



News Update

June 2025

It's June – that means
it's Conference time!



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24 - 26 June 2025, London



The Role of EPHMRA's Professional Standards Group

The global healthcare market research industry is a continuously evolving and dynamic sector where technological advancements are having a positive impact on the way we conduct market research and our delivery of high quality insights.



As international healthcare market researchers, we require up-to-date, sector specific guidance on navigating the intricate landscape of ethics and compliance, which is essential for ensuring the integrity of research processes and protecting participants' rights.

That's why the EPHMRA Professional Standards Group has developed and supports the following resources and services to assist healthcare market researchers in this crucial area:

- **The Code of Conduct.**
- **Adverse Event Reporting Guidelines.**
- **Updates, Summaries and Key Points Guides.**
- **A Member Enquiry Service relating to the Code of Conduct.**
- **Code Training - workshops, online modules and competency certification.**

Members can access all of these helpful services on the EPHMRA website. Now more than ever, researchers from both client and agency companies need to be equipped to safeguard respondents' rights and protect data integrity.

About the Code of Conduct

The EPHMRA code of conduct is designed to provide clear ethical standards and best practice in international healthcare market research. It establishes a framework for compliance, sets industry standards, and supports legislative requirements to create a more consistent and ethical professional environment.



The key to EPHMRA's pursuit of excellence in professional standards is that its Code provides:

1

Comprehensive legal and ethical guidance.

2

An international overview and specific country details.



3

It draws upon a range of other codes of practice so that when you need legal or ethical guidance, there's just one place to look for it.

4

Updated annually, with interim updates if appropriate.

Optimising the Code's Impact

As EPHMRA members, you can help the Code make a difference by ensuring that those you work with understand and respect the Code of Conduct. Share it with colleagues, affiliate offices and sub-contractors.

Discover more about the

Professional Standards Group's work and the benefits for EPHMRA members

Explore the breadth and depth of the work of the Professional Standards Group:

- Code of Conduct.
- Code Pro Formas.
- Adverse Event Reporting Guidelines.
- Country Updates and News.
- Ethics Committee and Team.

Member only Resources:

- 2025 EPHMRA Publishing MR Consent Form - Germany.
- 2025 EPHMRA Publishing MR Consent Form - France, Italy, Spain, UK.
- 2024 AI Checklist.
- 2023 Consent Forms - France, Germany, Italy, Spain, UK.
- FMV Report and Incentives Update.



Member only Services:

- Key Points - At a Glance Booklet series.
- Code Enquiry Service.
- Ethics Webinars.
- Code on-line training.
- Code Competency Certification.

Ethics Webinars & News:

- 2024 - How to utilise the power of AI in a compliant manner.
 - 2024 - Update on the Code of Conduct and AER Guidelines.
 - Twice a year updates on country developments in data protection.
- The Ethics Committee is supported by Bernadette Rogers, General Manager and Georgina Butcher, Ethics Consultant.



Explore the EPHMRA Code Enquiry Service: Your Resource for Clarity and Guidance

Our globally recognised Code of Conduct is at the heart of EPHMRA's commitment to professional excellence. This essential framework provides comprehensive compliance and ethical guidance and offers an international perspective complemented by specific country details.

We draw upon a diverse array of codes of practice, consolidating them into a singular, accessible resource for when you need ethical advice at your fingertips from a source you can trust. In our recent member survey, both our industry side members and agency members rated the EPHMRA Code of Conduct as 'highly valued'.

To further support EPHMRA members, we are pleased to offer the EPHMRA Code Enquiry Service, an exclusive benefit specifically for our member companies. This highly regarded service is designed to offer enhanced ethics and compliance support, ensuring that your organisation is well-equipped to navigate any queries related to the EPHMRA Code of Conduct and our AER guidelines. With this valuable resource at your fingertips, you can confidently and clearly navigate your ethical and compliance responsibilities.

What type of queries are received?

We receive multiple queries from members each month, which are quite broad in their nature. To give an example, below are 4 questions the service has received in recent months:

Sounds great! How do I use the Code Enquiry Service?

You can access the Code Enquiry Service via the EPHMRA website www.ephmra.org/form/code-of-conduct-enquiry-form.

Complete the online form and reference which section of the Code your enquiry relates to, and one of our ethics consultants will review your enquiry and respond to you, usually within three working days.

