

The BHBIA logo consists of the letters 'BHBIA' in a white, sans-serif font, enclosed within a white, stylized oval shape that resembles a swoosh or a partial circle.The text 'bhb2019' is written in a white, lowercase, sans-serif font, centered within a teal diamond shape that is superimposed over a background image of a conference.

# ANNUAL CONFERENCE

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DE VERE BEAUMONT ESTATE  
OLD WINDSOR, BERKSHIRE

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13-14 MAY 2019 • ANNUAL CONFERENCE

The BOBI awards logo features the words 'BOBI' and 'awards' in a white, sans-serif font, stacked vertically. The text is enclosed within a white, stylized oval shape that resembles a swoosh or a partial circle.

best of business intelligence

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BOBI Awards Ceremony  
Monday 13th May 2019

Follow us on  @BHBIAssociation  
#BHBIA19 and #BOBIawards

# DAY 1 – MONDAY 13TH MAY 2019

## 09.00 Registration and Agency Fair

An opportunity to meet agencies from across the business intelligence spectrum to see how you can encourage innovation. 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 BHBA Board

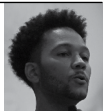
Nick Coolican-Smith – BHBA Chairman



## 09.45 Keynote Speaker – Anthony Bennett

Inspirational Speaker & Survivor of Devastating Illness as a Young Adult

Following a trip to Disneyland in 2006 Anthony fell ill with what he thought was a cold. Within two days he suffered 3 life threatening viral infections, had a 10% chance of survival and had to be resuscitated 12 times. Amazingly Anthony survived. After making a full recovery Anthony went on to help Great Ormond Street Hospital win a £7.5m partnership. He now shares his incredible story of combating all odds to gain a second chance at life and his thought-provoking keynote uplifts the hearts and minds of all listening.



## 10.30 The Doctor is Snapchatting: Healthcare Market Research for Millennials and Gen. Z

Neil Phillips, Head of Data – M3 Global Research and Tim Russell, Vice President of Business Development – Doctors.net.uk/M3 (EU)



Your respondent was born in 1994. She has 5,242 followers on YouTube, hates Twitter, and thinks Facebook is 'for old people'. As telemedicine revolutionises the doctor-patient interface, millennial and generation Z medics are quietly transforming the way we will need to carry out recruitment, incentivisation and manage LOIS. Alongside Doctors.net.uk and a panel of their members, we will share proprietary data that represents a blueprint for how the industry should respond to these changing needs.

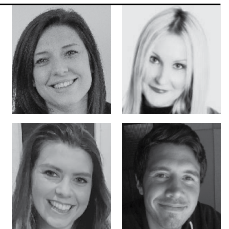
## 11.05 Agency Fair (Tea/Coffee will be served in the Hanover Lounge and Beaumont Suite)

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

## 11.45 Should We Fear Alexa or Embrace and Accept Her?

Becky Hulme, Consultant – Strategic North, Andree Bates, Chief Executive Officer – Eularius, Zoe Rader, Market Research and Competitive Intelligence Analyst – Chiesi Pharma UK and Steve Old, Public Cloud Specialist Team Lead – Claranet

Exploring how Artificial intelligence will change the face of market research, looking specifically at machine learning and robots. The presentation brings together experts in technology, AI and market research to debate what these changes might mean for our industry and what steps we can take today to remain relevant in the future.



## 12.15 The Emperor's New Clothes

Matt Brooks, Partner – BPR Pharma, Bridget Pumfrey, Partner – BPR Pharma and Vicky Davies, Research Director – BPR Pharma

BPR Pharma explores the much under-rated art of 'real research', which is all about finding more natural and inventive ways to conduct research rather than jumping on the latest innovation bandwagon. The session is inspired by the idiom of 'The Emperor's New Clothes', where no one believes, but everyone believes that everyone else believes!



