

BOBI
awards

best of business intelligence

BOBI Awards Ceremony
Monday 14th May 2018

14-15th MAY

2018

**ANNUAL
CONFERENCE**

BHBIA

THE RIPPLE EFFECT

ANNUAL CONFERENCE

**ROYAL GARDEN HOTEL
KENSINGTON, LONDON**

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#BHBIA18 and #BOBIawards

Day 1 – Monday 14th May 2018

09.00 Registration and Agency Fair

An opportunity to meet agencies from across the business intelligence spectrum to see how you can encourage positivity using the ripple effect. There will be a chance for delegates visiting the stands to win a prize at the end of the day.

09.30 Introduction and Welcome from the BHBI Board

Nick Coolican Smith, BHBI Chairman and Head of CRM & Technical Platform – Europe, Merck Serono Limited



09.45 Keynote Speaker – Will Gompertz

Will Gompertz is the BBC Arts Editor and a respected commentator on The Arts. Voted one of the World's Top 50 Creative Thinkers by New York's Creativity Magazine, Will was previously a Director of The Tate Gallery. As a writer he has penned numerous articles for, among others, The Times and the Guardian and his book, *What are you Looking At? 50 Years of Modern Art in the Blink of an Eye*, was published by Penguin in Autumn 2012. Will's new book, *Think Like an Artist: Imaginative Ways to a More Creative and Productive Life*, was released by Penguin in July 2015, and is a witty and inspiring read, identifying ten lessons to be learned from the greatest artists across history, to give us tools to unlock creativity and thrive at work and in our personal lives. Will has written and performed a sell-out one-man comedy show about modern art at the Edinburgh Festival.



10.30 You and the "Responsibility Pond"

Andrew Maric, Business Information Manager and Sean Gaffney, Sales & Marketing Director – Chugai Pharma UK Ltd



Discover the 'responsibility pond' and learn how in April 2016, Chugai Pharma UK Ltd implemented a new business unit structure and business intelligence function, to manage a growing portfolio of products. Hear about the challenges faced, tools implemented, as well as the commercial changes that were made; to maximise data engagement and achieve operational success.

11.00 Ethics & Compliance Committee

Rachel Medcalf, Chair, BHBI Ethics & Compliance Committee and Managing Director, Adelphi Research UK

Update on the Ethics & Compliance Committee's work – the latest news and what will be coming up during the remainder of 2018.



11.10 Agency Fair (Tea/Coffee will be served in the Palace Suite Foyer & Kensington Suite)

An opportunity to meet agencies from across the business intelligence spectrum to see how you can encourage positivity using the ripple effect. There will be a chance for delegates visiting the stands to win a prize at the end of the day.

11.50 Creating a Wave for Change: How Multiple Ripples of Research Served as the Catalyst for a Change in Mental Health Policy

Giles Davey, Market Research Manager – Janssen, Rachel Medcalf, Managing Director and Seb Newton, Research Executive – Adelphi Research UK and Will Johnstone, Policy Officer – Rethink Mental Illness

A unique research project co-created by three interested parties motivated to work together in a pro-bono setting to help stimulate a change in government policy and reform of the Mental Health Act. Discussing legal and ethical implications of Mental Health research and how a truly collaborative approach can produce meaningful insight to create real ripples of change.



12.20 Every Little Helps... Helping the NHS Improve Care for Patients with Heart Attacks

Matthew Beckett, Managing Director – Compufile Systems Ltd, Karen Fairbrother, Senior analyst Real World Evidence – AstraZeneca, Dr Richard Jones, Consultant Cardiologist – Portsmouth NHS Trust and Hetty McConnon, NHS Engagement Lead – AstraZeneca

This paper explains how AZ, CSL and the NHS have used analytics and "Big Data" (HES) to highlight localities providing sub-optimal care to ACS (acute coronary syndrome) patients. Severe heart attacks require immediate treatment and are well catered for in the UK. This analysis focused on patients with less severe forms of ACS. Whilst not as urgent, timely treatment is just as important. The analysis is being used by the NHS to change behaviours and patient pathways within hospital trusts.



12.50 Agency Fair (Lunch will be served in the Palace Suite Foyer & Kensington Suite)

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14.15 Unforeseen 'Ripple' Effects of Switching to Telephone 'Detailing'

Ian Crouchley, Partner and Marie Harrison, Partner – Consortium



An examination of how deep qualitative research and intelligent observation and analysis revealed the truth of a situation (adopting telephone detailing to existing customers of an older in-line brand alongside on-going representative support for a new product) which had not been recognised by earlier research, averting a potentially damaging impact upon long-term client:customer relationships.

14.45 Conference Training Sessions

Choose from one of the three training sessions on page 6.

15.30 Agency Fair (Tea/Coffee will be served in the Palace Suite Foyer & Kensington Suite)

An opportunity to meet agencies from across the business intelligence spectrum to see how you can encourage positivity using the ripple effect. There will be a chance for delegates visiting the stands to win a prize at the end of the day.

16.00 Biosimilar Challenges: a New Decade of Disruption

Vanessa Regester, Insights Manager – Roche UK and Adrienne Hoevers – den Hollander, Senior Research Manager – SKIM, Teresa Nolasco, Principal in Commercial Effectiveness – IQVIA



Biosimilars are on the rise and are challenging original brands at lower costs. To measure the impact of biosimilars on originator usage, market research is one method of developing these insights. However market research is not the only source of information, analogues can provide similar and/or additional information. What information can be provided by using which data source and how an originator company can benefit to develop their strategy, will be shared during this presentation.

16.30 BHBIA Annual General Meeting

Chaired by Nick Coolican Smith, BHBIA Chairman and Head of CRM & Technical Platform – Europe, Merck Serono Limited and Neil Reynolds, BHBIA Treasurer and Director of Research, medeConnect Healthcare Insight

The AGM is your chance to influence the key decisions on how the BHBIA is run and input into the initiatives we focus on. This session will explain how BHBIA finances are being managed to maximise funds available to drive our new initiatives forward and will include the results of the elections for the Board members who will take up their new posts immediately after the conference.

16.40 Response Rate Task Force Update

John Aitchison, Response Rate Task Force Co-Chair and Managing Director – First Line Research



A summary of progress and plans, response to the 2017 report, and examples of how members have been implementing the recommendations.

16.50 Keynote Speaker – Jem Rashbass, Public Health England

Jem Rashbass studied medicine at University College London, was a graduate student of Professor Sir John Gurdon in Cambridge, then trained in diagnostic pathology. He has worked on large-scale healthcare data systems for the last 25 years in a variety of different settings – first as an academic, then through national policy and within the health service. He is now the National Director for Disease Registration and Cancer Analysis in Public Health England and the PHE Cancer Lead. In this role he is responsible for 350 staff in the National Disease Registration Services in England.



He is the founder of Clinical and Biomedical Computing Ltd., which develops and delivers the online service "Medicines Complete" for the Pharmaceutical Press; this includes the British National Formulary, Martindale Drug Reference and Merck Index. In 2011 he launched a social enterprise, Health Data Insight C.I.C. to act as an ethical information intermediary for health data.

17.30 Agency Fair Prize Draw

17.35 End of Day One

19.15 Pre-Dinner Drinks Reception – Palace Suite Foyer

19.45 Gala Dinner – Palace Suite (Dress code: Black Tie)

21.30 BOBI Awards Ceremony

Hosted by Wilf Iliffe, 14 Four Analytics/BOBI Committee Chair and Kelly West, Boehringer Ingelheim/BOBI Awards Judge



22.30 Entertainment

Day 2 – Tuesday 15th May 2018

09.00 Registration and Agency Fair

An opportunity to meet agencies from across the business intelligence spectrum to see how you can encourage positivity using the ripple effect. There will be a chance for delegates visiting the stands to win a prize at the end of the day.