More complex enquiries may take longer, but we'll keep you updated. We may also contact you for further information or clarification so we can respond fully.





Patient Record Forms in France:

“ We received a note from our client regarding France and their viewpoint on involving Patient Record Forms for France - can you let us know what the latest guidelines state. **”**

Medical Review Requirements:

“ I am seeking information regarding the review requirements for MR programs across the EU. Specifically, I would like to confirm the types of reviews that are necessary and whether all countries mandate a Medical Reviewer. Could you please direct me to the best contact or any published information on this topic? **”**

Pre-Launch Project Guidelines:

“ Based on EPHMRA guidelines, for a pre-launch project, what product related stimulus can I not be used in MR in Sweden, Norway, Finland & Denmark? **”**

Managing Consent for Young Children:

“ It's very clear that consent from adult (i.e. legally responsible for child) is always required, I know some countries the definition of when a “young person” can provide their own consent without that of parent is variable. My biggest query is regarding getting explicit consent from the child as well as the legal guardian, how is this managed normally when the child is at an age where there isn't a clear way to obtain their consent? It is very easy to provide an age-appropriate consent avenue assuming the child is of a certain age but for example, do you have any experience on how agencies typically manage consent from the child if it's a 2 or 3-year-old? [sic] **”**

We want to emphasise that we cannot address commercial enquiries, and our guidance is not offered as legal advice. For any legal opinions, we encourage you to seek independent professional guidance. Please note that EPHMRA strives to provide accurate information based on our best understanding, but we cannot assume liability for any responses that may be incorrect.

Free to access as part of your membership benefits

As EPHMRA members, we offer this service at no cost and encourage you to take advantage of it! This service helps you maintain professional standards and ensures compliance with the Code of Conduct and local regulations; plus, it plays a vital role in improving our practices.

After your enquiries have been responded to, they may be fully anonymised and incorporated into our FAQs or reviewed by our professional standards working group during the annual Code of Conduct review. Your questions help maintain and uphold industry standards.



AI and Translation – a Risk-Based Approach

Clicking the AI Translate button for fast-moving, instantly multilingual research data might seem tempting – but it is rarely worth the risk.



In this article, Raisa McNab, CEO of the UK's Association of Translation Companies (ATC), explores some of the global challenges and technological solutions around the localisation of healthcare market research content, with a solid risk-based approach.

Data, lots of data

In every single sector, the amount of data being generated, consumed, and analysed has grown exponentially, and the insights industry is not an exception. In the same way as new and emerging technologies can help you manage and analyse larger amounts of research data from audio-visual verbatim responses to sentiment analysis on drug reviews, they can help you do the same with multilingual content. The main difference is

that, with content in different languages, there is an added layer of complexity around translation accuracy, and cultural context.

AI is just a tool

Let's just put it out there: AI. We understand that it can do all sorts of amazing stuff, especially when it comes to managing and analysing large amounts of data, in a way that our technology solutions have not done before. But let's be honest, for most of us normal people, AI is just one big black box. And the problem with black boxes is that unless you do actually understand what they do, you just have to trust them to do what you want them to do.

And this is a challenge if the data we handle is sensitive to bias, cultural contexts, and language variations – or indeed if our language data, multilingual or not, includes specific terminology, colloquial language, and personal information. In all of these cases, we still need human intervention and human insights to ensure that what comes out the box is fit for purpose.



So, let's put this into a multilingual context and consider the risks of using AI-enabled translation for life sciences market research. AI-enabled translation will enable you to process large amounts of data in different languages, and create raw translations of the data for gisting, that is, understanding what it's all about. But without human intervention, you will not know that, in fact, all references to 'water' were translated to 'whisky' (true story, happened in one of my jobs recently). Without human intervention, you will not notice that all the personal pronouns in languages that don't have genders were translated as 'he'. And without human insight, you will not know whether the term actually used by the respondent for a medical intervention was the lay term, the scientific term, or even the correct one, if AI has translated it.

To put it simply: AI translation can produce OK results, but that depends very much on the type and risk profile of the data – and without human intervention, you just won't know whether it is OK or not. Whether these issues are massive ones, well, that depends on what you want out of the box. But like in most cases, and for most of us, AI is really just a tool right now, and the way to leverage its power without compromising the results is through a solid risk-based approach.

