

Membership

There are four types of membership categories: **Corporate (Industry), Corporate (Agency/Consultancy), Personal** and **Affiliate**.

The membership year runs from 1 October to 30 September with the first year's subscription pro-rated depending on the date of joining.

Full membership entitles you to a number of benefits, which include:

- Opportunity to attend member only events
- Free attendance at our webinars
- Preferential rates for training courses
- Access to the online Member Contacts Directory – this has listings of key personnel in BHBIA member pharma companies and agencies
- Access to the online training programmes (Legal & Ethical Guidelines for Healthcare Market Research and BHBIA/ABPI Adverse Event Reporting), including competency tests & certification, and our Guidelines ad-hoc query service
- Opportunity to receive and contribute to member-only publications such as the BHBIA Yearbook and Journal, the organisation's newsletters
- Special entry privileges for the BOBI Awards
- Free advertising of your company's job opportunities on our website
- Special BHBIA member logos for use on your website/social media pages or emails
- Voting rights (e.g. in BHBIA Board elections or on Article of Association changes)

There are two additional categories that do not confer full membership benefits but allow access to the BHBIA online training programmes: Personal Certified Non-Member and Corporate Certified Non-Members.

Full details about membership categories, membership benefits and application forms for membership and certified non-member status can be found under the "Join the BHBIA > How to Join" section on the website (www.bhbia.org.uk)

Copies of BHBIA publications and training course/meeting programmes are also available online.

Visit our website

To find out what's on our programme of events for the forthcoming year, why not visit our website at www.bhbia.org.uk

You'll find full programmes for our forthcoming events, together with confirmed dates and venue information for our full calendar. Dates of Board meetings are also published.

There's a list of current Board members with contact numbers, together with a list of member companies and agencies with up to date contact details.*

A copy of the Articles of Association of the BHBIA can also be viewed, as can the Association's guidelines: Legal and Ethical Guidelines for Healthcare Market Research and ABPI/BHBIA Guidelines for Adverse Event Reporting in Market Research. It is a condition of membership that these guidelines are adhered to.

*This section of the site is password protected and available to BHBIA members only.

How is the BHBIA governed?

The BHBIA is a private company limited by guarantee and is governed by Articles of Association. The membership is divided into two Divisions. Companies manufacturing or marketing pharmaceuticals or healthcare products are represented in the 'Industry Division' and organisations or individuals that provide business intelligence or consultancy services to healthcare companies are represented under the 'Agencies and Consultancies Division' of the Association. The management of the BHBIA is vested in the Board of ten people, five of whom are from companies in the Industry Division and five are from the Agencies and Consultancies Division.

The information in this leaflet is correct at the time of going to press. The BHBIA reserves the right to change the programme of events and member offerings at any time, without prior notice.

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www.bhbia.org.uk

Introduction to the BHBIA

To promote the excellence
with integrity of Business
Intelligence within the
Healthcare Industry



 twitter.com/BHBIAAssociation
 [linkedin.com/company/bhbia](https://www.linkedin.com/company/bhbia)

Objects

The objects for which the Company is established are:

- To promote the *excellence with integrity* of Business Intelligence within the Healthcare Industry
- To ensure the highest levels of legal and ethical compliance are adhered to in all healthcare business intelligence practices
- To promote best practice in business intelligence, emphasising its contribution to industry progress
- Training: to provide an educational programme of practical applications and techniques in business intelligence
- Industry Issues: to provide a forum for the discussion and sharing of ideas to advance and improve business intelligence performance
- To raise awareness and understanding of issues affecting the industry
- To encourage all individuals and organisations engaged in healthcare Business Intelligence Services to participate in the Company
- To maintain communication and build relationships with other professional bodies

Our members are drawn from pharmaceutical/healthcare companies and the agencies/consultancies that supply business intelligence services to those companies. Our definition of 'business intelligence services' includes Primary market research, secondary data collection and analysis, syndicated data services, field force effectiveness services and fieldwork recruiting.

BHBIA activities

One of the main objectives of the BHBIA is to provide members with on-going learning and development that will help them perform their professional role in the work place. As part of this process, the BHBIA runs a comprehensive programme of activities throughout the year to help develop the skills of those working in a business intelligence environment.

Member only events

The current programme consists of:

BHBIA Winter Seminar (held in December)

This educational one day meeting takes a look at a theme that's of broad relevance to the healthcare industry, bringing the BHBIA audience up to date on the implications for business intelligence.

BHBIA Annual Conference (held in May)

This is our premier event of the calendar. The two-day meeting focuses on a topical theme for the healthcare industry which directly impacts on business intelligence issues. Key speakers from the healthcare arena and other industries are invited to the platform to give their perspective on current thinking. Formal sessions, coupled with workshops and discussion forums, provide an interactive programme designed to stimulate debate and cross-fertilisation of ideas among delegates.

Members' Exchange Forum (held in September)

This half day event aims to provide members with a facilitated forum to discuss and share ideas around key topics affecting the industry. The forum is followed by a Summer Evening Event which is open to all.

Member Forums

Additional forums are convened from time to time to give members an opportunity to input into the BHBIA agenda, or for specific sub-groups of the membership to discuss issues that are pertinent to them – e.g. Fieldwork Forum, Personal Members' Forum.

Training

BHBIA Courses are open to members and non-members. The BHBIA training programme is divided into four areas:

Foundation Training builds upon the strong tradition of BHBIA courses over many years. Courses are designed for those who are relatively new to business intelligence with up to twelve month's experience or for those whose experience has been restricted to certain aspects rather than being broad based.

There are two streams to the foundation training: "Introduction to Pharmaceutical Sales Research and Analytics" and "Introduction to Pharmaceutical Business Intelligence and Market Research".

One Day Workshops cover specialised topic areas and are run by leading member agencies or external experts.

Ethics and Guidelines Workshops are run to increase people's practical understanding of both the BHBIA Guidelines ('The Legal and Ethical Guidelines for Healthcare Market Research') and the ABPI/BHBIA Guidelines for Adverse Event Reporting, through a highly interactive, case study based approach.

Webinars are designed to give a broad overview of a subject area or to look at one specific aspect of a topic. They are generally held over lunchtimes, are free of charge and open to members only.

BOBI awards

The BOBI (Best of Business Intelligence) awards provide an opportunity to celebrate excellence in business intelligence. They include team and individual competition events, and categories for submissions based on real-life projects. Winners receive a trophy and cash prize, and there are opportunities for organisations to be associated with the awards through sponsorship.