09.15 Introduction and Welcome from the BHBI Board

Jenny Dawson, BHBI Director and Business Analytics and Operations Lead, Strategic Insights and Analysis, Roche Products Ltd and Sarah Morley, BHBI Director and Senior Market Research Manager, Janssen-Cilag Ltd



09.30 Keynote Speaker – Dr Simon Moores

Simon Moores is the MD of Zentelligence (Research) Ltd, and a Vice Chairman of the Conservative Technology Forum. He is also Programme Director and Chair of the International eCrime Congress and a leading technology futurist.

A former government 'technology ambassador' Simon is the co-author of the Conservative Party's 'Digital Plan for Britain,' and is a director of the centre-right open market policy think tank, Aediles. He advises government, business and media on the evolution, development and application of eGovernment, internet-related technologies and their impact. He is also an expert on the trends and technology of politics, social media, e-crime and security, online government, and aviation.

As well as security issues, Simon considers the challenges of Big Data analytics, the fast evolving subject of Artificial Intelligence and how to tackle a rising volume and spectrum of sources, from RFID chips to social media. He looks at the many opportunities, risks and regulation around disruptive technology.

Simon's impressive breadth of knowledge spans from the IT and infrastructure side of technology to the rapidly developing areas of online, social and cloud computing. He covers the 'nuts and bolts' of acquiring, sorting and storing ever increasing amounts of data through to disruptive technologies and business strategies to deal with them.



10.10 Business Intelligence Ripples Informed by a 360° View of HCP Customers

Daniel Ghinn, Co-founder – CREATION and Akash Degan, Vice President, Business Development, Europe – SERMO



Now, more than ever, social media market research is informing new business strategies and becoming an effective tool to measure and refine tactics. As the next big stone causing ripples in the BI pond, this session will share insights comparing private and public HCP data to identify new opportunities in your business intelligence strategy.

10.40 Agency Fair (Tea/Coffee will be served in the Palace Suite Foyer & Kensington Suite)

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Market Research Stream

11.20 Creating Waves: Research is More than a Drop in the Ocean

Katy Milloy, Senior Consultant & Dan Wright, Consultant – Strategic North and Katy Shread, Business Insight Analyst – CV and Metabolic BU – AstraZeneca UK

How can research create waves across a business? We spend considerable time and effort designing and enhancing the research experience, but do we always give the same consideration to the delivery of results to reach and engage different functions across an organisation? Let's give greater thought to how we optimise our stakeholders' experience to increase energy, hype and buy-in around insights to maximize impact and the perceived value of MR.



Analytics Stream

11.20 Sales Force Strategies to Improve Performance

Dr Graham Leask, Associate Lecturer – Warwick University and Stewart Adkins, Director – PharmaForensic

Traditional sales management sets a strategy and assumes sales people carry it out. Under this model the role of sales management is to shift the mean sales curve to the right. In reality salespeople are individuals but coalesce around different ways of working. These "field force strategies" differ markedly in terms of sales effectiveness and results. Comparing the most effective strategies against the modal strategy offers powerful insights into what really works in your market.





(2 day attendance)

Market Research Stream

11.45 Behavioural Factors Make a Bigger Splash than Clinical Factors in Treatment Decisions



John Aitchison, Managing Director – First Line Research, Chris Harvey, Quantitative Research, Director – Revealing Reality and Eva Laparra, Group President – Medefield

Pharma seeks to persuade physicians via clinical messaging, believing that prescribing is heavily motivated by superior scientific and trial outcomes that naturally ripple-out across the medical fraternity. In contrast, we show how physician prescribing is led more by behavioural factors – like habit, social proof, loss aversion, and other biases – than by hard clinical evidence. We include findings from specially conducted primary research, and suggest a fresh approach to designing and testing HCP communications.

12.15 Silent Witness? The Untold Story of the Patient



Emily Stracey-South, Innovation Director – THE PLANNING SHOP and Dr Kate Khair, Consultant Nurse – Great Ormond Street Hospital

The Patient's world is wider and deeper than we think. The Patient is at the centre of their own Ripple Effect when it comes to managing their disease and the different 'witnesses' that become involved. In turn the patient is influenced back. We need to expand our horizon beyond capturing narrow patient 'moments' in research that depend on what the patient believes is important or is able to recall. We will introduce 'witnesses' of the Haemophilia Patient beyond the Carer to demonstrate the value of including alternative perspectives. By using real life examples in Haemophilia, we will demonstrate the types of insights that can be accessed through this approach to gain a more complete picture of disease and treatment impact, and what this means for brand building.

Analytics Stream

12.00 Exploration of Data for Knowledge – Predictive Analytics and Machine Learning



Vaneet Nayar, Director – SVMPharma

Machine learning platforms analyse linear and non-linear data, finding correlation between multivariate fields across 'Big Data'. Many companies adopt BIG DATA analytics as part of their business intelligence strategy however a gap exists in large dataset analytics and the availability of such tools in the pharmaceutical industry.

"...Behind every important business strategy, decisions are made based on information extracted from data. Over time data grows exponentially, becoming more complicated to effectively utilise for business decisions..."

12.30 Modern Data Architectures – Creating Ripples in the Lake



Al McEwen, Head of Capability Development – Thorogood

In a volatile, uncertain, complex and ambiguous world, leveraging the right data to inform and even automate decision making can give you a competitive advantage. As technology vendors continue to invest heavily in their data and analytics technologies, it can be hard to figure out which options are right for you and your organisation. This session will discuss BI & Analytics in an era of data lakes, big data, data virtualisation and cloud solutions, introducing some of the key concepts and architectural considerations.

13.00 Agency Fair (Lunch will be served in the Palace Suite Foyer & Kensington Suite)

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14.00 So you thought Pharma. Payer Research was Hard, Try doing it for a Government Organisation



Nick Merryfield, Chief Executive Officer – Verpora

An enlightening and entertaining session that focusses on the key learnings from a payer market research and data analytics projects undertaken on behalf of a government organisation. Listen to the key differences in recruiting payers for non-commercial supported work, understand how to increase payer response rates and uncover the hidden depths within NHS processes surrounding value-based agreements.

14.30 There's an App for That! How Mobile Audiences Affect Insights



Shaun Hawley, Senior Vice President, Global Supply, Global Healthcare Panels, Franco Esposito, Head of Business Development – EMEA – Lightspeed Health

You've heard enough people tell you to design mobile surveys, and given how much you use your smartphone it seems to make sense – but has anyone shown you what the actual implications are of going mobile? Our case study will. Showing you not only how designing surveys that fit around people's lives changes who you can reach; but also how their opinions on world matters, healthcare and technology change too – impacting insights you gain.

Day 2 – Tuesday 15th May 2018

14.45 Pharmacos at Risk as New Tech Players Win the RWE Landgrab

Stewart Adkins, Director – PharmaForensic

Data aggregators of Real World Evidence, combined with mobile tech/apps/wearables, have an opportunity to shift the balance of power towards payer/provider partnerships that put clinical outcomes at affordable costs first and foremost. In this scenario, pharmaceutical companies may be marginalized as suppliers of a single component of the treatment pathway.



15.15 Keynote Speaker – Chris West, European Partner – CounterAction “Rippleology!” – The True Meaning of Insight

Chris West was a founder and former Managing Director of Competitive Intelligence Services. He previously worked for Shell International, Eurofinance, a financial and economic consultancy based in Paris, Industrial Market Research Ltd. and Marketing Intelligence Services.

He has written and lectured extensively on marketing, market research and competitive intelligence. His published works include “Competitive Intelligence”, published in September 2001, “Marketing Research” published in February 1999. “Global Jumpstart – The Complete Resource to Expanding Small and Midsize Businesses” published in the US in December 1998, “Marketing on a Small Budget” and “Inflation – A Guide to Management Survival” published the 1980’s. He has also had articles published in the Harvard Business Review (“The Marketing of Unmentionables”) and the Business Strategy Review (“Permissive Marketing”).