A risk-based approach

When it comes to managing multilingual insight content and translation, the same principles to risk apply as they do within the much wider AI context, for example, within the EU AI Act: determine the levels of risk, prohibit practices that pose unacceptable risks and set clear requirements for high-risk scenarios, and put in place the right conformity, enforcement and governance practices.

Within the context of multilingual translation, the primary areas of risk to focus on are in data profiling, data security and protection, and in the interface of human-machine solutions.

You cannot evaluate the risks around specific processes or technologies unless you clearly map out what data you have, and what risk level it carries. Within the insights space, there are many, many different types of data categories. Some of these can be treated as information-only and be very low on the risk scale. Others, such as primary survey

questions, are absolutely on the high risk level due to the impact on the entire survey of an incorrect translation or inappropriate cultural reference.

There are also key considerations around the processing of personal data, as any data containing personal data, and even more so with sensitive health data, poses of course, automatically a higher risk than data that does not contain any personal information. And beyond these types of data, there is



data that carries a high risk marker from a business sensitivity point of view.

Once done, a data profiling exercise will help you understand what data you have, and what levels of risk its processing for translation and for data security measures carries. And this puts you in a much better position to make better-informed decisions on what technologies to leverage and how, where to implement and prioritise human insights and interventions, and who to partner with for the delivery of multilingual solutions that match your needs.

Partnering with the right people

Choosing the right partner for your multilingual needs is critical, especially at the intersection of life sciences and market research.

These are my three tips for building a successful partnership for multilingual content management:

- 1 Choose a language services provider who speaks both 'life sciences' and 'market research' and is capable of supporting you in this challenging space.**
- 2 Talk to your partner about your data profiles and processes and take their advice on where AI and technology could be leveraged, and where human intervention and professional human translators are absolutely necessary.**
- 3 Make sure that you and your language service provider (and all of their network) protect your data based on its risk profile.**

To help you on your way, the Association of Translation Companies has worked together with EPHMRA and the MRS to create best practice guidance for buying translation services and data privacy and compliance for translation and transcription services:

- MRS/ATC Checklist for Buying Translation Services
- Translation and Transcription Procurement: Data Privacy and Compliance

Use these resources to orientate yourself to the challenges and solutions around multilingual research data and for choosing the right partner who can provide expert, quality-managed services and work with you to find the right solutions for your data.

On the Association of Translation Companies' online Member Directory, you can search for prospective partner companies in both the life sciences and market research space.



About the Author

Raisa McNab is CEO at the UK's Association of Translation Companies (ATC), the voice for companies operating in the UK's language services industry whose 245 member companies provide multilingual translation and interpreting support to businesses and public sector authorities across the UK and the world. Raisa is an expert in ISO standards and data privacy for language services, and her experience as a translator and a language services production, quality and development manager have given her a deep insight into the dynamic language services industry in a changing global landscape.

Hyperlinks to resources

<https://atc.org.uk/member-directory/>

<https://www.mrs.org.uk/resources/translationchecklist>

<https://www.mrs.org.uk/standards/translation-and-transcription-procurement>

MR Excellence Awards

The 2025 Awards are now completed and what an amazing set of entries we had - our judges had a tough time evaluating each entry. But first a:

BIG Thank you to our 2025 Judges

- Rob Seebold, Buzzback
- Rachel Pughe, Adelphi Research
- Niclas Holme, IQVIA
- Manuel Martin Guzman, APLUSA
- Andreas Lecca, L&L Resourcing
- Katy Irving, HRW
- Chris Lewis-Deboos, Prescient
- Jenny Fletcher, Beyond Blue Insight
- Varun Sharma, Gilead
- Kelly Warth, Instar



And now for the Winners!

Future Leaders Award

SUBMISSION: Surgical Product Portfolio Optimization

WINNER: Lynna Ye, Research Manager, Buzzback

Making a Business Impact

SUBMISSION: From complexity to clarity: a game-changing approach to global pharmaceutical tracking.

WINNERS: Hannah Tough, Day One Strategy, Yasmin Talsi and Joanna Dutton from UCB



Innovative Approach

SUBMISSION:

Revolutionising campaign effectiveness through a multidisciplinary approach.

