.org](http://www.ephmraconference.org)

# Want to speak at the conference?

**EphMRA is currently inviting inspiring and informative ideas from the industry's new and upcoming talent to contribute to the Future Leaders sessions. This session, which comprises of 3 short 10 minute presentations, is always extremely popular at the conference and is a great opportunity for rising stars to share their thoughts with delegates.**

EphMRA is also on the lookout for motivating and entertaining ideas for Soapbox sessions – quick five minute presentations – perfect for delegates who want the opportunity to take the stage and share topics from the healthcare markets research and business intelligence that they're passionate about.

Please contact Caroline Snowdon, Events Manager if you'd like to find out more about these sessions and how to apply to speak [events@ephmra.org](mailto:events@ephmra.org)

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

## Thanks to our Steering Panel for guiding and developing the programme



**Carolyn Chamberlain**  
Senior Commercial Director,  
Adelphi Research  
UK



**Kerensa Bindoff**  
Deputy Manager  
Fieldwork International  
UK



**Helke Tombrink**  
Director, Health  
GfK SE  
Germany



**Erik Holzinger**  
Managing Director,  
GroupH  
UK



**Katy Irving**  
Research Director,  
HRW  
UK



**Ines Canellas-Jager**  
Client Manager,  
Millward Brown  
UK



**Sarah Phillips**  
Partner,  
Prescient Healthcare Group  
UK



**Amr Khalil**  
Managing Director,  
Ripple International  
UK



**Eva Laparra**  
Managing Director,  
SERMO  
UK



**Tracy Machado**  
Director,  
Phoenix Healthcare  
UK



# Update on local chapter meetings

## One day Meeting

21 February 2017 – 30 Euston Square, London

**Following a very successful meeting last February, EphMRA hosted a second meeting for members and non-members to attend and enjoy. The meeting provided an opportunity to network with colleagues as well as listen to some stimulating papers on a range of topics.**

**The overarching theme of the day was:** A Brave New World - Understanding Patient and Physician Behaviour and the meeting took place at 30 Euston Square, London NW1

The day comprised of a series of sessions in the morning covering the highly popular and important topic about real world data (RWD) – a subject that can be a bit of an enigma in our industry. Adam Collier from IMS Health started off the day dispelling the myths surrounding RWD and talking about what it can (and can't do!) He then went on to talk about the potential for RWD in our industry and how we can all get the most value from the wealth of data available to us. Adam was followed by Anita Agier and Sam Morrison from GfK, who also talked about RWD but talked more about how it can really enhance BI. They brought the subject to life by sharing some real case studies of how RWD has helped pharma/healthcare companies gain real value and insight.

The morning ended with a lively panel and audience discussion about the future of RWD and the opportunities it offers to us in market research/business intelligence.

There were 3 sessions in the afternoon – 2 focusing on patients and 1 exploring the importance of listening to respondent feedback and how innovation doesn't need to mean reinventing the wheel. One of the patient focused papers was given by Alex Marriott from Kantar Health and the 2nd paper was given by Rachel Howard from Research Partnership. The final paper on respondent feedback was presented by John Coulthard and Andrew Forman from Branding Science.

There will be a more detailed report about the day meeting on the website in due course.

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

### The convenors for the meeting were:

**David Hanlon**  
Kantar Health

**Marianne Fletcher**  
Pfizer

**Sarah Phillips**  
Prescient Healthcare Group

**Anthony Nealon**  
Abbvie

## Evening networking event in partnership with The Research Club

21 February



For the first time, EphMRA and The Research Club hosted a joint networking event in the evening after the day meeting had finished. The event was held at Bloomsbury Lanes & The Kingpin Suite in London and offered attendees the opportunity to network with colleagues from a whole range of different industries and sectors in an informal setting. It was well attended and we hope to be liaising with The Research Club at future events, to give our members the opportunity to widen their professional networks.

## Switzerland Meeting

19 September 2017

The meeting which was planned for November last year has been rescheduled for this September in Basel. It will be held on 19th September and will be at Gasthof zum Goldenen Sternen, St. Alban-Rheinweg 70, 4052 Basel – an authentic Swiss venue offering outstanding food and a great space to network and learn from speakers. The meeting will be convened by Tanja Stiefel, F. Hoffmann-La Roche and Chantel Bayard, GfK – both of whom are based in Basel.