Chris West is a Member of the Market Research Society.



16.05 Conference Awards and Prizes for Agency Fair

16.15 Conference Close

Day 1 – Conference Training Sessions

Session 1

How Consumer Research Innovations can Help Boost Health Intelligence

Jan Güse, Director Health, Western Europe – GfK Health

For all healthcare marketers who have been relying on proven market research methods to drive successful business plans, here are some insights that might open your mind to new opportunities. GfK’s Jan Guse presents an engaging session on innovative digital tools – from chat rooms to voice analysis and virtual reality. Used by themselves or in combination with tried-and-true market research, these approaches can strengthen health intelligence, resulting in more informed business strategies that look to the future. The presenter invites you to explore these new avenues of engagement with your most important stakeholders.

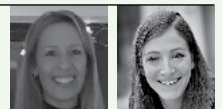


Session 2

Form Over Function?: Interrogating the Real Potential Behind ‘Whizzy’ Technology Offerings

Sarah Morley, Senior Market Research Manager – Janssen and Katy Irving, Research Director – HRW

In the race for a ripple effect, many pharma brands are turning to emerging digital technologies to engage their customers; wearable/implantable devices, apps, or virtual reality. But when it comes to testing these in a market research environment, how do we ensure form doesn’t triumph over function? In this case-study based training session we introduce a toolkit of factors from applied behavioural science that we all can use to dig deeper behind the ‘gimmick’ and identify whether technologies have real potential to make a difference and, critically, sustain engagement over time.



Session 3

‘Can’t Cope...Don’t Care’ Real People Make Bad Patients

Jon Chandler, Director – Branding Science, Malcolm Scott, Managing Director – Research Works and Chris Recaldin, Senior Research Executive – Branding Science

Traditionally the provision and delivery of pharma treatments has implicitly assumed a motivated, compliant patient; but real people don’t always look like this. People who are disorganised and chaotic, or who don’t believe they can influence their own health or who have different priorities, make poorly engaged patients. Different patient personalities may need and respond to very different kinds of support from pharma. This combined paper and workshop session will explore developing targeted patient nudges.



Dinner and BOBI Awards Ceremony

Monday 14th May

Panel-Judged Awards – Finalists

NEW Innovation in Data Collection and Fieldwork

Sponsored by:



"SERMO are pleased to sponsor the BOBI Award for 'Innovation in Data Collection and Fieldwork'. Data collection is the foundation on which business intelligence is built; and as the leader of global data collection for healthcare market research, we are proud to support an award which recognises these achievements."

Making a Difference Where it Counts: Accessing Reality in Advanced Oncology to Invigorate, Innovate, and Empower Delivery of Meaningful Solutions



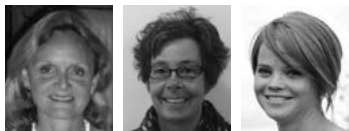
Andrew Bajorek, HRW
Kirsty Page, HRW
Rachel Donnellan, Roche Products Ltd
Eelke Roos, Roche Products Ltd

The Speed of Ultrasound: Innovating with Philips Healthcare



Muna Molyneux, C Space Health
Naomi Plummer, C Space Health
Jonathan Weait, Philips
Gerry Miteva, Philips

Ethnographic Research that Evaluates the Impact of Remote Patient Monitoring on how Renal Nurses Manage their Home Dialysis Patients



Mary Knowles, Loyalty Chain Ltd
Karen Wilson, Baxter Healthcare Ltd
Mariah Meagher, Baxter Healthcare Ltd

Best Business Impact

Sponsored by:



"Branding Science are both delighted and proud to sponsor the BOBI award for 'Best Business Impact'. The core of our mission at Branding Science is to provide compelling insights that inform strategy and drive action. Naturally, therefore, we are pleased to support an award that reminds our clients what we are all about and recognises the business impact that truly actionable insight can bring."

Reversing the fortunes of an aging product with a colourful segmentation



Stephen Ireland, Janssen
Jennifer Redfearn, Research Partnership
Richard Head, Research Partnership

Hidden Misconceptions and Burden of HMB



Kerry Kriel, Bayer plc
Keturah McElroy, Bayer plc
Karen Foster, Bryter Ltd
Jolene Imber, Bryter Ltd
Laurence Olding, Bryter Ltd

Rebooting Gilenya – working in partnership to revitalize an established MS brand



Steve Lowery, Red Leaf
Philippa Hammerton, Red Leaf
Alexa King, Novartis Pharmaceuticals UK Ltd
Emma Duff, Novartis Pharmaceuticals UK Ltd

The 'Optimising Engagement' Award

Sponsored by:

Wilmington
Healthcare

"Wilmington Healthcare is proud to sponsor the award for 'Optimising Engagement' at this year's BOBI Awards. This award embodies our core ethos of bringing data and market intelligence to life and providing effective and actionable insights for key stakeholders to transform outcomes for both patients and their organisation."

Innovating Customer Engagement: Customer Journey Mapping



James Macleod, Kantar Health

Rachel Dixon, Kantar Health

Chris Donaldson, Kantar Health

Richard Goosey, Kantar Health

Hicham Naim, Takeda

Making a Big Noise with the Voice of the Customer



Joanna Thompson, Adelphi Research UK

Rachel Medcalf, Adelphi Research UK

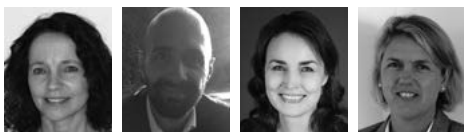
Francesca Trewartha, Adelphi Research UK

Giada Soprani, Roche Products Ltd

Karl Wilson, Roche Products Ltd

Helen Joyce, Roche Products Ltd

Delivering a payer-centric launch



Sharon Driver, Visions4Health

Steven Ferguson, Merck Serono Limited

Lisa Hansen, Merck Serono Limited

Kate Marlar, Merck Serono Limited (contractor – KDM Worldwide)

Sarah Green, Visions4Health

Lisa Jamieson, Visions4Health

Best Patient-Centric Approach

Sponsored by:

kudos
health

"As a premium healthcare data-collection provider, Kudos Health are proud to sponsor the BOBI 'Best Patient-Centric Approach' award. Making a real difference to patients' lives is something we care deeply about, and we know that insightful patient research is reliant on quality data. In the course of our research we excavate the stories that help to drive real understanding and action within the pharma industry. We are excited to help identify issues around needs, usability and effectiveness. It is vital work that helps put patients front and centre of the development of medical treatment and care."

Working with the NHS: Patient centric service co-design in Surrey Heartlands



Richard Stockley, Surrey Heartlands Health and Care Partnership

Tom Pugh, M3 Global Research

Hannah Brown, M3 Global Research

Are you really listening – putting the patient voice at the heart of IDA in IBD



Karen Petticrew, The EarthWorks Insights (an OPEN Health Company)

Diana Francis, Shield Therapeutics

Surita Gangarath, The EarthWorks Insights (an OPEN Health company)

Neil Rees, The EarthWorks Insights (an OPEN Health company)

Improving Patient Adherence: Combining Ethnography and Behavioural Science



Victoria Guyatt, Ipsos MORI

Eleanor Tait, Ipsos MORI

Andy Cawood, Ipsos MORI

Samar Mehta, Almirall

Excellence in Business Analytics

Sponsored by:



"IQVIA is proud to sponsor the "Excellence in Business Analytics" Award. IQVIA strives to help its customers deliver value through data and analytics, so we are delighted to recognise those who excel at gaining insight to drive better performance and achieve better patient outcomes."