WINNERS: Darja Irdam, Matthew Turner and Sian Thapar from Hall & Partners



And of course we appreciate the contribution of our Sponsors:

Award: Future Leaders Case Study

Sponsored by Beyond Blue



'We are delighted to sponsor this award for the fourth year running, celebrating our rising stars in healthcare insights, supporting fresh talent, and recognising those who bring excellence, innovation, and forward-thinking to the industry. Investing in tomorrow's leaders means an exciting future for us all, and we are very proud to be part of it.'

Jenny Fletcher - Marketing Director

Award: Making a Business Impact

Sponsored by Adelphi



'Adelphi are proud to be involved with, and contributing to EPHMRA and its great work, by continuously sponsoring the MR Excellence awards since 2017. We chose to support the 'Making a Business Impact Award' from the start, because after all that should be the ultimate purpose in all we do, and in bringing better healthcare to our communities and success to our Research and Innovation based industry. We look forward to receiving, judging and selecting the winning contributions.'

Stuart Cooper - CEO

Award: Innovative Approach

Sponsored by APLUSA



'At APLUSA, we are proud to sponsor and support the Innovative Approach Award in 2025 once again. Recent events have challenged our healthcare market research community to embrace innovation like never before, and artificial intelligence has been instrumental in driving this transformation. This award offers a unique opportunity to spotlight groundbreaking approaches and their impact on healthcare business decisions. We eagerly look forward to seeing this year's contributions.'

Christine Mai - Deputy General Manager

EPHMRA Young Professionals:

Growing the Next Generation of Healthcare Market Research Leaders

EPHMRA aims to support the next generation of healthcare market research leaders for talent retention and development. EPHMRA offers resources, training, and services specifically aimed at professionals with less than five years of experience in healthcare market research and job titles at the Associate Director level or below.

By focusing on early-career individuals, the initiative directly supports EPHMRA's mission of promoting industry standards and ethics, best practices, and nurturing a connected network of professionals. Read on to explore the current initiatives available to Young Professionals to help enhance their skills, knowledge and careers.

Empowering the Future: EPHMRA's Young Professionals Group

EPHMRA has established its Young Professionals Group as a cornerstone initiative that plays a vital role in supporting EPHMRA's goal to engage, support, and develop our next generation of leaders. It operates within the Association's broader mission to create an inspiring and empowering community by implementing professional standards. This vibrant group aims to represent Young Professionals in the EPHMRA community by developing initiatives and content that encourage professional growth, reflecting the



priorities of early career individuals. Currently, eight young professionals, all past recipients of the Young Professionals Conference Grant in 2023 and 2024, make up the group. We anticipate welcoming new members following the 2025 conference.

Training & Skills Development

All EPHMRA members have access to our online training platform accessible via the EPHMRA website. Within that platform, there is a dedicated set of modules for Young Professionals that is specifically developed and accredited to support career development. Within the Young Professionals training pathway, you can find the following eight training modules:

- **Introduction to Healthcare Market Research.**
- **Managing a Healthcare Market Research Project.**
- **Positioning and Messaging for Pharmaceutical Products.**
- **Projective Techniques.**
- **Unlocking Your Potential: Nurturing Positive Mindset.**
- **The Value of High-quality Patient Research – And How to Achieve It.**
- **Conjoint Training for aligning with Business Objectives across the Product Life Cycle.**
- **Maximising Value from LinkedIn and Conference Events.**

The programme's online format means there is no set delivery date, giving learners the flexibility to choose which modules to study, in which order they choose and at a time that suits them. The content and structure of the programme provide young healthcare market research professionals with a solid knowledge and understanding of the principles and practices of healthcare market research.

We're pleased to confirm that the EPHMRA Young Professionals - Healthcare Market Research training modules are accredited by the MRS and have also been recognised as an external training provision towards CPD hours for the MRS CPD Programme. »





Events & Awards

Young Professionals Conference.

Our first ever Young Professional Conference took place in April 2025. Designed, developed, convened and led by the Young Professionals Group, the conference took place online to an audience of over 75 delegates. The packed agenda included various topics, such as 'personal branding' and 'finding your purpose at work', along with three papers addressing 'the critical role of failure in professional development and market research' and 'publishing qualitative PMR' and of course, AI.