The meeting will take place in the afternoon/early evening and the programme will be developed over the next few months for publication later in the Spring. We plan to have some papers as well as plenty of opportunity to network with colleagues, so this meeting will be a great event to connect with others in our industry. Please check the EphMRA website and emails as more information is available about this event.





## 6th Germany Chapter Meeting

23 March 2017

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

**Umweltforum Auferstehungskirche,  
Pufendorfstrasse 11, 1029 Berlin**

### The convenors for the meeting are:

**Yvonne Engler**  
Bayer Pharma AG

**Katja Birke**  
Produkt + Markt

**Barbara Lang**  
Point-Blank International

**Werner Braun**  
Sanofi Aventis

The day offers a wide range of sessions, from forums to papers and panel discussions. After the 2 forums at the start of the day for full members and associate members, the day will kick off with a panel discussion to explore the future state of our industry from a pharma/healthcare perspective. The panel will comprise of colleagues working in pharma/healthcare companies and will be an opportunity for attendees to engage in discussion about this important subject.

There will also be a session exploring procurement and RFPs, with panellists/speakers drawn from procurement departments in pharma/healthcare companies and agencies. Again, there will be an opportunity for audience participation.

The afternoon will provide attendees with an eclectic mix of papers from digital listening to co-creation and role play, so there will be something to appeal to everyone!

There is still time to register for this event and join colleagues at this highly popular event, so please go to the EphMRA website - [www.ephmra.org](http://www.ephmra.org)



# committee focus

## Classification Committee Update

Want to know more about the work of the Classification Committee and the work of its members? Then take a look at the slide deck on the EphMRA web site – we have included summary extracts here



### Background

- Pharmaceutical products worldwide are grouped into categories in sales, medical, and promotional audit services according to the **EphMRA/PBIRG Anatomical Classification System**
  - Virtually all pharmaceutical audits around the world are based on this system
  - QuintilesIMS and other secondary data suppliers use this classification
- The Anatomical Classification brings order and standardisation, enabling market researchers to analyse therapeutic markets and to compare similar products
- **Responsibility for maintaining** the integrity of the system, meeting the demands of the evolving marketplace, and reviewing and approving the classification of individual products **lies with the Classification Committee**
- **The World Health Organization (WHO)** adapted the system for its own needs to create a separate ATC classification for clinical use.

### Benefits of Committee Membership

Committee membership provides colleagues with unique developmental opportunities and interaction with other industry colleagues. The Committee is a global working group from multiple organisations and multiple companies.

- Provides colleagues from member companies a seat at the table to review and discuss classification issues that may impact their business:
  - While Committee members are expected to be unbiased in their assessments, it is acknowledged that each member can present their corporate interests where applicable
  - The classification guidelines are the principles that determine classification issue outcomes
- Allows colleagues very early insight into new developments and to have an impact on how market classifications are structured in the future
- Contributes to broadening drug class and overall industry knowledge
- Provides an opportunity to contribute in a meaningful way to the continued evolution of the Pharmaceutical Industry

### Committee Membership

- The Anatomical Classification Committee is made up of approximately ten members from pharmaceutical companies
- The Committee consists of individuals from EphMRA full member companies in Europe plus one full member from PBIRG
  - There is a Liaison member from Japan
  - A member from Asia/Pacific would also be welcome
  - QuintilesIMS is represented on the Committee as a non-voting member
  - The primary qualifications for membership are knowledge of the international pharmaceutical market and its products, and current experience with global secondary databases
  - Within the Committee, there are two categories of membership: full position and apprentice position (determined by level of experience)
- The Committee meets four times each year for approximately 1.5 days.
  - Members of the Committee rotate hosting the meeting
- Each member has a primary responsibility for one or more therapeutic categories
- In order to add value to the industry and the Committee, members are encouraged to be part of the Committee for at least two years
- This medium to long-term commitment will also enhance the experience for the Committee member
- When positions on the Committee are available, nominations for members who meet the qualifications are sought from member companies
- Volunteers for the Committee are also considered