Improving care for patients with heart attack



Matthew Beckett, CSL
Karen Fairbrother, AstraZeneca
Hetty McConnon, AstraZeneca
Dr Richard Jones, Portsmouth NHS Trust

Using NHS Rx data to drive cost efficiencies in the UK



Chris Reynolds, Teva UK
David Brown, QlickiT
David Heaster, Teva UK
Jayne East, Teva UK

Smart adherence devices in Diabetes – a real-world evidence study



Bors Hulesch, Brains and Cheek
Laura McDonald, Brains and Cheek
Jen Hatt, Brains and Cheek
Holger Bartos, Boehringer Ingelheim
Oliver Reuss, Boehringer Ingelheim

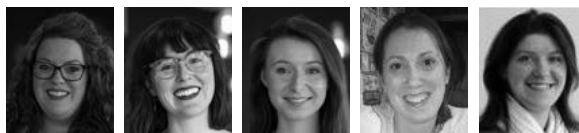
Best Customer Insight

Sponsored by:



"Kantar Millward Brown is proud to sponsor the 'Best Customer Insight' BOBI Award. Every day we empower our customers to make crucial strategic and tactical business decisions based on valuable data and insights. Being able to recognise companies that have used these insights to make meaningful differences to their key stakeholders is both exciting and rewarding for us as partners in the Healthcare Industry."

Changing the face of mental health through powerful consumer led insight



Naomi Plummer, C Space Health
Fiona Lacey, C Space Health
Kirsty Arbuckle, C Space Health
Nora Law, Nuffield Health
Charlotte Klahn, Nuffield Health

Project Keystone – How insights about decision making in lung cancer helped fundamentally change how novel tumour markers are being marketed



Patrick Bühler, Roche Diagnostics International Ltd – Centralised & Point of Care Solutions
Nidas Holme, Brains and Cheek
Catriona Gibb, Brains and Cheek
Jen Hatt, Brains and Cheek

Profiling HCV Customers for Better Outcomes



Steve Lowery, Red Leaf
Philippa Hammerton, Red Leaf
Sally Rajah, AbbVie Ltd

We would also like to thank GfK for hosting the shortlisting day for the Panel-Judged and Company of the Year Awards.

Additional Information

The Conference Papers, Training Sessions and Exhibitors information will be available to delegates in a secure restricted area of the website after the event. An email will be sent to delegates to confirm when they will be published.

WiFi log-in details

WiFi Network (SSID): Hotel Wireless

NetworkPassword: No password is required

Instructions: Open new internet browser and agree to T&C's

Don't forget to download the conference app. Search for "Attendify" in your App Store or Play Store.

Log in using the code: fennwa

Company of the Year Awards – Finalists

Pharma Company of the Year



Sponsored by:

“GfK Health are thrilled to be sponsoring the very prestigious ‘Pharma Company of the Year’ award. As an agency committed to delivering smart, trusted and relevant solutions, any opportunity to recognise those who are considered to be the best of the best, will be both an honour and privilege!”



Janssen



The shortlisting panel said:

This entry clearly explains the pride that the Business Intelligence & Business Operations team at Janssen take in their work. There is evidence of a deep focus on continued development for both processes and people as well as clear demonstration of involvement in projects affecting the wider business of Janssen and the healthcare industry, specifically patients. It’s clear that the team has drive and purpose, and is proud of their contribution to the business.



Sanofi



The shortlisting panel said:

A dynamic team who have grown and evolved substantially over the past year. There is a clear focus on the ‘what’, ‘how’ and more importantly ‘why’ ensuring everything they deliver is as impactful as possible. The team at Sanofi achieved a number key projects in the past 12 months which have demonstrated tangible benefits across the business. An entry written with passion that shows a focus on teamwork, collaboration and excellence.

Agency of the Year



Sponsored by: Perfect Data.

“SHC is a proud sponsor of the BOBI award for ‘Agency of the Year’. Offering nimble, collaborative, and client-focused solutions, SHC is committed to helping its clients develop their path to perfect data. We are honoured to recognize researchers who explore new and innovative approaches to answer their clients most challenging research questions.”



Adelphi Research UK



The shortlisting panel said:

This entry demonstrated clear points of differentiation that were strongly supported with benefits for the end user. The judges particularly liked the pro-bono partnership work as this shows the desire to make real changes within healthcare. There was also a strong sense of education coming through with the Market Access and Innovation initiatives, for the benefit of clients.



CSL (CompuFile Systems Ltd)



The shortlisting panel said:

This entry demonstrated strong differentiation points around team ethos, staff motivation/loyalty and working with the NHS. The partnership between the agency and NHS came across very well. There was a clearly thought out future strategy of innovation and improvements through leveraging data and systems in more effective ways.



HRW



The shortlisting panel said:

A really strong vision of 2018 aspirations and goals. This was a very well-structured entry, with use of the two themes (‘do it better’/‘sharing’) to give a framework to the submission. Also, the judges particularly liked the sharing of knowledge ethos. The Innovation Challenge stood out as an example of excellence in a pro-active approach to future problem-solving.

Best Newcomer – Finalists

Sponsored by: 

Hosted by: 

“medeConnect is delighted to sponsor the 2018 combined industry and agency ‘Best Newcomer’ competition, which continues to recognise the importance of newcomers to our industry and to celebrate their skills.”



BOBI Newcomer finalists

Kirsty Arbuckle	C Space Health	Nathan Hill	MSD	Charlotte Seeley-	THE PLANNING
Christian Atkinson	Adelphi Research UK	Shaun Lavender	MSD	Musgrave	SHOP
Toby Beusnard-Bee	Ipsos Healthcare	Chloe Lok	Branding Science	Victoria Stanway	Cogora
Grete Cvirkiene	SERMO	Isabella Muras-Struglinski	Janssen	Sian Thapar	HRW
Daniel Gallagher	Hall & Partners	Olivia Pilz-Lansley	GfK		
Estelle Gras	Sanofi	Rimante Salatkaite	SERMO		

Analyst Team of the Year – Finalists

Sponsored by: 
Once We Understand; Change Results.

“SCIO Health Analytics is proud to sponsor the BOBI award for ‘Analyst/Analyst Team of the Year’. SCIO is committed to providing analytic solutions and services that transform data into actionable insights. Therefore, we are pleased to support an award that enables Analysts to showcase their skills in turning data into an engaging story that delivers value and drives improved performance across sales teams.”

Ashfield:



James Atley **Jeff Nicholson** **Andy Marnoch** **Mark Neate**

Sanofi, Diabetes & Cardiovascular:



Paul O’Nions **Audrey Turner** **Carmina Alvaro** **Darren Humble** **Asif Ashraf** **Estelle Gras**

Blue Latitude Health:



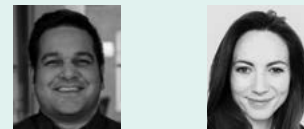
Pany Koizi **David Wood** **Will Frostick** **Sarah White** **Stuart Goodman**

First Line Research:



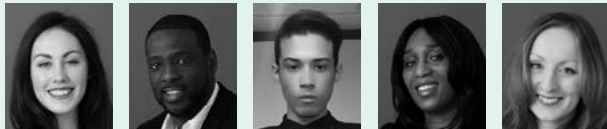
Mark Wills **John Aitchison**

Inicio Consulting/KES Consultancy:



Samir Paul **Kate Stevens**
Inicio Consulting KES Consultancy

Cogora:



Victoria Stanway **Ejike Nwokoro** **James Stott** **Chantal Hinds** **Ellen Murphy**

Thanks also to our other BOBI sponsors:

Entry Brochure



Official Photographs



Champagne Reception



Media Partner



We would also like to thank all the judges, all those involved in organising the Best Newcomer and Analyst Team of the Year competitions and all the members of the BOBI Committee who have made this year’s BOBI Awards possible.

BHBIA 2018 Calendar at a glance...

MAY

14-15th May

Annual Conference: 'The Ripple Effect'
and BOBI Awards Ceremony

24th May – Optimising Tracking Studies

Members only: Free

The healthcare market is dynamic. For brands to reach their full potential, tracking is vital to pharma – but in practice trackers sometimes either cease to evolve, or, conversely, change beyond recognition, both of which are counter-productive to their purpose. This webinar will explore how to avoid the 'Seven Deadly Sins' of tracking research and ensure that tracking studies are kept on track, live and current, making valued contributions to brand growth.

