



2018 Conference Programme



Monday & Tuesday

Key:

Activity	
Session & Discussions	Grey
Networking/lunch/coffee break/evening event	Orange
Agency session	Teal
Committee meetings	Pink
LDC Workshops	Yellow
Member meetings	Blue

Monday 25th June - All day

Committee meetings

Tuesday 26th June - All day

Committee meetings

Tuesday 26th June - LDC Workshops

12.30 - 16.30

Workshop 2

Companion Diagnostics Research (and other Diagnostics)

Marianne Fillion & Jordan Clark, Diaceutics

Outline: This workshop will look at how to approach diagnostics (and companion diagnostics) research and data mining, how to overcome its inherent challenges as well as how to best integrate the diagnostic and drug research together. Both primary and secondary research needs specific to companion diagnostics (and to a lesser extent) to diagnostics in general will be addressed.

See full programme on the website.

Convenor:

Marcel Slavenburg, SKIM Group

Workshop 3

Market Access and Market Research

Jason Ward & Lucy Pritchett, DRG Consulting

Outline: This workshop will focus on developing a foundational understanding of global pricing and market access, and how stakeholder insights can be gathered by stage of development; provide practical and actionable examples to course attendees so they can contribute effectively both the brand strategy discussion on P&MA and the execution of relevant and timely payer-focused insight projects.

See full programme on the web site.

Convenors:

An-hwa Lee, Research Partnership & Chetan Taylor, Branding Science

Please note: there is a separate small fee to attend the workshops

Tuesday Afternoon & Evening

15.00 - 16.00

GDPR Update - Note: this session will run in parallel with the LDC workshops and is open to all registered conference delegates.

Speaker: Catherine Ayland, EphMRA Ethics Advisor

The General Data Protection Regulation (GDPR) came into effect on 25 May, it's a milestone in data protection regulation and it's having a significant impact on market research. Organisations large and small are currently getting to grips with what it means. EphMRA has been helping members to that with a series of guides and is updating its Code of Conduct. This presentation will bring you the latest GDPR news for market research and data analytics.

16.30 - 17.15

Comfort Break

17.15 - 18.00

AGM for Full Members

17.15 - 18.15

Associate Members meeting

18.00 - 19.00

Full Members Forum

19.00 - 20.30

**Agency Fair and Welcome Cocktail
Open to all delegates**

From 20.45

So that all delegates can circulate around the Agency Fair and enjoy the Welcome Cocktail with colleagues. Please, if you are inviting clients out, do so only from 20.45pm onwards.

EphMRA EXCELLENCE IN MARKET RESEARCH AWARDS

For the 2nd year, EphMRA is delighted to be awarding 3 special awards for papers which showcase expertise in healthcare market research. It is recognised that EphMRA colleagues are engaged in a huge range of healthcare market research initiatives, studies and projects and the Board wants to take this opportunity to learn more and to enable members to hear more about them.

The 3 awards are as follows and EphMRA wishes to thank Adelphi for sponsoring the Business Impact through Innovation Award and SERMO for sponsoring the Excellence in Fieldwork Award.

Details of the 3 awards are as follows:

Business Impact through Innovation

Sponsored by



This award will focus on demonstrating innovation which has had a real and significant business impact. The innovation can be related to any stage of research design and delivery. Innovation can be implemented on a macro or micro level – small innovative changes can also be seen to make a difference..

Excellence in Fieldwork

Sponsored by



This award will focus on an international case study from a company involved in healthcare fieldwork and data collection and will demonstrate best practice.

Influencing Strategic Direction Via Engaging & Actionable Deliverables

This award will focus on how results from a research project were delivered in such a way as to immerse the brand team in the findings. This will showcase the role and importance of business insight in facilitating business decision making and strategic action.

Wednesday Morning

Please Note: There will be no food & beverage provided other than in the Agency Fair and there will be work stations (tables/chairs/power supply) in areas within the Agency Fair for delegates to work at.