## Current committee members are:

<b>Theresa Ormiston (Managing Chair)</b>	<b>QuintilesIMS – UK</b>
Anthony Palkovic (Co-Chair PBIRG)	Pfizer - USA
Gregory Senac (Co-Chair EphMRA)	Pierre-Fabre Medicament - France
Marilena Lauriola	MSD - Italy
Nicola Friend	AstraZeneca - UK
Mokhtar Diallo	Sanofi - France
Rainer Deuter	Norgine - Germany
Yuichi Eto	Takeda, Japan - Special Japanese Liaison Associate
Martin Molthagen	Lilly - Germany
Joao Saraiva	Astellas - UK
Monika Vogelmann	Daiichi Sankyo - Germany
James Street	Specialist Adviser - USA
Philip Reynolds	QuintilesIMS - UK

## ATC Summary of Activities

Every quarter all members can catch up with what the Committee is discussing and focussing on. Log into the EphMRA web site – members – Committees then ATC Summary of Activities Documents. This is an ideal way of keeping up to date with product classification topics. Each quarter a pdf summary is issued.



## ATC Guidelines 2017

**Have a look on the web site – Classification – ATC for the updated 2017 documents.**

### New classes for 2017:

**A7E1:** Intestinal Aminosalicylate Products

**A7E2:** Intestinal Corticosteroid Products

**A7E9:** Inflammatory Bowel Disorder Products, Other

**A10P5:** SGLT2 Inhibitor And Dpp-Iv Inhibitor Antidiabetic Combinations

**C6B:** Pulmonary Arterial Hypertension (Pah) Products

**C6B1:** Endothelin Receptor Antagonist Pah Products

**C6B2:** PDE5 Inhibitor Pah Products

**C6B3:** Prostacyclin Agonist Pah Products

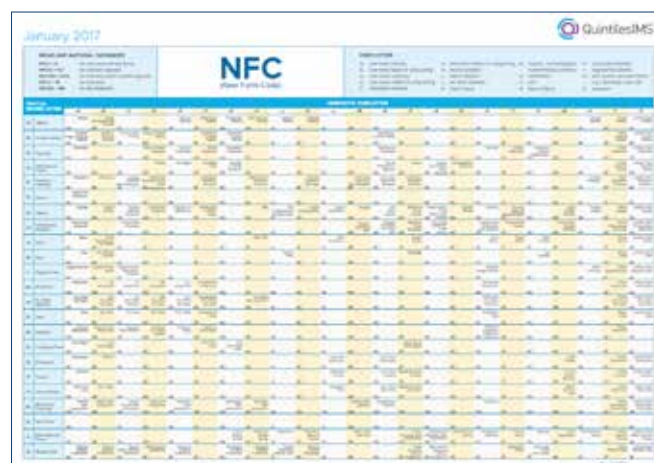
**C6B9:** Pulmonary Arterial Hypertension (Pah) Products, Other

**C6X:** Other Cardiovascular Products

**N7A:** Multiple Sclerosis Products

## New Form Codes Committee:

**You can find on the web site the 2017 NFC files including the poster.**



### The Committee meets annually to:

- Discuss developments in dosage forms and delivery systems
- Agree on new, changed and deleted NFC classes for the ongoing development of the NFC system
- Agree requests for NFC changes for specific products

Please contact the Committee to discuss issues relating to the NFC Classification System.

Perhaps you have a new dosage form and would like to know how it would be classified or if it will receive a new NFC?

Then get in touch.

**[www.ephmra.org](http://www.ephmra.org)**

# Learning & Development Committee

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



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

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

## Who we are

**Marcel Slavenburg (Chair)**  
SKIM, Netherlands

**Alexander Rummel**  
Aurum Research, Germany

**Jayne Shufflebotham**  
Themis Analytics, UK

**An-hwa Lee**  
Research Partnership, UK

**Jana Rueten**  
M3 Global Research, UK

**Chetan Taylor**  
The Planning Shop  
international, UK

### Supported by:

**Bernadette Rogers**  
General Manager, UK

### Time investment – overview

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

## EphMRA Vision

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

## What we do

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

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

### We are offering:

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

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

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

## Objectives

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

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

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

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



## Specific LDC objectives

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

**Specifically the Committee is:**

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

## Webinars 2017

On 7 February the LDC undertook the Positioning and Messaging Webinar – with speaker Andreas Erkens, PhD, Dr. Erkens Consulting and convened by Alexander Rummel, Aurum Research and EphMRA LDC. Slides, recording and webinar report are now on the web site – Log in members – events.