JUNE

7th June

Living with GDPR – What it Means Now it's Here
– Seminar

12th June – Latest Thinking in Field Force Excellence

Members: £655 + VAT **Non-Members:** £755 + VAT

This workshop is suitable for business intelligence professionals with up to 3 years' experience who would like a refresher on the aspects of the role that they may not be engaged in on a day to day basis. It's also ideal for those moving into the pharmaceutical analytics space. Topics will include the latest thinking and best practice for incentive scheme design, segmentation and targeting, field team structuring, target setting methodology and performance reporting. We've planned an intensive day with an early start, delegates are encouraged to take up the option of an overnight stay on the Monday night to informally network with other participants and convenors to ensure an interactive session the following day.

20th June – How to Better Understand and Engage with NHS Payers

Members: £295 + VAT **Non-Members:** £350 + VAT

This workshop will demystify the NHS to provide delegates with a clear understanding of payer roles, objectives and decision-making processes, to help you optimise your access research in terms of both the approach and the outputs and insights for key brands. The session will also look at harnessing the power of data to improve the NHS – there is a real opportunity for pharma to help shape NHS services by gathering data around relevant disease areas and identifying where it can help to improve patient outcomes and save money, allowing you to tailor value propositions and optimise resources to reach the right stakeholders, improve engagement and ensure sustainable outcomes. (Half-day workshop – afternoon)

JULY

5th July – Introduction to UK Pharma Forecasting

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop will look at the multiple roles and requirements of forecasts within companies including interactions between HQ and local affiliates and covering both pre-launch and launched brands, at national and sub-national levels. UK-focused business analysts will leave with a clear understanding of data, extrapolation techniques and Excel skills and the ability to start rapidly producing their own forecasts. Suitable for delegates with no previous forecasting experience, although you should have basic Excel skills.

SEPTEMBER

6th September

Members' Exchange Forum
and Summer Evening Event

20th September – Introduction to the Pharmaceutical Industry and Business Intelligence Practice

Members: £275 + VAT **Non-Members:** £375 + VAT

This workshop is ideal for placement students and short-term interns working in business intelligence and related areas in both pharmaceutical companies and agencies. Help your students to hit the ground running with this overview of the pharmaceutical industry and where business intelligence fits in, run by experienced BI professionals.

21st September – Compliance Do's and Don'ts when Using Secondary Data for UK Healthcare BI

Members only: Free

The BHBIA has produced a comprehensive set of guidelines on the legal and ethical implications of using secondary data for business intelligence purposes such as database building or customer relationship management. The guidance includes data protection requirements and tells you what you must and mustn't do from a legal standpoint, protecting you, your data and those that provide the data. In this webinar we will provide an overview of the guides that are available online and direct you to right ones to get the answers to your key questions.

27th September – Empowering the Analyst 1 – Influencing without Authority

Members: £449 + VAT **Non-Members:** £549 + VAT

If you missed this successful workshop, originally run in March 2017, here's another chance to attend. Our objective is to help analysts move towards being business partners rather than just providers of data. Learn how to influence your key stakeholders so that you can go beyond data analysis to explain the 'why' as well as the 'what'. Gain the confidence to challenge requests, learn to say 'no' appropriately, understand and identify working styles of yourself and your stakeholders with the goal of becoming a trusted business partner through adding additional value beyond the provision of data to the business.

OCTOBER

5th October – Forecasting: Answering the Questions Behind the Question

Members only: Free

On their journey of new product development, pharmaceutical companies face a plethora of decisions that require input from customers. Often, this involves a forecast of the future market landscape to predict if, how and how much the product might be adopted. However, forecasting can take many shapes depending on the context and underlying business questions – for instance: which types of patients will be most eligible to receive the new product and which variations of the product profile elicit the most positive market potential? Or how to find analogs in niche indications? In this Webinar, we will discuss important considerations in setting up a forecasting study, including the most appropriate approach in answering different business questions.

9th October – Optimising Segmentation

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop will be in two parts: Part one will explore what business challenges segmentation can answer and when to perform it, the different types, tools and analytics used, a framework for successful segmentation projects and how to develop outputs/impactful results. Part two will focus on implementation – i.e. embedding customer segments within a pharma company's business

and practical tips for how to make segmentation work in practice. The segments need to resonate with everyone that touches the brand, and every customer should understand the benefits of having their needs as the core focus of the organisation.

16th October – Future Developments in Analytics

Members: £295 + VAT **Non-Members:** £350 + VAT

Our expert speakers will share ideas and provide a platform for discussion on how as an industry we can take the complexities of our data and synthesise it into actionable insights that can help shape business aspirations. How should we manage the changing requirements for new skills such as predictive analytics and data mining? How should we evolve to embrace new approaches, technologies, data sources and methodologies to address the needs of the future?

NOVEMBER

6-8th November – Introduction to Pharmaceutical Business Intelligence and Market Research

Members: £1,170 + VAT **Non-Members:** £1,330 + VAT

This three-day residential course for newer researchers provides a thorough understanding of market research and business information practice, through 'hands-on' workshops covering data resources, research techniques and other key areas. Whether you work in a pharma company or a research agency, the course will also enhance your working relationships through giving you a better understanding of what it's like on the 'other side of the fence'.

9th November – Survey Optimisation

Members only: Free

This webinar will explore the principles of designing and optimising surveys for healthcare research, based on experience and research into what gets the best results. We will use case studies and examples to demonstrate how to design surveys which get the data required, without bias and with enjoyed participation from participants.

15th November – Uncovering the Unconscious in Qualitative Market Research

Members: £449 + VAT **Non-Members:** £549 + VAT

The unconscious mind is the seat of our motivations. It communicates in feelings, not words. Market researchers are continually exploring new, innovative ways to uncover the unconscious drivers of behaviour. Expert speakers will invite delegates to consider techniques from psychology, counseling, life coaching and the Samaritans and learn how engaging respondents in purposeful dialogue can get to the root of almost everything. Traditional methods of eliciting information will be firmly challenged and the self-awareness of the researcher will be explored, in terms of how this impacts on the research process.