8.30 - 8.45	Pre-conference networking in the Agency Fair	
8.45 - 9.00	Conference opening	
9.00 - 10.10	<p>Plenary 1 Opening Keynote At Boardroom level: making a difference and having greater impact Ian Talmage, Senior Advisor, Global Strategic Marketing, Bayer Pharmaceuticals, Berlin Chair: Karsten Trautmann, PMP, Director, Global Data & Knowledge Management (DKM), Global Strategic Insights, Marketing Strategy Operations, Biopharma, Merck KGaA Panellists: Karsten Trautmann, PMP, Director, Global Data & Knowledge Management (DKM), Global Strategic Insights, Marketing Strategy Operations, Biopharma, Merck KGaA and Richard Hinde, Head of Global Commercial Intelligence, Norgine</p> <p>This opening Keynote session will share Ian's perspective on industry developments and his perspective on the role of Business Intelligence. He will talk about industry developments in its broader context, referring to the increasingly 'more special, more niche and more complex' environment in which we all work. Ian will also address the idea that, for management, the Business Intelligence role is to make things look easy and simple and reduce complexity to be able to make critical business decisions. There will be an opportunity to ask questions after Ian's presentation.</p> 	
10.10 - 10.40	<p>Plenary 2 STOP PRESS: How researchers became journalists to champion the voice of the customer Ursula Kraus-Meeder, Boehringer Ingelheim & Angela Duffy, Research Partnership Chair: Sarah Phillips, IQVIA</p> <p>Researchers are increasingly expected to act as the voice of the customer, be that a physician, nurse, payer, patient, caregiver or any other stakeholder in the delivery of pharmaceutical and healthcare services. Not traditionally the type of people to shout loudly, how can those involved in business intelligence, analysis and research develop the skills required to demonstrate the immense value of insight?</p> <p>Join Boehringer Ingelheim and Research Partnership to find out how they worked together on an initiative which would challenge the team's comfort levels and capabilities, but ultimately elevate customer insights to a broader and more senior audience within the wider organisation.</p>  	
10.40 - 11.00	Networking break and coffee in the Agency Fair	
11.00 - 11.50	<p>Plenary 3 Optimising the Global Strategy implementation Åsa Eliasson, Senior Director, Global Disease Strategy Lead, Novartis Pharma AG Chair: Erik Holzinger, groupH</p> <p>Åsa will talk about how Novartis Oncology has implemented a new process to ensure optimal country/ regional alignment before setting strategy and developing tactics. This approach was adopted following evidence that local affiliates generally do not have the opportunity to influence local strategy/tactics, which can often lead to low adoption of global strategy/tactics and duplication of local efforts. Åsa will share how Novartis have improved local adoption of global strategy/tactics and the impact on the business of these new processes. At the end of this session, there will be a panel discussion with delegates from other pharma companies on the panel, to explore this highly topical presentation in more depth.</p> 	
11.50 - 12.40	<p>EphMRA Fieldwork Forum Panel Convenors: Eva Laparra, Medefield; Mo Rice, M3 Global Research and Pierluigi Vullo, Semantics</p> <p>Come and join the Fieldwork Forum for a discussion on the following hot topics: Dealing with (personal) details (e.g. incentives/bank-accounts) that (for administration purposes) must be stored longer vs. the time we would need to save those</p>	<p>11.50 - 12.15 EphMRA MR Excellence Awards - what's coming in 2019 - Bernadette Rogers, EphMRA General Manager It's now the second year for the MR Excellence Awards and it's been a great 2 years. Come and find out what makes a great submission, how the Judging Panel assess the entries and what we are looking for in 2019. EphMRA wants to encourage as many members as possible to submit an entry.</p> <p>12.15 - 12.40 EphMRA Award - Influencing strategic direction via engaging actionable deliverables Beyond the Comfort Zone: Packing a Punch with Dynamic Deliverables and Behavioural Science Catherine Haw, HRW & Dennis Engelke, Jazz Pharmaceuticals Chair: Bernadette Rogers, EphMRA</p>

12.40 - 13.40

Networking lunch in the Agency Fair

13.40 - 14.10

Plenary 4

Health's Secret Dimension: How understanding culture can transform the perception of pharmaceutical products

Al Deakin, Space Doctors

Chair: Sarah Phillips, IQVIA

This paper will show how an understanding of the cultural dimension to illness and its treatment can successfully transform communications in pharmaceuticals, and even lead to improved NPD. It will use a semiotic approach to demonstrate this.