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



**Quantitative: Trade off approach – which, when why and how**  
25 April 2017 at 13.30 UK time

**Healthcare Market Research – Back to Basics**  
October 2017

# 2017 Conference Workshops

## Sharpening your Business Analysis Skills to meet the needs of the Product Lifecycle

**Workshop Convenors from the LDC:**  
Alexander Rummel, Aurum Research and Jayne Shufflebotham, Themis Analytics

At each stage of the product lifecycle, there are many different types of data which require analysis in order to build a picture of your market opportunity, to prepare your product for launch and analyse your product performance post launch.

The overall objective of this workshop is to learn about analysis techniques which can be used to analyse the data and information you have available at different stages of the product lifecycle and provide best practice techniques which you can try out back at the office.



This workshop will take you on a journey investigating analysis techniques to help you research and identify key nuggets in your different types of data and research which you need to analyse at different stages of the product lifecycle.

The workshop will combine formal (but business oriented) sessions given by our expert speakers, alongside opportunities for discussion with other delegates.

We will close the session with some hints and tips on how to present findings back to your customers in a meaningful and impactful way.

- Managing a Market Research Project
- The Role of Market Research in the Product Lifecycle

## Skills Workshop: Qualitative

**Workshop Convenors from the LDC:** An-hwa Lee, Research Partnership and Jana Rueten, M3 Global Research

Market research is an important tool in the healthcare industry for companies to find answers to their multiple and complex business questions. Exploratory, qualitative studies give deeper insights into respondents' feelings and an understanding of the market issues. Qualitative approaches are also a suitable methodology if you want respondents to be creative and input into the development of your product.

The workshop will cover 2 areas in depth - ethnography and projective techniques and at the end of the workshop you will have a greater understanding of some of the many qualitative approaches available to you and how you can apply these learnings to your daily role.

If you have just 2-3 years' experience in healthcare market research and are a first time conference attendee then this is the workshop for you! Meet colleagues also developing their careers in the industry and share ideas and thoughts.



### Included in one conference registration fee is:

- Skills Workshop attendance
- Conference delegate attendance
- 3 online training modules – you can register for these after the conference:
  - Introduction to International Pharmaceutical Market Research
  - Managing a Market Research Project
  - The Role of Market Research in the Product Lifecycle

## Patients are a Virtue – best practice in Market Research

**Workshop Convenors from the LDC:** Marcel Slavenburg, SKIM and Chetan Taylor, THE PLANNING SHOP international

Market research with patients has always been conducted, but it seems that it has shifted to the forefront at conferences and professional meetings where buzzwords such as 'patient centricity', 'patient engagement' and 'patient involvement' have frequented the list of contributions in the past years. Truth be told: everything we do ultimately revolves around patients. They are our most important stakeholder.

This comprehensive workshop will appraise the impact of the patient component in the qualitative and quantitative project life cycle from different angles: clients, market research agencies, fieldwork and secondary data suppliers. Different experts from across the industry, knowing all the tricks of the trade share their thoughts and will share what works well and what doesn't.

Delegates will gain understanding of why patient research is conducted and how this contributes to the overall business strategy. At the same time, they discuss how this translates to effective research design and impactful, productive delivery (and beyond). This is done through their own case studies, or case studies you can bring in as participants. The workshop is aimed at inspiring the participants to take their patient research to the next level.



### The workshop will comprise of presentations, discussions and interactive sessions, covering the following areas:

- Client Perspective: The need for patient research, the implications and strategic decisions being taken;
- researcher Perspective: Patient research and the impact on study design, Questionnaire / Discussion Guide;
- fieldwork Perspective: Getting in touch with patients and ensuring optimal recruitment and moderation strategies;
- secondary Data Perspective: Patient data;
- patient Perspective: What do patients themselves think about market research?