DECEMBER

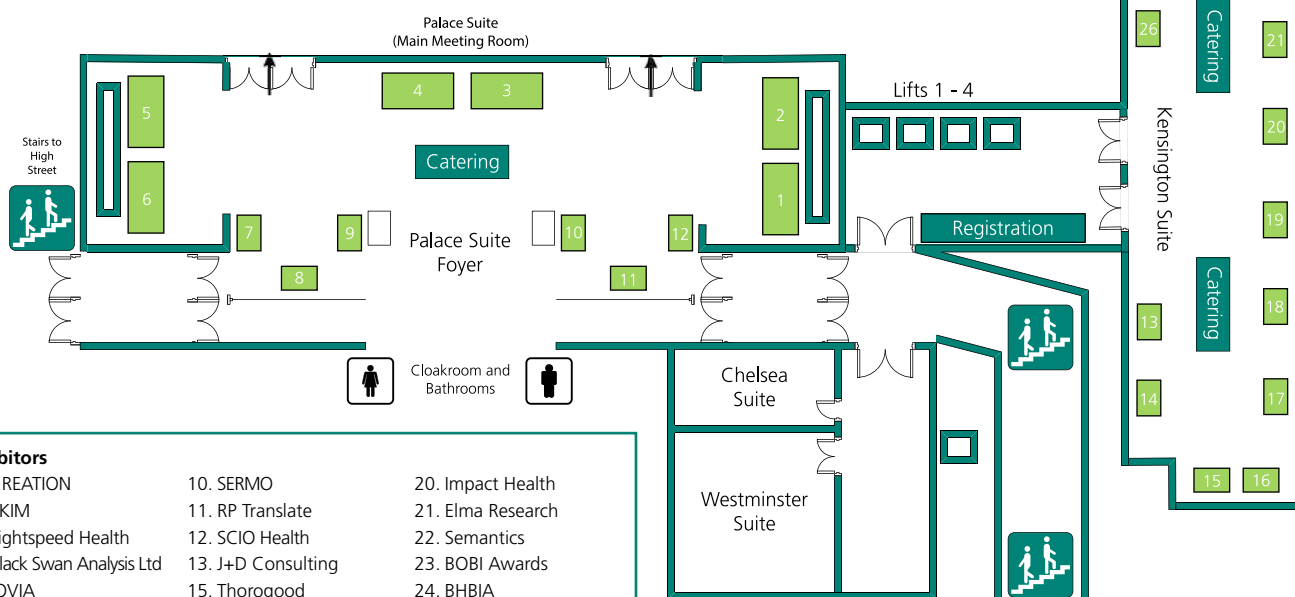
7th December

Winter Seminar

Key


- Foundation Training
- One Day Workshops
- Ethics and Guidelines
- Webinars

Floor Plan and Exhibitor Information



Exhibitors		
2. CREATION	10. SERMO	20. Impact Health
3. SKIM	11. RP Translate	21. Elma Research
4. Lightspeed Health	12. SCIO Health	22. Semantics
5. Black Swan Analysis Ltd	13. J+D Consulting	23. BOBI Awards
6. IQVIA	15. Thorogood	24. BHRIA
7. Adelphi Research UK	17. SurveyHealthcare (SHC)	25. BHRIA Ethics and Compliance
8. Liberating Research	18. Medefield	26. Qual World
9. Fieldwork International	19. Reframe Research	

2. CREATION

 CREATION have worked in the healthcare sector for nearly two decades. In 2012, we developed CREATION Pinpoint – a unique technology platform allowing us to isolate conversations among healthcare professionals on social media. The data is then turned into customised market research insights used to improve engagement with healthcare professionals both on and offline. We help clients:

- Know which healthcare professionals are leading online conversation in their therapy area
- Tailor messaging based on what is being said around their/competitor products
- Identify where to engage with HCPs online
- Create resources HCPs will share
- Prepare answers to identified unmet needs

Learn how HCPs are responding to industry news
www.creation.co

and qualitative research. As trusted partners, we understand that it is our job to make research flexible and easy for our clients. It is our mission to use our experience, talent and passion to help you illuminate insights so that you can make your most important business decisions. By combining our healthcare industry specialization with the panel expertise and global strength of Lightspeed, Lightspeed Health empowers our clients by shining a light on today's complex healthcare environment.
www.lightspeed-health.com

industry knowledge. Formed through the merger of IMS Health and Quintiles, IQVIA has approximately 55,000 employees worldwide.
www.iqvia.com

3. SKIM Healthcare

 We are a refreshingly human healthcare insights agency with offices in the UK, Europe, the Americas and Asia. SKIM people are research heavyweights specialized in understanding decision behaviour in the healthcare world. Clients trust us for our critical thinking – we convert tough business questions into easy-to-grasp reporting and actionable answers. We love what we do and it's infectious. Committed to our analytical roots, team SKIM is constantly evolving, inventing and innovating to help you perform better.
www.skimgroup.com


5. Black Swan Analysis

 Black Swan Analysis is an agile agency that specialises in delivering robust valuations and commercialisation plans for the healthcare industry. With the flexibility to approach complex issues, and the capability to leverage our internal expertise, we are best positioned to help find your optimal solution. Our areas of expertise include forecasting excellence and patient segmentation which are supported by an array of proprietary tools such as comprehensive epidemiology & pricing databases. Our philosophy at Black Swan is to create a collaborative environment that enables us to provide an unparalleled level of satisfaction & quality to our clients.
www.blackswan-analysis.co.uk

7. Adelphi Research UK

 Interested in novel ways to apply Neuroscience to research? Like games? Like Chocolate? If yes, come and see us! Adelphi Research UK is a healthcare insight agency that blends robust primary market research with a consultancy approach. We offer innovative solutions to our clients and help them to think differently. We are passionate about engaging both respondents and clients through exciting research and inspiring deliverables. This year we'll be showcasing our implicit associations and SMR approaches as well as ways of moving people away from stereotypical responses using inventive gamification techniques.
www.adelphiresearchuk.co.uk

4. Lightspeed Health

 Lightspeed Health leverages its award-winning industry expertise and local market knowledge to reach key stakeholders for quantitative

6. IQVIA

 IQVIA (NYSE:IQV) is a leading global provider of information, innovative technology solutions and contract research services dedicated to using analytics and science to help healthcare stakeholders find better solutions for their patients. Solutions are powered by the IQVIA CORE™, which combines big data, advanced technology, analytics and extensive

8. Liberating Research

 Liberating Research is a health research community for Patients in Europe and the United States. Specialists in healthcare fieldwork, our custom platform allows our community to take part in online, phone or in-person market research relating to their condition, so they can get paid, raise money for charity and help research all at the same time. Started by a Multiple Sclerosis patient we are experts in hard to reach patients and unusual methodologies, recent projects range from qualitative research with metastatic cancer patients to an international quant project with over 1500 HIV patients and partners across 9 countries.
www.liberatingresearch.com

9. Fieldwork International



Fieldwork International has been at the forefront of healthcare data collection, delivering to

clients on a global scale since 1992. Our Field Services team has extensive industry knowledge and unparalleled understanding of therapeutic areas, conducting online, in-person and telephone interviews with Healthcare Professionals and patients across 46 countries for over 25 years. Our services include qualitative and quantitative fieldwork planning and execution, augmented by our global online physician panel and broad portfolio of expert healthcare services to meet our client's research needs. www.fieldworkinternational.com

10. SERMO



SERMO is the leading global social network for physicians where close to 800,000 fully verified

and licensed physicians from more than 150 countries talk real-world medicine, review what peers think of different treatment options – including ratings and comments on prescription drugs – collectively solve cases, respond to healthcare polls, and earn honorarium from surveys.

Drug Ratings was developed by SERMO and SERMO physicians. The statistical methodology behind Ratings was developed and verified independently by biostatistics consultants led by Lee-Jen Wei of the Blue Null Consulting Group.

SERMO is also the world's largest healthcare professional (HCP) polling company. The SERMO research network is comprised of 1.8 million HCPs and includes 40 percent of the U.S. physician population. Most of the 700,000 surveys SERMO conducts annually are among specialist physicians – over 70 percent of physician members are specialists. www.SERMO.com

11. RP Translate



Understanding the world's peoples, raising the quality of insight

Precision and sensitivity are critical for MedPharma and Healthcare research. Helping and advising you to deliver great insights to your clients by applying our linguistic knowledge, research expertise and passion, our hand-picked pool of international HCPs, medical experts and pharmaceutical translators coupled with our unique 5-stage quality verification process ensures up-to-date, pin-point accuracy across all your markets. Commitment to being the best shines through every member of our team: MA-qualified, BHBA-certified, MRS-trained, GDPR-aware and compliant. We want you to be able to take a back-seat and trust in your translations. www.rptranslate.com

12. SCIO Health Analytics



Based in West Hartford, Connecticut, SCIO Health Analytics is a leading health analytics solution and services company. It serves over 100 healthcare organizations representing over 130 million covered lives across the continuum including providers, health plans, PBMs, employers, health services and global life sciences companies.

SCIO provides predictive analytic solutions and services that transform data into actionable insights, helping healthcare organizations create the understanding that drives change and proven outcomes. SCIO delivers more than \$540 million in client value annually through the elimination

of healthcare waste and improved performance associated with its reimbursement and care optimization solutions.

