



bhbia2019

ANNUAL CONFERENCE

DE VERE BEAUMONT ESTATE
OLD WINDSOR, BERKSHIRE

13-14 MAY 2019 • ANNUAL CONFERENCE



best of business intelligence

BOBI Awards Ceremony
Monday 13th May 2019

Follow us on  @BHBIAssociation
#BHBI19 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 BHBIA Board

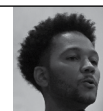
Nick Coolican-Smith – BHBIA Chairman



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?

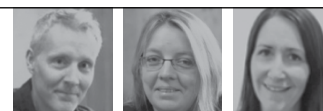
Becky Hulme, Consultant – Strategic North, Andree Bates, Chief Executive Officer – Eularis and Steve Old, Public Cloud Specialist Team Lead – Claranet



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 What's wrong with traditional? Is today's innovation tomorrow's traditional?

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)

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.

14.15 Have I got news for you

– A year in the life of the Ethics and Compliance Committee

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

14.40 Annual General Meeting

Nick Coolican Smith – BHBIA Chairman 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.

15.10 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.

15.40 Conference Training Sessions

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

16.30 SoapBox Session

1: Change Partners

Marie Harrison, Partner – Consortium

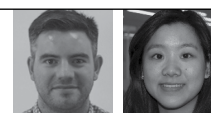


This paper is an opinion piece that aims to inform, illuminate and motivate. We will be sharing some aspects of an interesting and fruitful partnership that added significant value to our research. Our engagement in this atypical partnership asked and suggested answers to some fundamental questions:

- 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.

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 BHBIA 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?

17.15 Agency Fair Prize Draw

17.20 End of Day One

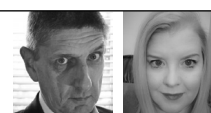
19.15 Pre-Dinner Drinks Reception



19.45 Gala Dinner (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 Committee – Board Link



22.30 Entertainment

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 BHBIA Board

Jenny Dawson, BHBIA 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, Hazel Haskayne, Senior Client Director, Qualitative – Kantar 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

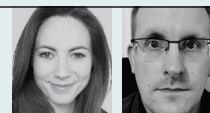


Dr Pamela Walker, Head of Health – Incite and Julie Neilson, Head of Planning – Edit

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.

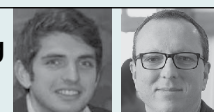
Advanced statistical analysis of prescribing behaviours can identify whether GPs within certain catchment areas, for example of a Practice or a CCG, show above-expected levels of consistency:

- 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, RMOs, and GP federations.

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

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)

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.

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 – OPEN Health Patient & Brand Communications and Karen Stevens, Research Director – OPEN Health Patient & Brand Communications

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.

DINNER AND BOBI AWARDS CEREMONY

Monday 13th May

Task-based challenges

Entrants apply their skills to a realistic case-study based challenge

Analyst Team of the Year

Awarded to the team of analysts who best showcase their skills in turning complex datasets into an interactive, engaging report that tells the story within the data.

Sponsored by:



OPEN VIE Value, Informatics and Evidence (formerly Harvey Walsh)

"OPEN VIE Value, Informatics and Evidence (formerly Harvey Walsh) is proud to sponsor the "Analyst Team of the Year" Award. OPEN VIE supports its clients in delivering value and evidence, through data informatics and analytics, so we are proud to recognise those who strive to gain insights which improve outcomes for patients and healthcare."

Highly Commended Entries:

Ashfield:



James Atley



Andy Marnoch



Mark Tunnicliff

AbbVie / Quick Intelligence:



Craig Hopper
AbbVie Ltd.



Kerry Forde
AbbVie Ltd.



Lazaros Mavridis
AbbVie Ltd.



Nick Smith
AbbVie Ltd.



Dominic Ogden
AbbVie Ltd.



Steve Dark
Quick Intelligence

BBIC Ltd/ KES Consultancy:

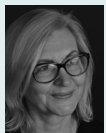


Nathan Byne
BBIC Ltd



Kate Stevens
KES Consultancy

IPSOS:



Svetlana Gogolina



Alice Joules



Roshni Bhudia



Pete Duncan



Hannah Clutton



Andrew Zelin



Eng Ghee Quah



Theano Anastasopoulou



Whitney Wells



Andrea Preedy



Eleanor Fleming

Analyst of the Year

Awarded to the individual analyst who performs best in a specially tailored competition, showcasing their skills in turning complex datasets into an interactive, engaging report that tells the story within the data.

