

Why attend a BHBIA course?

BHBIA courses are run by the industry for the industry. The BHBIA is non promotional and unbiased, and is widely recognised as a standard setter in training courses for Sales and Marketing Researchers. Sessions will be run by acknowledged industry experts who, because of the limited number of attendees, will have the time to answer your specific questions.

How to book

Book your place now online at www.bhbia.org.uk or complete and return the enclosed booking form.

As each event approaches you will be able to find detailed information, including full course programmes, in the 'Training' section of the website.

British Healthcare Business Intelligence Association

Promoting and enhancing the professionalism and value of Business Intelligence within the Healthcare Industry



BHBIA Web-based Training Programmes

The BHBIA currently offers two web-based training programmes:



As part of each programme, BHBIA members have the opportunity to take a Competency Test to assess their knowledge, and on passing the test are issued with a Certificate of Competency which needs to be renewed annually.

To access the programmes, click on the direct links from our home page, or go to the Training section and select 'Web-based Training'

Membership of the BHBIA allows all company employees to take the two web-based training programmes and obtain competency certification, as well as being eligible for member rates on all training courses detailed in this leaflet.

To find out how to become a member of the BHBIA see the 'How to Join' section of our website.

(All website users can study the web-based training materials, but only BHBIA members can take the tests and obtain competency certification).

BHBIA 105 St. Peter's Street St. Albans Herts AL1 3EJ
t: 01727 896085 f: 01727 896026 www.bhbia.org.uk



FOUNDATION TRAINING, ETHICS & GUIDELINES AND ONE-DAY WORKSHOPS

One of the core aims of the BHBIA is to provide an educational programme of practical applications and techniques in business intelligence.

The 2010 training programme will appeal to all individuals with an interest in business intelligence, whatever their level of experience, and whether they work in pharmaceutical companies or agencies/consultancies.

The training programme covers three areas:

Foundation Training builds upon the strong tradition of residential BHBIA courses over many years, providing those new to business intelligence, market research or sales analytics with a solid grounding in all key areas.

Ethics & Guidelines workshops are designed to help members become fully conversant with the legal and ethical issues that impact on healthcare business intelligence practice.

One-Day Workshops focus on specialised topic areas and are suitable for business intelligence professionals who would like to enhance their knowledge/skills in a particular area. These practical workshops are run by leading BHBIA member companies with expertise in the relevant field, or professional training organisations.

[See schedule inside](#)

TRAINING PROGRAMME 2010

Training Programme 2010

28th January – ‘From Virgin to Viagra’ – What can Pharma Researchers learn from the Consumer World?

Members: £425 + VAT **Non-Members:** £525 + VAT

What can the healthcare industry learn from techniques that have been successfully used in other areas such as consumer marketing and social research? This workshop will look at how new technology, web-based opportunities (e.g. blogs and social network sites) and new approaches are being adapted to give deeper insights into our customers' needs.

11th February – Designing Questionnaires and Guides for Quantitative and Qualitative Market Research

Members: £425 + VAT **Non-Members:** £525 + VAT

This workshop will look at how to design/evaluate a questionnaire for quantitative research via online, telephone or face to face methodology, as well as how to put together a qualitative discussion guide for in-depth interviewing or group moderation. How can you ensure that you get the most from the research and what are the pitfalls to avoid?

25th February – Key Account Management

Members: £525 + VAT **Non-Members:** £625 + VAT

This one-day meeting will give you an in depth understanding of account management in the pharma-NHS context. Academic specialists will be a key feature of the day's presentations, providing leading edge thinking and evidence. These presentations will be complemented by a pharmaceutical case study which will demonstrate the successes, pitfalls and key learnings from the implementation of account management.

4th March – BHBIA Guidelines

Members: £425 + VAT **Non-Members:** £525 + VAT

A chance to increase your practical understanding of both the BHBIA Guidelines ('The Legal and Ethical Framework for Healthcare Market Research') and the ABPI Guidelines for Adverse Event Reporting, through a highly interactive, case study based approach. There will be plenty of time for questions and discussion, offering the opportunity to learn from others' issues and experiences.

11th March – Market Research for Non Market Researchers

Members: £425 + VAT **Non-Members:** £525 + VAT

This one-day workshop is aimed at those who need a full introduction to the essential business information and market research techniques and services that support marketing. It is particularly suitable for newly appointed product managers, representatives moving from the field into marketing or those who work in non market research roles (e.g. administration, HR) within market research agencies.

25th March – NHS Update

Members: £525 + VAT **Non-Members:** £625 + VAT

Aimed at those who have a good understanding of the NHS and would like an opportunity to review the most recent developments in policy and drivers and the implications for those of us working in business intelligence. Key areas to be covered will include Commissioning, Performance Management, Medicines Management and Partnership Working.

29th April – Advanced Research Techniques and New Approaches – Taster Day

Members: £425 + VAT **Non-Members:** £525 + VAT

A new concept introduced for 2010, this day gives you a chance to gain an insight into three specialised areas that you may not be involved in in your day-to-day job role. You can then chose to attend a full day workshop later in the year on any of the topics that you are interested in learning about in more depth. The topics planned for 2010 are: Conjoint Analysis, Using Imagery & Metaphor to Deliver Insight and Social Marketing in Healthcare.

10th – 11th May

**BHBIA Annual Conference: ‘GOLD’
& BOBI Awards Ceremony**

Location: The Grove, Chandlers Cross

8-10th June – Introduction to Pharmaceutical Business Intelligence & Market Research

Members: £1100 + VAT **Non-members:** £1250 + VAT

This three-day course is suitable for Company and Research Agency personnel who wish to gain a solid understanding of market research and business information practice, through 'hands-on' workshops covering data resources, research techniques and other key areas.

14th June – Fieldforce Analytics – Understanding the Information

Members: £425 + VAT **Non-Members:** £525 + VAT

This workshop is aimed at those working in non-business intelligence roles who need a better understanding of analytics – for example first line sales managers or people in HR or finance roles allied to an analytics function. The day will provide an overview of quantitative data sources and their uses, methods of delivery to the field force, key performance indicators and an insight into other analytical functions such as target setting and forecasting.

28-29th June – Introduction to Pharmaceutical Sales Research & Analytics

Members: £825 + VAT **Non-Members:** £925 + VAT

This one-and-a-half day course will cover all aspects of the sales analyst's role – including stakeholders & business needs, sales & CRM data analysis and presentation, targeting & segmentation and tools for measuring call quality. Delegates will be encouraged to share their experiences to date, and there will be an emphasis on practical workshops and simulation exercises.

8th July – What Data Sources are out there?

Members: £425 + VAT **Non-Members:** £525 + VAT

Any business intelligence professional who is tasked with using, managing, applying and deriving insights from secondary data will benefit from this interactive workshop. You will leave the course with a wider knowledge of all secondary data sources, data management hints, tips and best practice. Includes a 'drop in surgery' where you'll be able to discuss your specific issues with the data providers in a confidential, 1:1 environment.

15th July – Conjoint Analysis

Members: £425 + VAT **Non-Members:** £525 + VAT

Conjoint analysis (trade-off research) is a valuable tool for quantifying the relative importance of customer needs and how these drive prescribing behaviour in order to understand customers, build marketing strategies and predict potential prescribing. This workshop provides case histories and best practice approaches to allow you to identify where conjoint adds value to research and to select the best approach for your projects.

2nd September

Members Exchange Forum/Summer Evening Event

9th September – Social Marketing in Healthcare

Members: £425 + VAT **Non-Members:** £525 + VAT

PCTs have been charged with becoming World Class Commissioners. As part of this remit, 'engagement' with their local population, service providers and stakeholders is an imperative; they must evidence research and insights through to evaluation in support of strategy, planning and service delivery. The NHS is changing: it is looking to 'the systematic application of marketing concepts and techniques to achieve specific behavioural goals, to improve health and reduce inequalities'. This workshop will explain how the NHS is utilising Social Marketing, what new approaches may open-up for forward thinking healthcare companies and how co-operative relationships may be forged.

16th September – Forecasting

Members: £425 + VAT **Non-Members:** £525 + VAT

This workshop looks at forecasting both pre-launch and launched brands, at National and Sub-National levels. The focus will be on techniques and approaches that have been proven to work and can be readily implemented in practice.

23rd September – Using Imagery and Metaphor to Deliver Insight

Members: £425 + VAT **Non-Members:** £525 + VAT

The workshop conveners will illustrate, with exercises and illustrations, the benefits of using imagery and metaphor as a framework for fieldwork, analysis and insight across all stages of the product development chain. This workshop is for anyone who is in need of a rethink about how research should be done, how questions should be asked and how answers should be understood.

30th September – Market Access

Members: £425 + VAT **Non-Members:** £525 + VAT

What exactly do we mean by the term "market access" and what do researchers need to understand about what is involved in formulating a successful market access strategy – including the many facets of market access strategy which will need to be considered during the brand's journey? What role does market research play in understanding national and local drivers and barriers and how can research findings be utilised in the most effective way to ensure successful access for your brand?

14th October – Maximising the Impact of Business Intelligence

Members: £425 + VAT **Non-Members:** £525 + VAT

This workshop will help you to make more impact, whether you work on the client or agency side, in market research or analytics. Learn how to manage programmes/projects more effectively by maximising client-agency relationships, practise presenting data and models in a more compelling way, develop techniques for influencing upwards and across cross-functional teams to ensure that your recommendations are acted on.

21st October – Segmentation Approaches and Techniques

Members: £425 + VAT **Non-Members:** £525 + VAT

This workshop will help you to understand the importance of a good segmentation in maximising the success of your brand. Different approaches to segmentation will be explained – e.g. based on needs, attitudes, behaviour or demographics, and you will gain insights into the multivariate analysis techniques such as cluster and factor analysis and latent class models that are used to identify and profile segments.

9-11th November – Introduction to Pharmaceutical Business Intelligence & Market Research

Members: £1100 + VAT **Non-members:** £1250 + VAT

A second opportunity to attend this popular residential foundation training course. See details – 8th-10th June.

18th November – BHBIA Guidelines

Members: £425 + VAT **Non-Members:** £525 + VAT

A second chance to attend this important workshop, which will be updated to include any new developments. See details – 4th March.

25th November – NHS Update

Members: £525 + VAT **Non-Members:** £625 + VAT

A second opportunity to attend this popular one-day workshop, which will be updated to address the latest NHS developments. See details – 25th March.

9th December
Winter Seminar

Key

- Foundation Training
- Ethics & Guidelines
- One Day Workshops