Despite its best intentions, there's a tendency within the industry to employ limiting or outdated codes of illness and these can seriously inhibit the effectiveness of marketing and other communications aimed at HCPs, patients and consumers. This paper will show how finding a language that best expresses the nuanced experience of a condition, and the effectiveness of its treatment will be ever more important as healthcare becomes increasingly driven by data-empowered patient choice.

Al will reference a series of case studies that put these principles into practice, drawing on experience in treatments for HIV, COPD and analgesia, among others. These will show how an understanding of the cultural dimension of illness can successfully transform how we communicate the distinctive benefits of pharmaceutical products.



Enhancing Value Sessions

Data Analytics sessions

14.10 - 14.40

Parallel Session 1

Mirror-less, the COPD Study: From market research projects to a top level scientific publication

Michele Spinetta & Pietro Barbi, Menarini IFR

Chair: Carolyn Chamberlain, Assure

Hear from Michele and Pietro about a unique and complex project aiming at gaining a more in-depth understanding of the chronic obstructive pulmonary disease (COPD) area, and how an articulated set of market research data resulted in being published as an article by some of the top COPD KOLs.



Parallel Session 2

Forecasting made easy – utilising collaborative software to improve forecasting

Andrew Ward & David James, J&D Consulting

Chair: Erik Holzinger, groupH

This presentation provides you with an opportunity to learn how collaborative technology, such as SharePoint and PowerBI, can be utilised to save time, reduce confusion, improve accuracy and deliver insights in a more effective manner. A Long Range Planning forecasting submission cycle will be used as an example to highlight the common forecasting challenges that can be addressed, some key principles in how to best to apply the technology, practical ways in which it can make a difference and ultimately how it can help to deliver greater value to the business.



14.40 - 15.10

Parallel Session 3

Digital Transformation - it's persona-L

Viv Farr, Narrative Health & Jonathan Lovatt-Young, Love Experience

Chair: Xieriong Liu, Elma Research

In this digital age, Marketeers still push messages to meet brand needs. We have failed to recognise that in digital, the customer is king and the direction is pull.

When businesses embark on a Digital Transformation programme, they're often referring to wholesale revisions to their platform, rather than looking across the whole Customer Experience. With digital, marketing and research teams working in silos, ways of working remain the same and ultimately there is little real transformation, just a new website and app.

Viv and Jonathan will introduce a Digital Transformation model employing User-Centred Design to drive change across the business.



Parallel Session 4

Calculating Biologics' use by indication - an innovative approach combining primary and secondary data sources

Filippo Gandini, Janssen & Tom Haslam, IQVIA

Chair: Katy Irving, HRW

The prominence of traditional primary market research within business analytics has been threatened by the greater accessibility of secondary data sources built from Electronic Medical Records that offer different approaches to solving traditional questions.

In this paper, hear from Sam and Tom how an innovative approach, providing a new and unique combination of primary and secondary data assets, resulted in building a clear and robust picture of use by indication in the autoimmune biologics market.

They will talk about how this approach provides benefits of precision from patient record studies gathered by primary market research, augmented with secondary data sources, including longitudinal dispensation data and hospital databases.



Wednesday Afternoon & Evening cont.

15.10 - 15.30		Networking break and coffee in the Agency Fair			
15.30 - 16.00	Parallel Session 5 How nudges are helping a strategic product to lift off Leigh Caldwell, Irrational Agency Chair: Tracy Machado, Phoenix Healthcare No more System 1 and 2! Behavioural science has grown up in the last few years. It is no longer just System 1, the iceberg of the unconscious mind, or the invisible gorilla. Researchers today are now using behavioural science to make a real business impact. This session shows you how Sanofi-Aventis did just that. Working with Irrational Agency, they developed “nudges” that influence doctors to prescribe their new diabetes product. These nudges increased prescribing by up to 30% and have now been rolled out across the sales force, bringing an ROI in the tens of millions of dollars.		Parallel Session 6 Forecasting and Data Analytics Round Table Discussion Join Ben Collins, TA Analytics Insights + Excellence from Boehringer Ingelheim International GmbH and Erik Holzinger, Managing Director, groupH to discuss: 1. Organising the forecasting process across the Pharma organisation: • Best Practice - how do central office and affiliates communicate and create consensus on assumptions? • What is the general process – Can vendors help? How? 2. How to communicate strategic forecasts and illustrate uncertainties to senior management (does Monte Carlo simulation has a role here? If yes, how do you use it?) 3. Best Practice – Required granularity and scope in forecasting strategic pipeline and in-licensing assets: US + RoW? 4. Time permitting: Early insights into the application of Behavioural Economics to the forecasting process Note: this session lasts an hour and finishes at 16.30		
					