This workshop is beneficial to all those involved and engaged in market research of business intelligence involving patients. We would like to welcome all those who want to be inspired, gain a better understanding of and learn best practices in market research with patients.

# Online training offerings: EphMRA Healthcare Market Research Skills Pharma Online Training Courses

These courses can be purchased from EphMRA. Please contact [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org) for more details.

EphMRA members: **300 Swiss Francs**  
EphMRA non-members: **400 Swiss Francs**

This cost covers all 3 courses – they are not priced separately. Once the invoice is paid access is granted to all 3 online courses.



## Introduction to International Pharmaceutical Market Research

The role of market research within the pharmaceutical industry is paramount to the marketing success of pharmaceutical products. All pharmaceutical companies need to maximise their products' performance within the marketplace, and this requires a high level of market research information and analysis. Market research has always been key to the success of pharmaceutical companies and products, but today and in the future it is even more important and the importance will certainly increase.

## Managing a Research Project

Pharmaceutical companies are always facing new situations. The competitive business environment in which they operate is constantly changing. Companies develop new products and new promotional strategies. Prescribers and users respond to changes in economic, social and legislative systems by changing their product use patterns. New organisations, affiliations and initiatives are continually being born. All these provoke management to ask questions. These questions need answers. Answers that you as a market researcher are expected to find. This course is designed to help you to improve the quality of research you do, avoiding the common pitfalls that lie between a brief from your in-house client and reporting the results of your research.



## The Role of Research through the Product Lifecycle

This course aims to demonstrate why market research is important and provides an overview of different methodologies that any project might incorporate throughout the lifecycle of a product. The course also looks at the key influencers to research and most importantly effective presentation delivery of the research.



# 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

## Country Differences Grid Updated

At a glance you can see the country differences throughout the Code. This is a very useful resource and can save you a lot of time.



Available via members log in [www.ephmra.org](http://www.ephmra.org) – Ethics

## What's New (Continued)

### The 2017 Code of Conduct is now available on the EphMRA website and can be downloaded as a PDF

#### Key changes in the 2017 Code:

- It now includes Canada - 20 countries are now covered by the Code
- We've updated our terminology, you'll find the term 'respondent' has been replaced by 'MR subject'
- We've provided a more detailed definition of market research, more guidance on the need for transparency and data minimisation
- There have been some changes to national requirements in the Denmark, France, Germany, Netherlands, Sweden,
- There are new guidelines on the use of screening questions, quality control and an updated list of the information that must be communicated at recruitment
- Plus additional sources of information on guidance when collecting data on over 65s, or by sex and gender and an updated definition of child and young person

You will find a record of all the 2017 changes to content recorded within the 'Log of Changes', this is available on the website too. 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 a range of Key Point Guides to support members. These short and easy to read guides are dedicated to Code guidelines on particular topics:**

### Ten Guides available

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

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



## New Platform for Online Training and Competency Tests

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

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

For the new platform you go to [www.ephmra.create-elearning.org](http://www.ephmra.create-elearning.org)

### Code of Conduct – Training

1. EphMRA Code of Conduct Training Course

### Adverse Events Reporting – Training

2. EphMRA AER Training Course

### Code of Conduct – Competency Test (full)

3. Code of Conduct Competency Test – The complete test which fulfils EphMRA's requirements

### Code of Conduct – Competency Test (supplementary)

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.

### Adverse Events Reporting – Competency Test (full)

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

### Adverse Events Reporting – Competency Test (supplementary)

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.

**Certificates valid till 30 September 2017 – take your training sooner rather than later!**

All training completion and competency test certificates have a valid until date of 30 September 2017 and this coincides with the membership year end.

# Ethics: GDPR Update

**In November the Ethics Committee held its introductory webinar to an overview of the GDPR – key changes and practical consequences.**

**You can listen back to the recording – log in to the members area – then go to Events.**

**During the webinar a number of questions were posed by members – the questions are shown below – and the answers? They can be found in the members area of the web site – log in – events – webinars.**

- Q1:** Would a consultancy that carries out market research occasionally (but usually subcontracts this activity) require a data protection officer?
- Q2:** Regarding appointment of a Data Protection Officer - for those of us who are essentially freelancing as contractors WITHIN pharma companies, will our clients' DP officers essentially means we don't need one ourselves?
- Q3:** In a client/agency relationship who is the data controller and who is the data processor?
- Q4:** What would constitute a serious breach?