It was an incredibly successful event, which we anticipate becoming a regular fixture in the EPHMRA calendar. The Young Professionals Group will shortly be working on the 2026 agenda.

Thanks to our Convenors and Speakers:

This meeting was designed and developed by:

- Georgia Culley, boxee group
- Melissa Lehmann, Impulze
- Freya Lovely, Purdie Pascoe
- Caoimhe McElligott, SUAZIO
- Gaia Ferracci, Vox.Bio
- Seb Newton, Purdie Pascoe

Speakers included:

Finding Your Purpose at Work

Speaker: Andy Hall, Purpose, Executive and Leadership Coach
www.linkedin.com/in/handyall/

The critical role of failure in our professional development but even more so in market research.

Speaker: Georgia Culley, Associate Partner, Boxee Group
www.linkedin.com/in/georgia-culley/

Challenges and Considerations for Publication of Qualitative Primary Market Research – an Agency Perspective.

Speakers: Rachel Hiley, Research Manager and Rachael Eddleston, Senior Research Executive, Adelphi
www.linkedin.com/in/rachel-hiley/
www.linkedin.com/in/rachaeaddleston/

Artificial Intelligence and pharmaceutical market research: a journey of two young researchers within the 'AI Observatory' Lab.

Speakers: Francesco Moletti, Junior Research Executive and Francesca Ancarola, Research Executive, Elma Research
www.linkedin.com/in/francesco-moletti/
www.linkedin.com/in/francesca-ancarola/

The Importance of Personal Brand

Speaker: Deborah Ogden, Personal Branding Expert
www.linkedin.com/in/deborahjogden/

Recordings available

Missed the event or a presentation?

You can catch up by accessing all slide decks and recordings on our website.
www.ephmra.org/resources-category/conferences

Access note:

A website password is required to view the materials. If you don't have one, you can request access here: [Create new account](#) | EPHMRA



2025 Young Professionals Conference Grants

EPHMRA awards up to five conference tickets each year to professionals with less than five years of experience and first-time attendees to the conference. The competitive application process requires a one-page PDF detailing the candidate's expected professional growth and potential contributions to the EPHMRA community.

2025 Conference Grants - we received 33 applications for the 2025 grants - Wow!

Each was read and evaluated and we had a great panel of judges - all experienced in healthcare market research:

- Mike Pepp, Beyond Blue
- Amr Khalil, Ripple International
- Vijay Chand, AstraZeneca
- Ana Maria Aguirre Arteta, Novartis



A big thank you for your support. The grant winners for this year have been selected and notified. However, consider applying next year to attend the 2026 annual conference for the chance to meet, learn, and network with your peers, colleagues, and thought leaders from the EPHMRA international community over three days at this fantastic annual event. »

Here are our winners of the 2025 Young Professionals Conference grants.

- Ellie Hill, Senior Research Executive, Beyond Blue.
- Emma Johnstone, Research Executive, Simpson Carpenter.
- Lucy Fitzgibbon, Senior Account Manager, M3 Global Research.
- Shreya Saraf, Research Manager, Elma Research.
- Yael Gordon, Associate, Boxee Group.

The judging panel also Highly Commended four more inspiring Young Professionals who entered the process. Congratulations to:

- Emma Keetels, Lead Market Research Analyst, SKIM Group
- Henrike Reuss, Manager of Business Insights & Analytics, Oncology, Bristol Myers Squibb
- Marie Curtis, Senior Research Executive, APLUSA
- Ruby Pogson-Jones, PMCF Executive, Purdie Pascoe



Supporting Young Professionals: A Continuous Effort

There are a number of exciting ideas and discussions underway to develop more initiatives led by the Young Professionals Group, all of which align with our primary objectives as an industry Association and are fully supported by the EPHMRA Board. Therefore, whether you are a Young Professional or work with Young Professionals on your team, maximise these specific resources, opportunities, and communities as part of your membership benefits, and keep an eye out for new initiatives coming soon.

On a final note, it is worth highlighting that whilst we are very proud of our focus on our early career professionals, except for one or two initiatives, which are exclusively for Young Professionals, many of the resources and events are open to all members to enjoy!

Why Apply?