16.00 -16.30	EphMRA Award paper - Excellence in Fieldwork Undertaking research with children: lessons from a global paediatric growth hormone deficiency project Victoria Guyatt, Ipsos Healthcare Chair: tbc				
16.30- 17.00	Agency Session 1	Agency Session 2	Agency Session 3	Agency Session 4	Agency Session 5
17.00 - 17.30	Agency Session 6	Agency Session 7	Agency Session 8	Agency Session 9	Agency Session 10
17.30 - 18.00	EphMRA Awards				
19.00 Onwards	Evening event				

Thursday 28th June Morning

8.30 - 9.00

Plenary 6

New Strategies for patient engagement

Sander Ruitenber, Worldwide Franchise Digital Head Immunology & Dermatology, Novartis
Chair: Amr Khalil, Ripple International

This session will discuss how increased content personalisation and process automation will change how we engage with patients and caregivers. It will introduce the Alia Chatbot Program, the Novartis Facebook Messenger chatbot, that provides personalised answers to patients' questions, anytime and anywhere.

Key takeaways:

1. There is a clear unmet need to provide patients with information that is specific to them and their situation
2. Chatbots can strengthen patient awareness and activation by interacting and engaging with patients in a faster and more personalised way
3. Through the introduction of new technology we can set clear scalable roadmaps for future digital engagement expansion and utilisation



9.00 - 10.00

Plenary 7

Keynote

Pharmacovigilance and Adverse Events Reporting and panel discussion

Phil Eichorn, Senior Director, Safety Evaluation & Reporting, Worldwide Safety & Regulatory, Pfizer Labs

Panellists/Chairs: Georgina Butcher, Astellas Pharma Europe & **Xander Raijmakers**, Eli Lilly

Phil Eichorn is a highly respected expert in PV. Join him to talk about this highly important and relevant issue for all those working in our industry. Phil will be covering the following:

- The role of PV with regards to AE reporting
- What PV require from MR AE reporting and why
- PV frustrations versus MR frustrations

He will also explore variations in PV requirements by country:

- Implications of the EMA relocation for AE reporting processes
- Risks associated with divergence and duplication of regulatory standards and practices
- Non-EU requirements (USA, Japan etc.)

Phil's presentation will be followed by a panel discussion.



10.00 - 10.30

Plenary 8

Changing models: Using validated behavioural models to really move beyond the pill with behavioural science

Rachel Jones, Patient Engagement Consultant & Behavioural Scientist, Petanni Health

Chair: Katy Irving, HRW

Behavioural science and its application to the area of behavioural change is rapidly gaining popularity not only in the Pharmaceutical Industry but in many other industries also. But its use in the Pharmaceutical Industry and healthcare is just emerging and clients are questioning its worth and its use, particularly as an "around the pill" solution. This session will demonstrate the practical value of behavioural science in the pharmaceutical/healthcare industry by sharing some real life examples of its use and the benefits it delivered.

Behavioural science is typically delivered via a series of validated behavioural models and Rachel will explain how the Health Belief Model (HBM) and the use of the COM-B model and its associated behavioural change wheel have been used in two settings to enhance the delivery of services within several large companies.

The two models, with live examples will be discussed and critiqued to give a vision of how both complex and simple behavioural changes may be formalised and measured in real World settings now and in the future with a particular focus on the Pharma industry.



Thursday Afternoon

10.30 - 10.50						Networking break and coffee in the Agency Fair					
10.50 - 11.30						Plenary 9 The Future of Social Listening Ross Taylor, Social Media Consultant Chair: Amr Khalil, Ripple International Social listening has come a long way in the past decade, particularly as we have begun to embrace socially-intelligent communication solutions alongside improving our ability to listen to and interpret social content. But the data we have available to help us to understand our audiences right now is about to explode. Through data collaboration, through advances in technology and AI, through ongoing behavioural changes and through new interfaces such as voice, we will shortly have access to more data than we can imagine. As we move to digital-first relationships with doctors, carers, coaches and experts, as we connect through devices that know not just what we are doing, but how we are feeling about it, we will have access to an unprecedented depth of understanding of our audiences. The bigger question is what are we going to do to prepare, and how are we going to prioritise our efforts?					
11.30 - 11.50						Discussion following Ross Taylor's session for all delegates Ross will be joined by Sander Ruitenbergh from Novartis on the panel to discuss all things digital and engage with the audience for a lively discussion					
11.50 - 12.20		Agency Session 11		Agency Session 12		Agency Session 13		Agency Session 14		Agency Session 15	
12.20 - 13.10						Networking lunch in the Agency Fair					