Through SCIO's value-based approach that enables healthcare organizations to reduce the total cost of care while improving care quality, SCIO is dedicated to helping our clients solve the underlying issues that lead to excessive spending and suboptimal outcomes.

www.sciohealthanalytics.com

13. J+D Consulting



We are J+D, experts in Pharmaceutical Forecasting. We believe in making the complex, simple. Established over 15 years ago, as well as offering

training and MR; we help our clients make the appropriate choices about data, forecasting methodologies and model design. All our solutions are delivered through easy to use, engaging and interactive platforms which captivate audiences.

We have created a range of products and services to support key business decisions for New Product Planning, Strategic and Operational Forecasting, Brand Planning and Implementation.

www.janddconsulting.net

15. Thorogood



Thorogood is a professional services firm specialising in Business Intelligence and Analytics solutions, strategies and services. We help the world's top organisations in the Pharmaceuticals, Healthcare, Consumer Goods, Insurance and Banking sectors to gain valuable insights into their business and the market in which they operate. We partner with the leading technology vendors to provide analytical solutions that enable our clients to achieve their business goals through data-driven decision making.

www.thorogood.com

17. SurveyHealthcare (SHC)



For over 15 years, SurveyHealthcare (SHC), formally SHC Universal, has been a leader in healthcare market research, specializing in online survey

data collection services that include quantitative and qualitative healthcare research, panel recruitment, programming and fieldwork management. By working directly with market research agencies and consultancies, we support pharmaceutical and medical device companies in making decisions that affect health outcomes. We do this by providing access to our global panel of 2M+ HCPs including physicians, allied healthcare professionals, payors, patients, caregivers and key opinion leaders (KOLs) from the US, Canada and EU5. All of our HCP survey respondents are profiled and verified in order to provide you with the most qualified healthcare perspective. Leveraging customized solutions via our proprietary technology suite, we work collaboratively with our clients to address their unique, individual needs and achieve their data research goals. With a knowledgeable team of industry experts across our global locations, we pride ourselves on providing 24-hour, top-notch client coverage, to deliver perfect data on time and within budget. www.sciohealthanalytics.com

18. Medefield



Medefield is a leading provider of global online physician engagement and

fieldwork services to the healthcare market research industry. Medefield is powered by LiMA (Leaders in Medicine Atlas), the largest physician directory in the world, with 4M+ fully vetted physician profiles.

Medefield offers a solution to our industry's present threats of declining response rates, disingenuous respondents, and fraud. With its unique MedeLists approach, Medefield ensures that every respondent is recruited from a vetted list, either through matching client provided target lists against our proprietary LiMA Directory or in the absence of a client list, using a LiMA-generated list. www.medefield.com

19. Reframe Research



Reframe Research provides pharmaceutical market insight services at a 'fair rate' to clients

and executives, via our EU/UK-based pool of senior pharma insight professionals with global and client-side experience, through:

- Flexible Interim Cover: interim/contract cover for pharmaceutical market insight professionals; short/long-term needs (e.g. vacancies, excess workload, etc)
- Dashboard Development & Management: bespoke to brands

- Full Service Market Research: Qual & Quant

Our team is passionate about providing high quality expertise whilst being reliable, responsible and dependable, fitting in as part of your team. We can hit the ground running! Reframe Research provides higher levels of insight for your brands www.reframe-research.com

20. Impact Health



Impact Health is a full service healthcare market research agency.

Our dedicated, experienced senior team offers global bespoke qual and quantitative solutions to help you answer your most pressing business questions and build an insight-driven plan for continued success.

Our sector expertise, active listening and strategic thinking on each project are the reasons our clients value working with us.

After our biologic strategy talk last year, we invite you to drop by our stall and join us in debating sustainability in the biosimilars market and how the long term ripple effects of today's decisions may play out in the future. www.impacthealthmr.com

21. Elma Research



Elma Research is a wellspring of ideas, a professional explorer eager to uncover Insights. An innovator armed with creative and bold thinking, we have been by your side when you make the big decision since 2008. Unique and always on the go, because rationality will only take you from A to B, imagination will take you everywhere. www.elmaresearch.com

22. Semantics



Semantics is the independent qualitative fieldwork agency for Healthcare Market Research.

With a strong focus on Pricing, Reimbursement and Market Access, Semantics has an unparalleled capability to reach Payors and Key Influencers of Local, Regional and National level in over 50 countries around the world.

In addition to our PRMA services, we conduct Qualitative and Quantitative Research with healthcare professionals and patients in any therapeutic area, from Primary Care Physicians and Nurses to Specialists of KOL status. We organise and execute Telephone Depth Interviews, Focus Groups, Advisory Boards, Workshops, Ethnographic Research and Online Surveys globally.

Founded in 2009, Semantics has 12 full time staff and over 50 freelancers. Our head office is in London.
www.semantics-mr.com

23. BOBI Awards



Would you like to get the lowdown on this year's BOBI entries? Do you want to know more about the winners? The BOBI

area at Conference is the place to go. There will be a poster display in the Palace Suite Foyer with details of all the finalists, and you can visit our stand to take a look at highlights from some of the entries in the Analyst Team of the Year competition and to see the videos produced by some of the Agency of the Year finalists. Look out for BOBI Committee members wearing special badges and feel free to collar us with your questions, feedback or suggestions for next year.

24. BHBIA



Come to the BHBIA stand to find out about all the training and events that are coming up during the rest of

2018, and the other benefits available to you as a BHBIA member. You can also find out more about the 'Reversing the decline in HCP participation' (MR Response Rates) initiative and the joint BHBIA/EphMRA Fieldwork Forum 'Screener Design and Best Practice' guidance, which provides practical tips to support the Response Rate Task Force's key recommendations. If you have any questions, comments or suggestions, members of the Board will be on hand over the course of the two days and would love to hear from you.

25. BHBIA Ethics & Compliance



Meet members of the Ethics & Compliance Committee and let us know what issues you are currently facing – for example what, if any, are your concerns in the final countdown to implementation of

the General Data Protection Regulation (GDPR) or the future changes to adverse event reporting when AEs are collected directly from patients/consumers? You can put your specific questions to us, in confidence, and we'll answer them straightaway if we can, or come back to you shortly after the event with a response. You will be able to see copies of the latest in our series of GDPR Guides, as well as our Guidelines for the Use of Secondary Data and market research 'Quick Guides'. We invite you to let us know what you think are the priorities that the Ethics & Compliance Committee should be tackling in 2018-19, as we are here to represent all BHBIA members' interests.

26. QualWorld



QualWorld is an independent fieldwork provider specializing in qualitative market research for the healthcare and pharmaceutical industry.

With our permanent staff in 7 countries and our team of 300+ freelancers/partners in 40+ countries, we offer global solutions to all qualitative healthcare fieldwork needs, with the convenience of a single point-

Sponsor Information

Water Bottles



M3 Global Research, part of M3 Inc., provides market research recruitment, data collection, and support services reaching respondents in 248 markets across 70 countries worldwide with a strong emphasis on the healthcare space. Working in highly regulated industries, M3 maintains ISO 26362 and 27001 certifications, providing data collection and project management capabilities covering a broad spectrum of quantitative and qualitative techniques.
www.m3globalresearch.com

Delegate Bags



Lightspeed Health leverages its award-winning industry expertise and local market knowledge to reach key stakeholders for quantitative and qualitative research. As trusted partners, we understand that it is our job to make research flexible and easy for our clients. It is our mission to use our experience, talent and passion to help you illuminate insights so that you can make your most important business decisions. By combining our healthcare industry specialization with the panel expertise and global strength of Lightspeed, Lightspeed Health empowers our clients by shining a light on today's complex healthcare environment.
www.lightspeed-health.com

Lanyards



Incite is a strategic research consultancy. We unearth and interpret insights about your brand and your business that help you think more clearly, plan more effectively, and create real, lasting change.

We unlock opportunity.