Winning a grant means more than just a free ticket to the best conference in the industry. It's a chance to immerse yourself in the latest thinking, meet industry leaders, and build a network that could shape your career for years to come. You'll return to your role inspired with new ideas, fresh energy, and a broader understanding of the field, which will benefit your organisation, too. Take a look at this short video of last year's winners and see what they had to say about their experience. »



What Sets EPHMRA Apart: Expertise, Ethics, and Global Reach

Why is EPHMRA Unique?

Global Healthcare Market Research is our business.

- Sector presence since 1961.
- Global Reach and Network – with extensive knowledge of the Global Healthcare Market Research ethics and compliance landscape.
- Unrivalled Expertise – addressing cutting edge topics.
- Access to information and sector specific resources, including webinars, papers and Library resources.

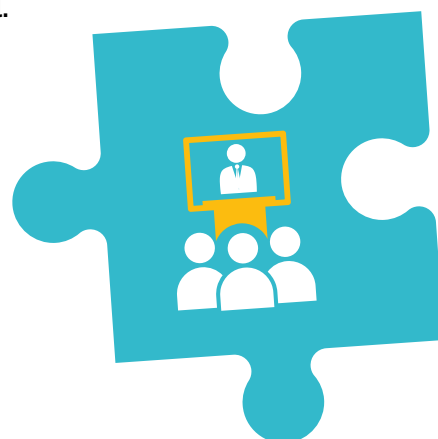


Ethics and Compliance Support at a global level.

- Code of Conduct and AER Guidelines (updated annually).
- Code and AER members enquiry service, Free to members – ask us a question to support your MR studies.
- Working closely with ethics experts and regulators at country level.

Healthcare Market Research Online and In-person Professional Development and Training.

- Online training platform.
- Ethics Tests.
- Specific training pathway for Young Professionals.



Events and networking tailored for the global sector.

- Annual Conference.
- Chapter Meetings (London, Berlin, Basel).
- Regional Networks.

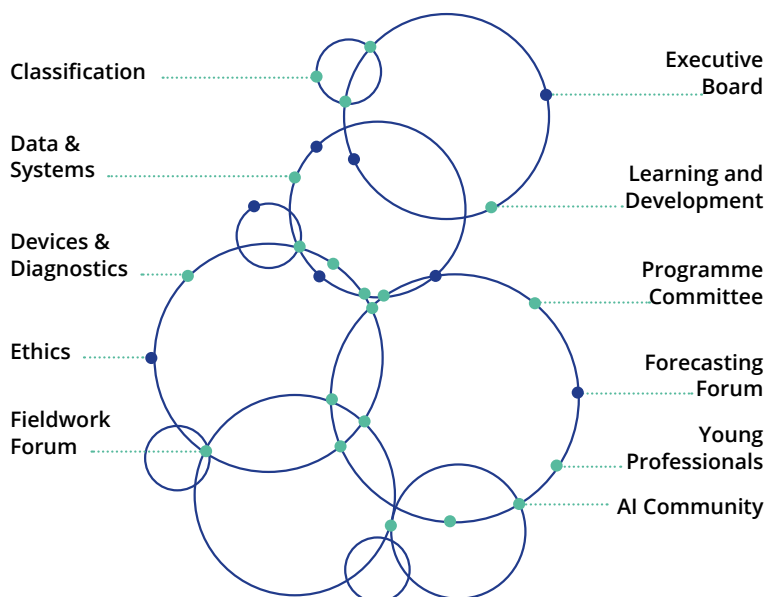


Driving Excellence Together:

EPHMRA Committees Shaping the Future of Healthcare Market Research

Our Association relies on the dedication and expertise of our committees and groups, comprised of passionate EPHMRA members who are actively addressing issues for the benefit of all members. These groups work in a dedicated way behind the scenes working on topics and issues relevant to the membership.

Committees working on behalf of Members



Through their efforts, we aim to elevate excellence across the sector, empowering both member companies and individual professionals to thrive.

Explore the work our committees bring for the benefit of our members.

Classification Committee

www.ephmra.org/classification-committee

Remit

- Developing and improving the Anatomical Classification system in line with changes in pharmaceutical markets.
- Providing information to ensure the correct classification of products in secondary data supplier services.

- Responding to requests on classification issues from users of the system.
- Liaising with the WHO to ensure that the two classification systems converge rather than diverge.
- Communicating changes to Intellus (minutes, exchange of information, etc.).
- Conducting a survey of EPHMRA & Intellus on proposed changes to the classification system.
- Reconciliation of differences of opinions in the classification of products.