Devices and Diagnostics sessions						Behaviour change sessions					
13.10 - 13.40						Parallel Session 7 Can market research fully access the real value of truly revolutionary innovation? David Levine, OSG & James Kennedy, BD Chair: Tracy Machado, Phoenix Healthcare Innovation is nothing new in the devices and diagnostics space. However, evaluating and pricing truly revolutionary products has a unique set of market research considerations. Emerging jobs the device will fulfil, new outcomes which customers may not readily attribute to the product, changing workflows and the potential impact on market pricing are just some of the considerations in designing a robust research approach. This paper will share insights from a recent case study, exploring the range of challenge in designing and implementing a market research engagement to support the go-to-market strategy, including a clear pricing strategy for the introduction of a highly innovative device for a global manufacturer.					

13.40 - 14.10

Parallel Session 9

Uncovering the reasons behind patients not being offered optimal treatment method(s)

Rikke Zeeburg, Coloplast

Chair: Jill Wilson, OSG

Rikke will share the results of a major study to gain a greater understanding of how to increase the share of ISC (intermittent self-catheterization) treatment in bladder management. By using a combination of qualitative research techniques with special focus on mobile ethnography, this paper will show how Coloplast mapped the patient pathway and what is currently preventing a high discharge of patients on ISC treatment.

Whilst this is a very specialist therapy area, Rikke will show how the methodologies and learnings can be applied in other areas within pharma/healthcare and the devices and diagnostics arena.



Parallel Session 10

Harnessing the power of the ecosystem to improve patient outcomes

Dinisha Cherodian, Incite Marketing Planning

Chair: Carolyn Chamberlain, Assure

There is a need to go beyond traditional patient research techniques in order to take patient research to the next level - widening the net to explore often overlooked channels and uncover insights missed through traditional approaches.

This paper will explore three key channels in the patient ecosystem to demonstrate how applying a behaviour change lens means we can unlock opportunities for companies, the HCPs and the patients. And in turn show how utilising these channels can help companies intervene more effectively and thus lead to better patient outcomes. Dinisha's paper will be supported by real case studies and real patient footage.



14.10 - 14.40

Devices and Diagnostics discussion

Panellists: Gabi Gross, Global Director Customer Insights Autoimmunity, ImmunoDiagnostics, Thermo Fisher Scientific and Dr Thomas Hein, Global Director Customer Insights & Strategy, ImmunoDiagnostics, Thermo Fisher Scientific IDD

Behaviour change discussion

Join our speakers from Parallel Session 9 and 10 for a lively discussion about behaviour change and how to achieve this in today's ever connected world.

14.40 - 15.00

Networking break and coffee in the Agency Fair

15.00 - 15.30

Agency Session 16

Agency Session 17

Agency Session 18

Agency Session 19

Agency Session 20

15.30 - 16.00

Plenary 10

Keynote

How to increase your impact and influence

Richard Newman - Leadership Communication Specialist

Chair: Karsten Trautmann, Merck KgaA

How can you easily and effectively boost your impact and influence at your meetings? Richard has coached countless people to achieve this goal with great success. Using his highly energetic and inspirational approach, Richard will teach you some simple and effective ways to increase your impact and influence, in an interactive way.

For the final session of the conference, hear the following:

- How to create a more dynamic style and executive presence, bringing to life everything you say with extra influence, authority and impact
- Gain examples from compelling speakers, actors, news readers and Presidents, with strategies to make your ideas more engaging and memorable
- Experience practical and lively activities with techniques that you can use in your everyday work
- Feel confident in putting all these skills into action straight away



16.00 - 16.10

Conference Closing - hear Karsten Trautmann, EphMRA President share his final thoughts on the conference