## 12.40 Q&A

## 12.50 Agency Fair (Lunch will be served in the Hanover Lounge and Beaumont Suite)

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## 14.15 The Only Way is Ethics – A Year in the Life of Compliance

Catherine Ayland – BHBA Ethics Advisor and Independent Consultant, Matt Beckett, Chair of the BHBA's Ethics & Compliance Committee and Managing Director – CSL (CompuFile Systems Ltd) and Claudia Wing – Business Insight Director, GSK and BHBA Ethics Guidelines Team

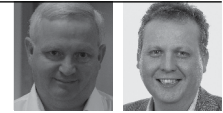
We're here to talk compliance but we're not going to drag you kicking and screaming through a whole series of rules and regulations. The BHBA's Ethics & Compliance Committee want to give you a behind the scenes look at the making of policy and guidelines to help and encourage all members to engage with us and see the positive impact good compliance can have on your business's efficiency, revenue and reputation.



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## 14.40 Annual General Meeting

**Nick Coolican Smith – BH&IA Chairman and Neil Reynolds, BH&IA Treasurer and Director of Research – medeConnect Healthcare Insight**



The AGM is your chance to influence the key decisions on how the BH&IA is run and input into the initiatives we focus on. This session will explain how BH&IA 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.

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## 15.10 Agency Fair (Tea/Coffee will be served in the Hanover Lounge and Beaumont Suite)

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## 15.40 Conference Training Sessions

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

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## 16.30 SoapBox Session

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### 1: Change Partners

**Marie Harrison, Partner – Consortium**

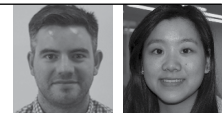


This paper is an opinion piece that aims to inform, illuminate and motivate. We will be sharing some aspects of an interesting and fruitful partnership that added significant value to our research. Our engagement in this atypical partnership asked and suggested answers to some fundamental questions:

- What counts as information?
  - What should be regarded as legitimate sources?
  - How can we tap into these wider sources and deliver more efficient, more insightful research?
- 

### 2: How Do You Know if You Are Really Finding the Best Experts?

**Andrew Cavill – Branding Science and Chloe Lok – Branding Science**



Utilising AI and machine learning to recruit and map KOLs offers a more efficient, more accurate, faster, and cost effective way to market map the real experts in a desired field. It is now possible to search for, filters and selects the most relevant individuals online... It's not just about how many papers they've published, but also about the level of influence they exert amongst their peers.

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### 3: Reversing the Decline in HCP Participation – Time for Change

**John Aitchison, Managing Director – First Line Research and Xavier Fonder, Delivery & Compliance Director, RONIN International**



It's now a year and a half since the BH&IA Response Rate Task Force published their recommendations. The report highlighted how the quality and sustainability of healthcare market research is under threat and emphasised the need to re-engage with HCPs, addressing their concerns and showing them the value of their contributions.

How much impact has the report had on our industry? What progress have we made towards changing the status quo? And what still needs to be done?

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## 17.15 Agency Fair Prize Draw

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## 17.20 End of Day One

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## 19.15 Pre-Dinner Drinks Reception

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## 19.45 Gala Dinner (Dress code: Black Tie)

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## 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

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# DAY 2 – TUESDAY 14TH MAY 2019

## 09.00 Registration and Agency Fair

An opportunity to meet agencies from across the business intelligence spectrum to see how you can encourage innovation. 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**



## 09.30 Keynote Speaker – Matt Lindley

Matt Lindley is an commercial airline and ex Royal Air Force Royal Squadron Pilot. Matt graduated with a degree in commerce from the University of Birmingham. On graduation he joined the Ford Graduate Training Programme and was immediately selected to help deliver Japanese Management techniques in dealerships through out Europe.



In 1995 he was selected to be a pilot in the Royal Air Force. During his military career, he flew many aircraft including the Hawk fighter jet. In 2000 he was selected to fly Her Majesty The Queen, members of the Royal Family and Government worldwide, serving on The Royal Squadron. He flew missions in the Sierra Leone, Kosovo, Iraq and Afghanistan conflicts. In 2007 Matt left the Service to become a commercial airline pilot and currently flies the Boeing 747 to world wide destinations.

Matt has also specialised in non-technical training initially within the aviation sector and also in medicine. Human Factors is a science which analyses why we all make mistakes in the workplace and suggests ways to improve teamwork leadership and communication to mitigate this risk. Matt has developed life-saving courses to help healthcare professionals minimise mistakes, understanding their own vulnerabilities and thus reducing error rates in hospitals. Recently he has diversified into other risk-based sectors, using the same aviation model.

## 10.10 A Condition Behind Closed Doors

**Sarah Smith, Qualitative Director – Kantar Health, Hazel Haskayne, Senior Client Director, Qualitative – Kantar Health and Deborah Hagarth-Dodd, Patient**



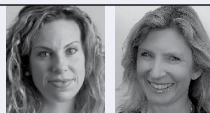
We will demonstrate how an innovative landmark study exploring the impact of a trivialized chronic condition can lead us not only to tell stories, but live and experience human insights. Through a multi-sensorial and interactive session, we will put you in patients shoes and bring to life how many are navigating the restrictions and struggles of condition that is forced to be lived behind closed doors.

## 10.55 Agency Fair (Tea/Coffee will be served in the Hanover Lounge and Beaumont Suite)

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### Market Research Stream

#### 11.30 Innovation and Customer-Centricity: What Pharma can Learn from Consumer

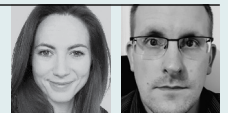


**Dr Pamela Walker, Head of Health – Incite and Julie Neilson, Head of Planning – Edit**

Pharmaceutical companies must adapt their commercial model so that they are able to cut through the noise of the market place with a cohesive multi-channel marketing strategy. As a business intelligence community our challenge is to provide the data and insight required to develop the strategy and measure the outcomes. During this paper we will share and reflect on what can be learnt and applied from other industries.

### Analytics Stream

#### 11.30 Data Friend and Data Foe: Are Your Visualisations a Help or a Hindrance?



**Kate Stevens – KES Consultancy and Nathan Byne – BBIC**

You have lakes of data, you have automated data transformation processes, you have enterprise cloud-based dashboards updating on a daily basis straight to your sales team's iPads...so how come their business plans are still based on "customer insights" rather than your data? In this session we evidence and provide feedback on the real-life impact of information overload to our field based commercial colleagues, and challenge us all to start with the end in mind when scoping and designing any performance reporting. Whether you are agency, data provider, or client-side insight manager, we all have a responsibility to ensure the finished product tells the data story the end user needs to read. Join us to discuss alternative ways of data project scoping that can deliver this time after time.



(2 day attendance)

## Market Research Stream

### 12.00 System 1 and System 2 are Dead

John Aitchison, Managing Director – First Line Research



In recent years, some behavioural economics biases have failed to replicate and evidence has been produced to show that context is much more influential than the mind of the decision-maker in explaining behaviour. Now, science is hinting that the very idea of the non-conscious mind is itself a fiction, and that improvised conscious thought is all we have. Are our old friends “System 1” and “System “2” really dead? More to the point, should we care?

### 12.30 Co-creation and Conjoint Analysis to Aid Stratification in Cancer Care

Kirstin Micilotta, Marketing Lead Immuno-Oncology Franchise – AstraZeneca UK, Elisabeth Race, Business Insight Lead Oncology – AstraZeneca UK and Elise Kocks, Senior Research Manager – SKIM



The NHS is working toward achieving World-Class Cancer outcomes, one of the central principles is to strive towards greater stratification and personalisation of approaches. Physicians consciously or unconsciously link treatment options to a specific patient profile, based on their experience and habitual behaviour. These unconscious choices can have profound consequences for treatment decisions. This session focusses on how to measure the impact of ‘un-conscious’ factors, which – through proposed publication in a medical journal – can help raise awareness and trigger conscious treatment decisions. We will share how co-creation sessions with a dedicated HCP panel were instrumental in defining relevant patient and disease-related characteristics to mimic realistic treatment decisions in stage III NSCLC. After analysing conjoint trade-off vignettes of patient profiles together with our HCP panel, the impact of this case-study was two-fold: inform the medical-decision making discussion among the clinical community who treat these complex cases and improve communication by the pharma company to optimise outcomes for patients with this disease.

## Analytics Stream

### 12.00 Untangling the Knot of NHS Influence

Paul Berg, Principal, Head of Commercial Effectiveness – IQVIA UK and Martin Fox, Engagement Manager, Commercial Effectiveness – IQVIA UK



Today’s NHS has many layers of decision-making bodies, all of which influence physician prescribing by varying degrees.