Publications:

- Comparison of WHO ATC Classification with EPHMRA/Intellus Anatomical Classification - latest version.
- Who we Are. What we Do - Booklet providing details of the ATC Committee and its work.

Data & Systems Committee

www.ephmra.org/data-and-systems-committee

The committee consists of pharmaceutical international market research representatives, core representatives and decision maker representatives. Project teams may be formed to address specific needs and other providers may be invited to participate whenever appropriate. The committee always welcomes new members from the pharmaceutical industry to enlarge its knowledge and experience sharing.

Objectives

Ensure that data and systems provide the best suitable platform for international secondary market research through partnerships with major global providers.

Activities

- Regular meetings with core providers like IQVIA to discuss their data and systems offerings (quality, reliability and service associated) and main development pathways (meet business data requirements, address changing market dynamics or make the best use of the latest technologies). They represent a key communication channel between global secondary data providers and international secondary market research functions from pharma companies. Secondary data quality and coverage issues are also discussed during those meetings. In that perspective, the committee has a special focus on audits integrated on IQVIA international databases.
- Share experiences and best practice in international secondary pharmaceutical market research areas using any type of data: sales, medical or promotional.
- Identify current unmet needs of international pharmaceutical market research.



Ethics Committee

The Ethics Committee steers and develops the Code of Conduct to meet members' needs and ensure the Code is in line with data protection and privacy laws at country level. We also work with other organisations to maintain alignment and synergy.

The Professional Standards Group has developed and supports:

- **The Code of Conduct.**
- **Adverse Event Reporting Guidelines.**
- **Updates, Summaries and Key Points Guides.**
- **The Member Code Enquiry Service.**
- **Code Training – Workshops, online modules and competency certification.**

Members can access all these services via the EPHMRA website, and they are included in your membership.

The Ethics Committee also connects with experienced compliance officers in agency and industry member companies, which is recognised as the Compliance Network.

Forecasting Forum

www.ephmra.org/forecasting-forum

The EPHMRA Online Forecasting Forum was set up in the second half of 2018 following a lively Forecasting Roundtable event at the 2018 EPHMRA Conference in Basel.

The forum aims to provide a place for industry and agencies to engage and continue discussing topics of interest in areas of Forecasting and Data Analysis throughout the year.

Objectives and Target Audience

The forum started with the idea of regular, easy-to-access 1-hour online meetings that discuss one or more topics that are of high interest and where comments from different organisations and perspectives add VALUE in a broader sense. The discussion so far stayed clear of any potential conflict at franchise or indication level or where member organisations may directly compete with each other. Yet, everyone has the chance to discuss views outside of the function or organisation they are currently in.



Learning & Development Committee (LDC)

www.ephmra.org/learning-and-development-committee

The LDC offers various training programs and initiatives to advance skills, broaden knowledge and support understanding of key areas within the healthcare field.

Committee Objectives

The committee supports the international healthcare research community and strategically underpins EPHMRA's aim to inspire and empower members to influence decisions through expert advice and insights, helping to drive business performance for competitive advantage.

Specifically, the Committee is:

- Setting the gold standard in healthcare market research training.
- Meeting the needs of evolving skill sets.
- Delivering training and opportunities for best practice.
- Supporting ongoing professional development.

Member Webinars: Webinars are free for members! Afterwards, webinar recordings and presentations are made available in the Member Resources section of the EPHMRA website. Here are some webinars you may have missed:

- Cloud-Based Forecasting Platforms – A Discussion
- Precision Medicine and Diagnostics Market Research: Unlocking Competitive Edge: The Strategic Power of Diagnostic Market Research
- Giving Constructive Feedback
- How to utilise the power of AI in a compliant manner
- How to get more from your ATU
- Doing Market Research in Mexico
- How to effectively engage & influence when presenting virtually
- Leveraging LinkedIn for Professional Growth - Young Professionals
- Discovering growth pathways for your brand: Harness the power of Structural Equation Modelling within your brand tracking studies
- Navigating Conferences and Events - Young Professionals
- Gender Identity Perspective - Deep Dive into Oncology Screening
- Doing Healthcare Market Research in Myanmar



Fieldwork Forum

<https://www.ephmra.org/fieldwork-forum>

The Fieldwork Forum comes together to discuss important issues for data collection for company members.