Sponsored by:



"The ability to take different sets of data, blend them together and create an informative, meaningful and action-oriented report is crucial for today's analyst. It's something we specialise in at 14 Four Analytics and so we are proud to sponsor this award as a way to recognise those individual analysts who are both skilled at data handling and able to make full use of their chosen reporting tool(s) to generate insight and information."

Highly Commended Entries:



Jon Mosley
TEVA UK Ltd



Tom Woods
IQVIA

Creative Fieldwork Team of the Year

Awarded to a team for the most creative response to the BHBIA's 'Request for Proposal' in a fantasy tender.

Sponsored by:



"SERMO are pleased to sponsor the BOBI Award for 'Creative Fieldwork Team of the Year'. 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."

Highly Commended Entries:

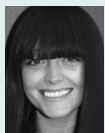
Kantar:



Stefan
Cave



Franco
Esposito



Becki
Southern



Jon
Puleston

SKIM:



Janneke
van den
Bent



Dennis
Blokzeijl



Jeroen van
den Hoven



Marcel
Slavenburg

First Line Research:



John
Aitchison



Jeanette
Crowder

Competition days

A chance to demonstrate core abilities and skills at a one-day competition event

The 'BOBI Challenge'

Awarded to the team, working together for the first time, who perform best in a series of challenges based on a hypothetical but realistic case-study scenario set in the future.

Sponsored by:



Hosted by:



"Roche Products is thrilled to be sponsoring The 'BOBI Challenge' 2019, which recognises excellence in team-working and deriving business solutions. The winners of this award will exemplify collaborative working, a problem-solving mindset and the agility and creativity to come up with the best business solution on the day."



BOBI Challenge Entrants

The teams:

Red Team



Lisa Casale
Sarath Koka
Gareth Nelson
Nicole Rickett
Jonny Storey

Adelphi Research
VCCP Health
medeConnect Healthcare Insight
Prescient Healthcare Group
Diaceutics Ltd

Blue Team



George Duo Wang
Jon Mosley
Rachel Pughe
Rachel Sandford
Charlotte Sugden Heron

PAREXEL International
Teva UK Ltd
Adelphi Research
Ipsos
Synergy Healthcare Research

Best Newcomer

Awarded to the newcomer (up to 3 years' experience in business intelligence) who performs best in a series of individual challenges based around a fictitious, but realistic case-study scenario.

Sponsored by:



Hosted by:

KANTAR

"Sanofi is delighted to sponsor the 2019 'Best Newcomer' award; this award identifies and celebrates the most versatile and highly talented newcomer in our industry today. This closely aligns with one of our company priorities of investing in talent and capability to ensure that excellence in business intelligence continues to be at the heart of our business."

The entrants:

Finalists

Oliver Albrecht	Kudos Research
Tessa Brayford	Incite
Patrick Dalton	Synergy Healthcare Research
Sean Dougherty	Blueprint Partnership
Vincent Huat	HRW
Katharina Krasser	Ipsos
Melissa Levy	Ipsos
Poonam Mandalia	MSD
Aikaterini Mandaltsi	BluePrint Research Group
Vincent Petit	Sanofi
Rawaa Shami	THE PLANNING SHOP
Yasmin Talsi	Branding Science
Ben Walker	Adelphi Research



BOBI Newcomer Entrants

Real-life submissions

Real-life projects showcasing excellent work

Best Patient-Centric Approach

Awarded for a research or analytical project that has demonstrated a significant impact on the UK business.

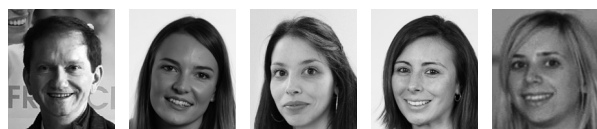
Sponsored by:



"Janssen is proud to sponsor the BOBI award for 'Best Patient-Centric Approach'. Driven by the Johnson & Johnson Credo, patient needs are always at the centre of our decision-making and so we understand the benefit of listening to patients and reacting accordingly. The BI Team at Janssen UK are committed to providing insights that deliver tangible value to patients, customers and the business – so we are pleased to support an award that raises the profile of BI and recognises the importance of the patient voice."

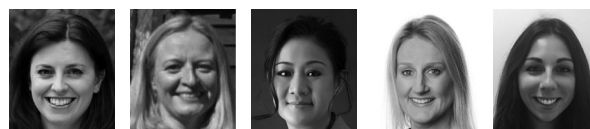
Highly Commended Entries:

MS Patients' Voices Call Pharma to Action



Philippe Thiery, Sanofi-Genzyme
Hannah Brown, Ipsos
Simone Gabriele, Ipsos
Amanda Baskett, Ipsos
Nicola Bailey, Ipsos

Mission made Possible



Philippa Hammerton, Red Leaf
Liz Vickery, Red Leaf
Dr. Kyrie Andersen, AbbVie Ltd.
Sally Rajah, AbbVie Ltd.
Victoria Black, AbbVie Ltd.

Best Patient-Centric Approach cont.

Highly Commended Entries:

Children First: Lessons from Paediatric Research



Emma Cain, Ipsos
Ellie Tait, Ipsos
Tara Vasey, Pfizer
Rosa Malgieri, Pfizer

No Voice No Choice: Making the Mental Health Act more person centred



Rachel Medcalf, Adelphi Research
Seb Newton, Adelphi Research
Alistair Monro, Janssen

Best Business Impact

Awarded for a research or analytical project that has demonstrated a significant impact on the UK business.

Sponsored by:



"SurveyHealthcare is a proud sponsor of the 2019 BOBI award for 'Best Business Impact'. At SHC, we are committed to providing an innovative and integrated approach to support healthcare market research agencies in making decisions that impact health outcomes. We are honoured to recognize likeminded researchers who have demonstrated a significant impact across the UK client business."

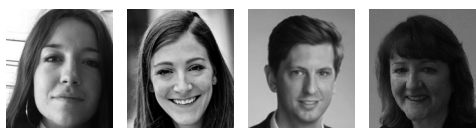
Highly Commended Entries:

Transforming Expectations in Adjuvant Melanoma



John Grime, Strategic North
Chris Lewis-DeBoos, Strategic North
Amy Walker, Strategic North
Sachin Gholap, BMS UK
Lara Lucchese, BMS UK

From stellar idea to supernova



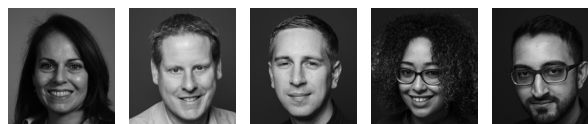
Aida Ortola, Novartis Pharmaceuticals UK Ltd.
Katy Irving, HRW
Erik Thompson, Novartis Pharmaceuticals UK Ltd.
Sharon Coyle, Novartis Pharmaceuticals UK Ltd.

Searching for needles in a million haystacks: helping ensure the accurate diagnosis of a rare haematological condition



Jane Takata, Alexion
Charlotte Sugden Heron, Synergy Healthcare Research Ltd
Jon Freeman, Synergy Healthcare Research Ltd

Question. Challenge. Refocus.



Claire Derbyshire, Grünenthal
Simon Barnes, THE PLANNING SHOP
Dean Smith, THE PLANNING SHOP
Rawaa Shami, THE PLANNING SHOP
Sonny Matharoo, THE PLANNING SHOP

The Success of Embedding Analytics to Support the NHS in Optimising the Use of Herceptin SC, Herceptin IV and Trastuzumab Biosimilars in Individual Accounts



Max Bourgognon, Roche Products Limited
Vanessa Regester, Roche Products Limited
James Ambler, Moor Consulting

Combining qualitative research with granular quantitative research to identify marginal gains within the 3rd line setting in colorectal cancer



Zoë Carter, Servier Laboratories Ltd
Laurence Olding, Bryter
Isabel Wood, Bryter

Thanks also to our other BOBI sponsors:

Entry Brochure

Wine with Awards
Dinner

Media Partner



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

We are also grateful to Bristol-Myers Squibb and RONIN International who hosted the Real-life submissions and Creative Fieldwork Team of the Year judging meetings respectively.

Best Customer Insight

Awarded for a research or analytical project that has increased understanding of target customers to inform/positively impact strategic decision-making.

Sponsored by:



"Branding Science are both delighted and proud to sponsor the BOBI award for 'Best Customer Insight'. Our mission is to apply scientific principles to design and deliver market research which uncovers compelling insights. Naturally, therefore, we are pleased to support an award that recognises excellence in uncovering the best customer insights, those which can and do make a significant difference for our clients."

Highly Commended Entries:

Starting with a blank page: Making multi-faceted methods and integrative analysis work to uncover clear insights and fuel brand strategy



Babis Valmas, Sanofi Pasteur
Kirsty Hope, Adelphi Research
Susanna Libby, Adelphi Research

Understanding the true drivers of decision making



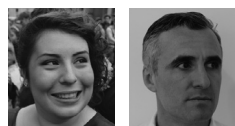
Su Sandhu, SkyBlue HealthCare
Kerrie Annan, AbbVie Ltd.
Sue Thamia, Synergy Healthcare Research
Charlotte Sugden Heron, Synergy Healthcare Research

When being the best is not enough – a case study in vaccination



James MacLeod, Kantar
Sarah Smith, Kantar
Stephane Lebrat, GSK

Combining shopper insights and patient research to uncover key drivers of purchase behavior in the women's intimate health category



Isabel Wood, Bryter
Seb Martin, Bryter
Daria Costantini, Bayer plc

12 Steps to Better Customer Engagement



Steve Lowery, Red Leaf
Philippa Hammerton, Red Leaf
Kelly West, Boehringer Ingelheim Ltd.
Klynn Alibocus, Boehringer Ingelheim Ltd.

Best Use of Innovation

Awarded for an innovative approach that has had a positive impact on outcomes or stakeholder interactions.

Sponsored by:



"As a premium healthcare data-collection provider in the market research industry, Kudos Health are proud to sponsor the BOBI 'Best Use of Innovation' award. As well as staying ahead in the intelligence stakes, success requires that we pioneer new ways of looking at, responding to and acting on challenges that arise. Companies have to be nimble and innovative to provide clients with the service and results they demand. This creative agility is something we pride ourselves on and are delighted to celebrate in the industry."

Highly Commended Entries:

The Unemotional MROC



Jamie Margerison, Impact Health Research Ltd.
Natalie Mortensen, Impact Health Research Ltd.
Rebecca Smith, Impact Health Research Ltd

Anonymising Unstructured Data (Free Text) in The THIN Database using Machine Learning



Samir Dhalla, Cegedim Rx
Colin Ashworth, Cegedim Rx
Andy Myatt, Cegedim Rx
Anna Moore, Cegedim Rx
Alex Atkinson, Cegedim Rx

A 360 Degree Evaluation of the Evolving Biosimilar Landscape



Lucy Bennett, Ipsos
Stewart West, Janssen
Elizabeth Baynton, Ipsos
Joshua Paton-Smith, Janssen
Lynn Morgan, Ipsos

THINKING, FAST & SLOW: Using Behavioural Economics to Quantify Biosimilar Attitudes



Kelly Warth, Instar Research
Anna Nicholls, Instar Research
Claudelia Campbell, Instar Research (now at Cello Health Insight)
Sorcha Cassidy, Janssen (now at Decision Resources Group (DRG))
Michelle Lane, Janssen (now at Sanofi)

BHBI 2019 CALENDAR AT A GLANCE

MAY

13-14th May

Annual Conference: bhbia2019 and
BOBI Awards Ceremony

JUNE

5th June – Behavioural Economics – Latest Thinking and Practical Applications

Members: £449 + VAT

Non-Members: £549 + VAT

This practical session will explore the latest thinking in Behavioural Economics. We will explore how the theory can be applied to the work we do every day – whether designing research to minimise or allow for known areas of bias, or designing strategies which maximise the potential for desirable behaviour change. The session will include expert speakers from a range of backgrounds, covering a broad scope of experiences and views in order to provide insight into the latest ideas and debate how these apply to the work we do today.

10-11th June – Latest Thinking in Field Force Excellence

Members: £870 + VAT

Non-Members: £980 + VAT

This two-day course is suitable for new analysts or for those 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 analytics from other areas or whose remit is expanding to include analytics. To include incentive scheme design, targeting and segmentation, field team structuring, target setting and performance reporting and more. A one-day (Tuesday only) option will also be offered – for those who want to skip straight to the more advanced topics.

27th June

Members Fieldwork Forum

SEPTEMBER

6th September – Physician and Patient Qualitative Research Techniques

Members only: Free

An overview of best practice in qualitative techniques when running focus groups and interviews with Patients and Physicians. We'll discuss innovative tools: cognitive, semiotics, archetypes, emotional – and other tried and tested methods. To include a look at dealing with adverse event reporting, regulatory constraints and data protection requirements. There will be an opportunity to express interest in the possibility of a full-day follow-up workshop.

12th September

Summer Meeting

18th 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.

26th September – Empowering the Analyst – Influencing without Authority

Members: £449 + VAT

Non-Members: £549 + VAT

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

4th October – Embedding Patient Centricity to build engagement and drive change

Members only: Free

An overview of proven processes, guidelines and case-studies for how to create and apply patient centric research that will truly engage stakeholders from start to finish. Speakers from several different organisations will share their perspectives on how to achieve excellent results through a comprehensive appreciation of the patient journey and a holistic approach to research design, bringing to life how patient centricity can be embedded in organisations to drive change.

9th October

Members Analytics Forum

10th October – Empowering the Market Researcher – Maximising Influence and Impact for the Business Intelligence Professional

Members: £449 + VAT

Non-Members: £549 + VAT

This highly interactive and pragmatic training workshop will help participants maximise their impact, become more effective at influencing internal and external stakeholders, and be more confident and assertive in their working relationships. The workshop will be specifically tailored to the needs of business intelligence professionals and run by a professional trainer with extensive experience of working with relevant organisations. You will leave with a tangible and concrete action plan that, once implemented back in the workplace, will make a real difference to your personal impact and thus to the success of your business relationships.

17th October – Legal & Ethical Guidelines

Members: £449 + VAT

Non-Members: £549 + VAT

A second chance to attend this essential training workshop – see 24th April for details.

NOVEMBER

5-7th 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.'

14th November – Innovations in Market Research

Members: £449 + VAT

Non-Members: £549 + VAT

This exciting workshop will provide an overview of recent innovations in market research – with specific sessions on: how AI (Artificial Intelligence) can improve qualitative patient research; using VR (Virtual Reality) to co-create patient stories; and innovations in social listening – as this evolves into a tool that can provide deep quantitative and qualitative insight. We'll also consider how history has shaped our evolution of market research and what developments we might expect in the future.

21st November

Members Fieldwork Forum

22nd November – Ethics & Compliance Update

Members only: Free

This webinar will feature an update on changes in the UK legal and ethical environment. There may be a focus on one or more specific issues, depending on the latest developments. Look out for details on our website nearer the time.

DECEMBER

6th December

Winter Seminar

Key

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

FLOOR PLAN AND EXHIBITOR INFORMATION

1. 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™, our proprietary purpose-built asset which combines big data, advanced technology, analytics and extensive industry knowledge. Formed through the merger of IMS Health and Quintiles, IQVIA has approximately 58,000 employees worldwide. Learn more at iqvia.com

2. RP Translate Ltd



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, BHBIA-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

3. Survey Healthcare (Europe)



For over 15 years, SurveyHealthcare 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. We work directly with market research agencies and consultancies, to 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 Europe.

www.surveyhealthcare.com

4. SKIM

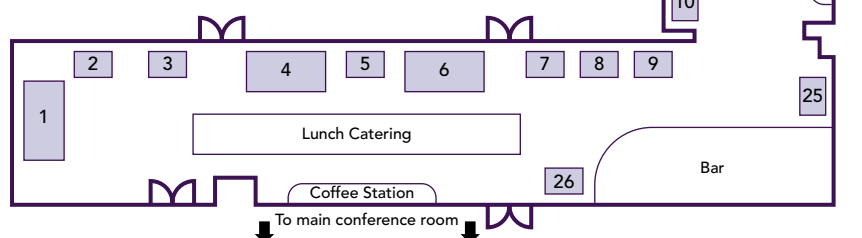


SKIM is a global insights agency helping leading companies thrive by understanding decision-making. To stay ahead today, it's critical to know how decisions are made and how the changing environment influences decisions for consumers, healthcare and B2B professionals. We combine decision-behavior know-how with analytical rigor, a thorough understanding of marketing challenges, and innovative research techniques. The result? Practical recommendations you can use to propel your business forward, online and offline.

www.skimgroup.com

Exhibitors

- | | |
|---------------------------------------|-----------------------------|
| 1. IQVIA | 14. Liberating Research |
| 2. RP Translate Ltd | 15. Black Swan Analysis Ltd |
| 3. SurveyHealthcare (Europe) | 16. Vox.Bio |
| 4. SKIM | 17. Cegedim Rx |
| 5. M3 Global Research | 18. BHBIA |
| 6. CREATION | 19. |
| 7. Dynata (formerly Research Now SSI) | 20. eSense Translations |
| 8. SERMO | 21. C Space |
| 9. Adelphi Research | 22. Elma Research |
| 10. OMR Globus | 23. Basis Health |
| 11. Red Leaf Research | 24. First Line Research |
| 12. Fieldwork International | 25. Medefield |
| 13. Reframe Research | 26. Kantar |



5. M3 Global Research



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

6. CREATION



Discover what healthcare professionals think.

When you discover what healthcare professionals think, you can change the world.

We work with health leaders who face a specific challenge or opportunity that can only be solved when they discover what healthcare professionals think. Specifically we help you to understand and access new markets, expand your reach into new patient populations, and respond to emerging disruptions in your environment. Our insights and consulting have informed health strategy, communications and policymaking among some of the world's largest healthcare companies, government organisations and NGOs.

www.creation.co

7. Dynata



Dynata is one of the world's leading providers of first-party data contributed by consumers and business professionals.

With a reach that encompasses 60+ million people globally and an extensive library of individual profile attributes collected through surveys, Dynata is the cornerstone for precise, trustworthy quality data. The company has built innovative data services and solutions around its core first party data offering to bring the voice of the customer to the entire marketing spectrum, from market research to marketing and advertising. Dynata serves nearly 6,000 market research agencies, media and advertising agencies, consulting and investment firms, and healthcare and corporate customers in North America, South America, Europe and Asia-Pacific.

www.dynata.com

8. SERMO



SERMO is the world's leading healthcare data collection company and

global social platform for physicians. SERMO conducts over 700,000 surveys each year with their panel of 1.3 million HCPs across 150 countries.

www.SERMO.com/Intelligence

9. Adelphi Research



Adelphi Research is a healthcare insight agency that blends robust primary market research with a consultancy approach.

We are passionate about engaging both respondents and clients through exciting research and inspiring deliverables. Our goal is to design and deliver insights that truly Inspire Action and Drive Change. We do this through innovative methods, engaging outputs and most of all, great team work!

Visit our stand, where we will be showcasing our message resonance game – ECHOTM and our exciting VR goggles, where you can experience a virtual patient:doctor simulated consultation.

www.SERMO.com

10. OMR Globus



OMR Globus is a privately owned and funded global healthcare market research company with offices in Canada and the UK.

We help full-service agencies, consultants, boutique agencies, pharma and biotech companies in research, concept and study design, sampling, fieldwork, survey scripting and data processing using quantitative and qualitative standard and non-standard techniques.

Using our proprietary healthcare panel, we offer unparalleled fieldwork services with access to a wide range of healthcare professionals, hospital and office-based physicians, specialists, nurses, dentists, vets, pharmacists, payers and many other key roles.

www.omrglobus.com

11. Red Leaf Research



At Red Leaf, we're not just passionate about research. We're passionate about what research can do for your business. Our relentless commitment to clarity and business focus has ensured once again we have projects highly commended in two BOBI categories this year.

Visit our stand to find out why we should all be doing more to ensure we're "keeping it clean" when it comes to market research...

...and to hear about some of the exciting things we've been doing to engage our clients and to enable them to take action! We look forward to seeing you!

www.redleafresearch.co.uk

12. Fieldwork International



Fieldwork International, delivering fieldwork excellence for over 25

years. Our team has extensive industry knowledge and understanding of therapeutic areas, conducting online, in-person and telephone interviews with Healthcare Professionals, Payers and patients across 46 countries. Services including qualitative, quantitative fieldwork planning and execution, augmented by our global online physician panel and portfolio of expert healthcare services to deliver outstanding Healthcare research.

www.fieldworkinternational.com

13. Reframe Research



Reframe Research offers senior level expertise with global, agency and client-side experience, who provide:

- Flexible Interim Support: interim/contract cover for pharmaceutical market insight teams; short /long-term needs (e.g. vacancies, excess workload, etc.,)
- Addressing Primary and Secondary Research needs
- Dashboard Development & Management: bespoke to brands
- Full Service Market Research: Qual & Quant

We hit the ground running and reduce your stress levels with a team that is passionate about providing high quality input whilst being flexible, creative, solution focussed and dependable, fitting in as part of your team.

Reframe Research provides higher levels of insight for your brands

www.reframe-research.com

14. Liberating Research



Liberating Research

One of the only dedicated global patient fieldwork

agencies, Liberating Research are experts at custom patient recruitment and engagement across the US and EU5. From childhood diseases through to end-stage Cancers, Liberating Research offers bespoke recruitment that captures the voice of Patients and Carers through their journeys with common, chronic and rare diseases. Examples of conditions researched include; ATTP, Sickle Cell, HIV, Thalassaemia, Haemophilia, Acromegaly, Addiction, MS, Duchenne, Myasthenia Gravis, ITP, Cystic Fibrosis to name but a few. From global quant jobs with thousands of respondents to custom ethnographic video research, we are here for all of your patient requirements.

www.liberatingresearch.com

15. