



BHBIA Winter Seminar

10th December 2009



Does Business Intelligence Mean Business?

One Whitehall Place, London, SW1A 2HD

09.30 – 13.30

Followed by drinks reception, Christmas lunch,
charity raffle and networking

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British Healthcare Business Intelligence Association

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

9.30 Registration

10.00

Welcome and introduction

Julie Curphey – Head of Customer Intelligence, Pfizer Ltd & Angela Thornton – Research Director, Praxis Research & Consulting Ltd



10.05

Keynote Speaker

Gotta Get A Master Plan

Jeremy Brown – CEO of Insight, Innovation and Strategy consultancy Sense Worldwide



It's a tough time to be a marketer. In the current economic climate marketing directors are being leant on by financial directors to drive topline growth, while simultaneously being constantly pulled in different directions by their roster of specialist 'best in class' agencies, a job made even harder when some agencies keep reinventing the wheel within their own, siloed discipline.

Business Intelligence has a golden opportunity to forge a new leading role in helping marketing directors put insight at the heart of everything they do and get rosters working together to ensure communications are as effective and efficient as possible. We call this Master Planning, creating engaging and actionable deliverables that crystallise all the ideas and perspectives driving the brand, category and consumer, and which act as a focal point to align, inspire and marshal both external and internal teams.

Jeremy Brown, CEO of Insight, Innovation and Strategy consultancy Sense Worldwide, will use this Key Note to explain more about Sense's 10 years of experience in using insight to help Brands make better decisions across the business. Sense's clients include many blue chip companies from Nike to Vodafone and has been shortlisted for Marketing's Research Agency of the Year 2008 and 2009 and just announced as one of Research's magazine's Best Agency 2009.

10.50

The Philosophers' Stone: New Research Insights into Why Companies Fail to Act on Insight
Dr Brian D Smith – Visiting Research Fellow, Marketing and Strategy Research Unit, Open University Business School.



Nothing is more frustrating to a business intelligence professional than seeing his or her insights wasted by not being acted upon. Failed implementation of strategic plans is widespread and wastes not only the costs of research and planning, but the opportunity costs of lost chances. This presentation presents new academic research into strategy implementation failure, giving explanations for what happens in the real world and recommendations for how implementation can be improved.

Dr Brian D Smith spent 20 years in the medical devices and pharmaceutical sectors and now divides his time between academic research, writing and consulting. He has published almost 200 books and papers, including his most recent book "Creating Market Insight". He is editor of the Journal of Medical Marketing and his research at the Open University Business School, Europe's largest, focuses on strategy implementation. He works with many of the leading companies in the sector, helping them to make and deliver strong, insightful, competitive strategies.

11.35

Coffee and Mince Pies

Sponsored by Insight Research Group

12.10

Heart of the Matter – An award winning approach to communication research Elisabeth Roscher-Nielsen



Elisabeth Roscher-Nielsen, working on behalf of sanofi-aventis, won the 2008 BOBI Award for Excellence in Communication Research alongside Philippa Hammerton and Chris Donaldson of TNS Healthcare (now Kantar Health), with the entry 'Heart of the Matter - Engaging and empowering general physicians in the management of acute coronary syndrome'.

The overall aim of this research was to guide the development of a sales aid that motivated general physicians to take greater ownership of patients with unstable angina, and ensure treatment guidelines were followed. The BOBI judging panel commented in particular on how the research was well thought out, with the end objective in mind from the beginning, and how the recommendations were clear and implemented almost to the letter by the client. The research changed the direction of the communication through its integration not only with the clinician but, just as importantly, the brand team and sales representatives.

What can we learn from this team's approach that will help us all ensure that our research really makes a difference?

12.50

Trailblazers or Chart Monkeys Revisited Steve Johnstone – Head of Business Intelligence, Abbott UK, Mike McGahan - Head of Market Research, Sanofi-Aventis UK & Eric Sharp – Director of Strategy, Opinion Health



This paper presents topline results of the first BHBIA Benchmarking Project. It examines the performance of clientside market research functions from the perspective of their internal customers and MR agencies: Are their current needs are being met? Is clientside market research adapting to changing needs in the healthcare environment.



Steve Johnstone has worked for the last 15 years in Pharmaceutical Market Research, working on the both agency and client side at Novartis, Wyeth, Merck, Root research. Currently Head of Business Intelligence at Abbott laboratories, a department he set up 5 years ago, which covers Market Research, Forecasting, Market Audits and Business Development.



Mike has worked in client-side MR for 12 years and led MR teams in Australia & the UK. He and his team at sanofi-aventis are responsible for all UK generated MR for sanofi-aventis UK.

Eric has over 20 years experience of the pharmaceutical industry serving as VP Marketing both locally (Bayer Canada) and internationally (Bayer AG). More recently Eric has worked for IMS in the UK and is currently Director of Strategy for Opinion Health a full service market research agency focused on the healthcare sector.

13.20

Closing Remarks

13.30

Drinks Reception

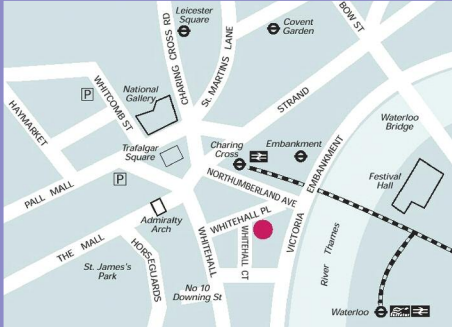
14.15

Christmas lunch, followed by charity raffle for the Princess Royal Trust for Carers and networking in the Churchill's Bar

HOW TO REGISTER FOR THE BHBIA WINTER SEMINAR

To register on-line for the BHBIA Winter seminar visit our website www.bhbia.org.uk or alternatively complete the booking form enclosed. If you have any questions, please contact us by email (admin@bhbia.org.uk) or by telephone (01727 896085).

Reserve your place now!



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Non-Members – £369 + VAT

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GOLD

10-11th May 2010

The Grove, Chandlers Cross

BOBI Awards –

Best of Business Intelligence

10th May 2010

The Grove, Chandlers Cross

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

28th January 2010

**Designing Questionnaires and Guides
for Quantitative and Qualitative
Market Research**

11th February 2010

Key Account Management

25th February 2010

BHBIA Guidelines

4th March 2010

**Market Research for Non Market
Researchers**

11th March 2010

NHS Update

25th March 2010

**Advanced Research Techniques and
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29th April 2010

**All forthcoming event information
is available on the website
www.bhbia.org.uk**