We are a team of experienced practitioners using a systematic approach. We hire and train the best in the industry. We're people who love a challenge: inquisitive, open-minded and determined to get to the root of your issue. The kind of people whose idea of a good day is one spent with you, solving your problems.
www.incite.ws

Notepads



Bryter is a primary market research agency working for the world's top healthcare, technology, telecommunications and manufacturing organisations. We combine the latest thinking with innovative methodologies, to deliver deep and meaningful insights that help business understand customers better. We work with clients in over 50 countries in B2B, consumer, and healthcare sectors.

Bryter's areas of expertise include research for communications development, e-health, early-stage asset development, and rare diseases.

From our offices in the UK and United States we have a global reach supporting global and local-affiliate clients across a massive range of disease areas and study types.
www.bryter-uk.com

Pens



Black Swan Analysis is an agile agency that specialises in delivering robust valuations and commercialisation plans for the healthcare industry. With the flexibility to approach complex issues, and the capability to leverage our internal expertise, we are best positioned to help find your optimal solution.

Our areas of expertise include forecasting excellence and patient segmentation which are supported by an array of proprietary tools such as comprehensive epidemiology & pricing databases.

Our philosophy at Black Swan is to create a collaborative environment that enables us to provide an unparalleled level of satisfaction & quality to our clients.
www.blackswan-analysis.co.uk

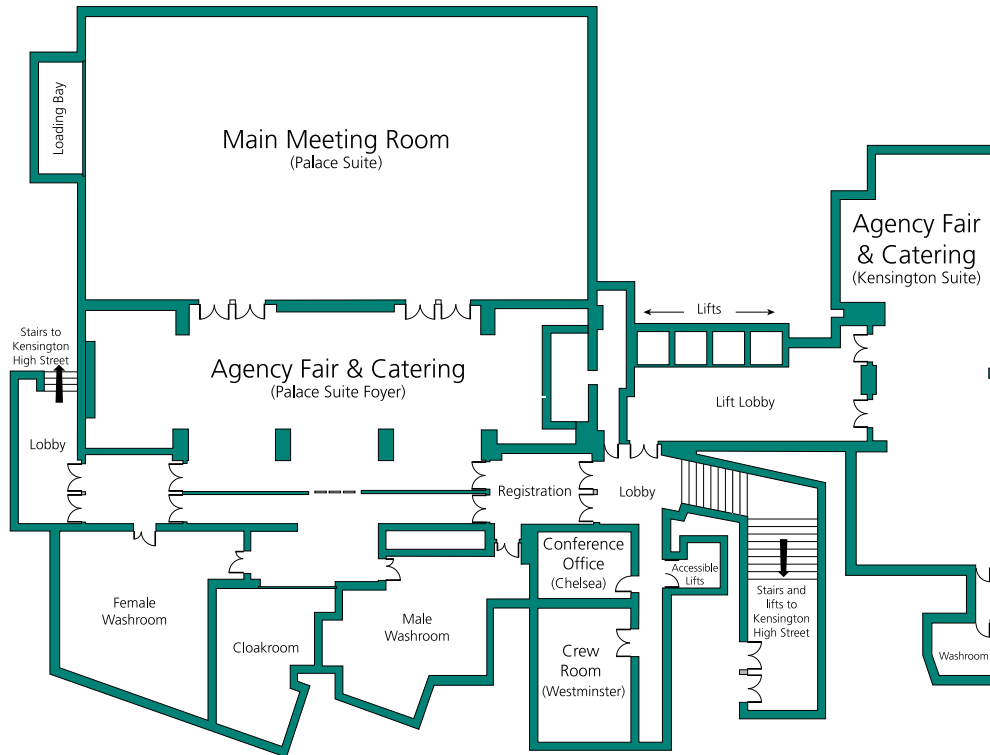
of-contact, local expertise and the tailored, top quality services of a boutique agency.

Every one of our project managers has 3 to 20+ years of experience in healthcare market research and brings a unique local, methodological or therapeutic expertise. Our truly international team speaks 10+ different languages.

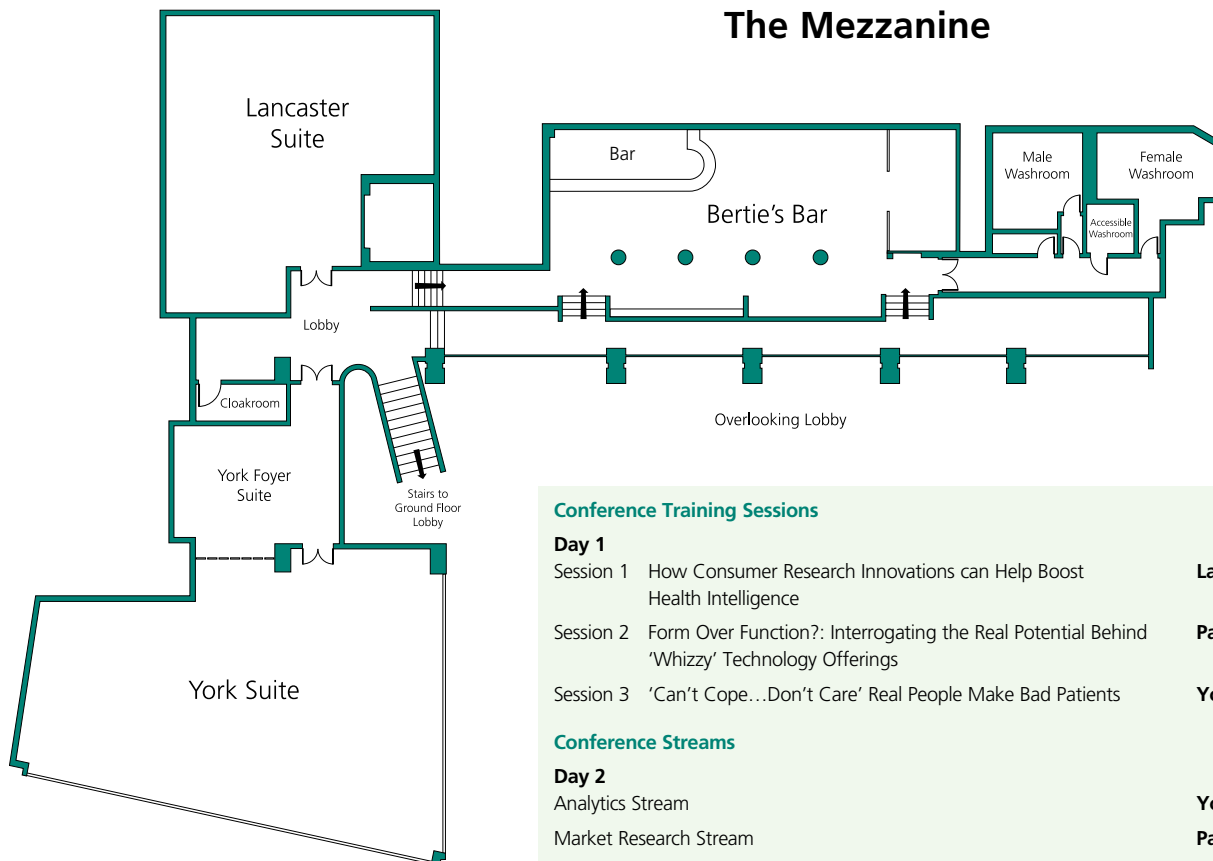
www.qual-world.com

Venue Floor Plan

Lower Ground Floor



The Mezzanine



Conference Training Sessions

Day 1

- | | | |
|-----------|--|------------------------|
| Session 1 | How Consumer Research Innovations can Help Boost Health Intelligence | Lancaster Suite |
| Session 2 | Form Over Function?: Interrogating the Real Potential Behind 'Whizzy' Technology Offerings | Palace Suite |
| Session 3 | 'Can't Cope...Don't Care' Real People Make Bad Patients | York Suite |

Conference Streams

Day 2

- | | |
|------------------------|---------------------|
| Analytics Stream | York Suite |
| Market Research Stream | Palace Suite |