Devices & Diagnostics

www.ephmra.org/devices-and-diagnostics-group

- To enhance the membership of EPHMRA by meeting the specific needs of manufacturers and vendors.
- Even though the potential scope of the working group is very broad, e.g. from wound care to diagnostic platforms, it was agreed that the working group needs to cover all these areas.
- Ignite Innovation: encouraging companies to expand their market research initiatives.
- Educate and Empower: the need for essential insights on product development and positioning.
- Bridge the Gap: explaining the benefits and challenges of market research for MedTech/ devices and diagnostics sector.
- Drive Excellence: highlight the value of testing devices to optimise drug delivery and diagnostics.

New Form Codes Committee

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.

Each year the Committee produces a very useful poster - available to download here:

www.ephmra.org/new-form-codes



Conference Steering Committee

www.ephmra.org/conference/steering-committee

Our Conference Steering Committee comprises senior and experienced healthcare market research professionals who shape and steer the programme content.

This group of talented healthcare market researchers leverage their expertise to bring curated papers and content together for our annual conference.

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Young Professionals Group

EPHMRA has established its Young Professionals Group to support and develop the next generation of leaders. This group operates within the Association's mission of creating an inspiring and empowering community by implementing professional standards.

Objective: This group aims to represent Young Professionals in the EPHMRA community by developing initiatives and content that nurture professional growth and reflect the priorities of early career individuals. Our Young Professional initiatives include:

- **Young Professionals Group.**
- **Healthcare Market Research training modules.**
- **Young Professionals Annual Conference.**
- **MR Excellence - Future Leaders Award.**
- **Young Professionals Conference Grants.**

Executive Board

www.ephmra.org/board

About the Board

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

The Board comprises the following members:



President



Past President and/or Vice President



Up to 5 Industry Board members



Up to 5 Agency Board members



Treasurer and General Manager (non-voting)



A Warm Welcome to Our New Members!

We are excited to share that our Association has welcomed several new companies into our professional community this year! This growth in membership highlights the value and opportunities our Association offers to companies in healthcare market research. Each of these new member companies contributes unique perspectives and strengths, enhancing our collective expertise.

We are delighted that our new members have chosen to join EPHMRA, align with our mission and values, and contribute to our outstanding community of professionals.

As our Association continues to grow and adapt, we remain dedicated to creating a supportive environment where our members can thrive. Through networking opportunities, professional development, and exclusive resources, we aim to help every member harness the resources, services and community available within the Association.

We warmly welcome our new Agency member companies (since 2024) and look forward to collaborating with you!



- Areté Market Research
- Asia Research Partners
- Ayesda Bio
- Cathaya Research
- Eksen Global Research & Consulting
- Evalueserve
- Global Healthcare Research
- GlobalEyes Research
- Gnosis Partners
- Horvath & Partner GmbH
- Listen and Learn Research
- Mama Health Technologies
- MIMS Pte Ltd
- OptiBrand Rx

- Peas In the Pod
- Rueter Consulting
- Sector & Segment Group
- SkyBlue Healthcare Associates
- VS Consulting

And also warmly welcome our new Industry member companies:

- Amgen
- Insmed
- BeiGene



**Last
chance to
book your
tickets!**

EPHMRA Annual Conference 24 - 26 June 2025, London

Venue:

**Leonardo Royal London,
10 Godliman St, London EC4V 5AJ.**

The very centrally located conference venue is located very close to St Paul's Cathedral and not far from Blackfriars Station. The nearest Tube stations are St. Pauls and Blackfriars.

Book your tickets here

<https://ephmraconference.org/registration-2025/>



So what's on the programme? Take a look:

- The Future of Insights – Panel Discussion
- Omnichannel Challenges
- Client: Agency Partnerships in Brand Tracking
- RWE and Human Factors Testing
- Patient Centric Approaches
- Driving Change in Prescribing
- Enhancing research insights – behavioural systems
- Insights – Human in the Loop
- Reality Based Forecasting
- Conjoint and Qualitative Primary Market Research in times of AI
- AI
 - Building Synthetic Participants
 - Virtual Moderators
 - Simulated patient Cases
 - AI Avatars
 - Using AI to guide future decisions

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