**Q5:** When is pseudonymised data still personal data?

**Q6:** Can the pseudonymised data of European Economic Area (EEA) citizens be transferred outside the EEA?



## GDPR – December 2016: Keeping you informed about new data protection requirements

**Over the coming months you'll be hearing from the EphMRA Ethics Committee regularly, we will in touch to explain:**

- What the GDPR means
- How this will affect your business
- What you will need to do to prepare for it.

**We'll be addressing issues such as:**

- What the GDPR will mean for project contracts
- How to carry out a Privacy Impact Assessment
- What it will mean when recruiting
- What the implications are for adverse event reporting
- What will vary from country to country

We can't provide legal advice but we can explain the Regulation and its implications. But please, do let us know what you need, tell us what questions you have – this information will help us to support you.

Already here on the web site in the members area you can find support material:

GDPR Update One December 2016

GDPR Terminology and Further Information

# data collection

## Fieldwork Forum

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

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



**Eva Laparra**



**Kerensa Bindoff**

The group held its first telecom in November followed by a follow up in February. The topics of focus are:

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

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

**Interested in contributing to this group?  
Then get in touch – [generalsecretary@ephmra.org](mailto:generalsecretary@ephmra.org)**



# Devices & Diagnostics Group



## A first call was held in January

**Overall, it was agreed that the research needs and the level of engagement and the level of complexity of the research that is now being required by medtech companies is evolving and could be approaching the level of that of pharmaceutical companies. The group considered that forming this D&D Group will add value for all.**

D&D is a very broad area – encompasses everything from scanners to suture thread and in addition there are some companies in the engineering space and others in the software area. Some companies are very technical oriented and have different levels of experience of managing customers. However many of the companies have the same business questions that need answering – just on a different scale. Purchasing channels are different and there is less patient involvement. The companies are very product focussed but are now moving to try to understand the customer more and be more customer focussed. Often in medtech companies you are dealing with engineers and designers who do not understand the need for market research. Customer groups are more diverse and go beyond HCPs.

The Group felt that the way forward is to address the common questions across the area – hopefully this will resonate across the wide variety of companies. The research approach, the questions, drawing the sample – all common elements with pharma.

Data availability is an additional issue and discussions on best practice and sharing of issues could be an attractive proposition for medtech companies to join EphMRA.

### Group contributors come from:

**Allergan**

**bioMérieux**

**Merz**

**Thermo Fisher Scientific**

**Genactis**

**Ipsos**

**Kantar Health**

**Optimal Strategix Group**

**Praxis Research & Consulting**

**QuintilesIMS**

**Research Partnership**

**SKIM**

**suAzio consulting**

If any more of our pharma members would like to join the group then do get in touch.



## People News



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



Due to the success of our innovative outputs we have expanded with the recruitment of a second graphic designer and promoted Amanda Brent to Senior Designer. Find out more: [www.researchpartnership.com](http://www.researchpartnership.com)



Elma Research welcomes Xierong Liu as Director (pictured) and Karen Brownlie as Senior Project Manager.

## Company News



SERMO now delivers Social Surveys, which provide social conversations along with commissioned studies. The SERMO platform, comprised of 2 million HCPs from 80 countries, offers unprecedented reach and list match.



With local teams in EU5 and Brazil, Exafield is your high quality partner for your healthcare projects covering any type of specialist, payers & KOLs, patients, pharmacists, etc.



42 market research, a provider of online healthcare market research in over 50 countries, is pleased to announce its 15th anniversary. We thank you for your continued support. [www.42mr.com](http://www.42mr.com)



To strengthen the service offering in APAC, Anterio Inc. consolidates its online and offline healthcare fieldwork capabilities under the brand name "Plamed Asia", effective on 1st February, 2017.

# Visit the Conference website at:

[www.ephmraconference.org](http://www.ephmraconference.org)