Advanced statistical analysis of prescribing behaviours can identify whether GPs within certain catchment areas, for example of a Practice or a CCG, show above-expected levels of consistency:

- In catchments where GP prescribing habits appear consistent, it can be inferred that the catchment is a source of influence – identifying where CCG prescribing policy is exerting influence or control over prescribing choice.
- Where GPs in a catchment have varying prescribing habits, we can infer that they are acting in a more autonomous way – either without receiving central guidance, or without adhering to such guidance.

These insights allow pharma companies to make much more sophisticated decisions in their field force design, going beyond differential resourcing to inform the customisation of their go-to-market approach to reflect local conditions. IQVIA will share recent case studies of how this type of analysis has changed clients’ approach in the field, as well as examining the influence of bodies beyond CCGs and practices, such as STPs, RMOCs, and GP federations.

### 12.30 Developing & Deploying a Predictive Analytics System to Improve Health Outcomes and Use of Resources in Mental Healthcare

Caroline Gadd, OHS Director, Otsuka Healthcare (OHS), Jim Michael, Analytics Lead, Otsuka Healthcare (OHS) and Neil Osmond, Managing Director, Earthware



This enlightening presentation will reveal the challenges, learnings and outcomes from a cutting-edge approach to using data and predictive analytics to improve the lives of people using mental health services.

## 13.00 Agency Fair (Lunch will be served in the Hanover Lounge and Beaumont Suite)

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### 14.00 Beyond Segments, it’s Persona – L

Vivienne Farr, Director – Narrative Health and Jonathan Lovatt Young, Experience Strategist – Love Experience



There has been significant money invested by pharma looking at improving the customer experience and providing support solutions that connect with customers. Is our traditional way of thinking holding us back? The paper will look at the value of development of customer journeys and personas (rather than segments) and how these can be optimised to help user centred design and to drive innovation.

### 14.30 Human + Artificial Intelligence. An optimistic outlook into the future of Business Intelligence.

Arun Parekkat and Romain Lasry, Senior Principals, Technology, IQVIA North Europe



Join this session to discover how Artificial Intelligence and human expertise are both essential to each other’s potential. Based on a case study featuring ongoing work by IQVIA, Sqreem Technologies and a Pharmaceutical Company. Showcasing how Artificial Intelligence can vastly increase the scope and efficiency of market research. And together with IQVIA’s expertise, how the methodology surfaced insights that would have otherwise been missed.

# DAY 2 – TUESDAY 14TH MAY 2019

14.55 Q&A

## 15.05 Keynote Speaker – Anish Mehta, CEO, Theramex



Anish has over 20 years' pharmaceuticals experience with large multinational companies such as Abbott Laboratories, McKinsey, Baxter, Watson/Actavis and Allergan. Trained as a Biomedical and Chemical Engineer, Anish started his career in engineering and manufacturing operations before moving to the commercial side of the business, where he held leadership roles across strategy, marketing and corporate development and general management.

Anish has spent the past 10 years in Europe both managing businesses and leading significant transformational M&A deals, including the market shaping \$40B divestiture of the Actavis Global Generics business to Teva. After leaving Allergan, where he was the Head of International Corporate Development, Anish was appointed as Chief Executive Officer of Theramex.

16.05 Conference Awards and Prizes for Agency Fair

16.15 Conference Close

## DAY 1 – CONFERENCE TRAINING SESSIONS

### Session 1

#### Practice 49: The Observed Becomes Observer

Jon Chandler – Branding Science and Jess Gillott, a Graduate Research Executive – Branding Science



Through the 1940's into the 1960's Mass Observation ran a unique program collecting data on the public mood, one diarist became the focus of Victoria Woods television film 'Housewife 49'. In their 'Practice 49' study Branding Science are reviving this classic methodology to explore the value of making the observed into the observer and along the way will shine a different spotlight into the world of everyday medical practice.

### Session 2

#### Creating Truly Patient Centric Materials

Sumira Riaz, Lead Health Psychologist – The EarthWorks Insights and Karen Stevens, Research Director – The EarthWorks Insights



With pharma increasingly focussing on patient-centricity, we ask whether communication is truly 'patient friendly' and considers the health literacy of the target population? Research shows huge variability in responses to patient materials, apps, support assets and HCP input – in terms of clarity, ease of understanding and value. This relates to focus, format, content, tone, language... aspects we also need to think about as we conduct research with patients and caregivers. Driven by TEW Lead Patient Writer, Alex Morton, this session will cover hints & tips and insights generated from research to guide patient communications. It will also challenge participants to think about the assets and materials that patients see. Participants will be asked to think about their understanding of health literacy and review materials with the support of expert 'top tips' to consider when developing any patient/caregiver focussed assets and research materials.

### Session 3

#### Measuring the Value of Healthcare Professionals Time

Mary Roper Knowles, Managing Director – Loyalty Chain



The largest proportion of the NHS £125 billion budget is spent on employing dedicated HCPs. This session explores the tools and techniques that can be used to research and evaluate HCP time. It also identifies and measures the proportion of time HCPs spend on activities that patients value the most. As pharmaceutical and health care companies introduce new technologies and services measuring their impact on HCPs time could be of great benefit.

# HOW TO BOOK



**Book your Annual Conference place now online at [www.bhbia.org.uk](http://www.bhbia.org.uk)**

If you have any questions, please contact us by email ([admin@bhbia.org.uk](mailto:admin@bhbia.org.uk)) or by telephone (01727 896085).

**15% Discount for Early Bird bookings made on or before 1st February 2019.**

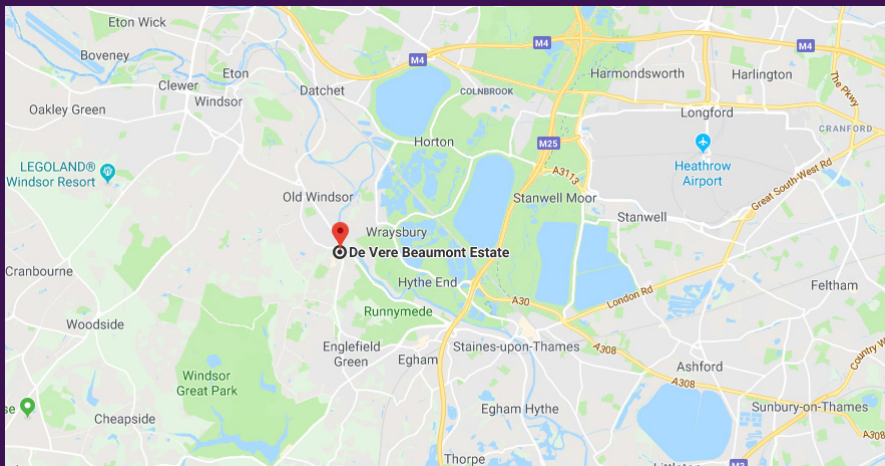
**Book your place now.**

De Vere Beaumont Estate,  
Burfield Rd, Old Windsor,  
Windsor SL4 2JJ

The story of De Vere Beaumont Estate in Old Windsor is a very British one; a tale of democracy, royalty, education and religion. At its heart, sits an 18th-century mansion, a chapel, 75 event spaces and a Georgian white house in 40 acres of parkland grounds.

The original house was built for Lord Weymouth but it was its time as a public school, from 1854 – 1967, that saw most of the estate's architectural developments.

Following a multi-million-pound refurbishment, today you'll find a wealth of these original features still intact along with a 21st-century style that ensures business, weddings and training are anything but usual.



## FORTHCOMING EVENTS

### MAY

**13-14th May**

Annual Conference: bhbia2019 and  
BOBI Awards Ceremony

### JUNE

**5th June**

**Behavioural Science Summit 2019**

A day of 'TED'-style talks and workshops

delivered by senior practitioners

Hamilton House, Mabledon Place,  
London WC1H 9BD

*One Day Workshop*

**10-11th June (with overnight stay on  
Monday 10th)**

**Latest Thinking in Field Force Excellence**

Two-day foundation training course  
covering all key aspects of the sales  
analyst's role

De Vere Beaumont Estate,  
Old Windsor, Berkshire  
*Foundation Training*

### SEPTEMBER

**12th September**

Summer Meeting

**18th September**

Introduction to the Pharmaceutical  
Industry and Business Intelligence Practice  
*Foundation Training*

**26th September**

Empowering the Analyst – Influencing  
without Authority  
*One Day Workshop*

### OCTOBER

**10th October**

Empowering the Market Researcher –  
Maximising Influence and Impact for  
the Business Intelligence Professional  
*One Day Workshop*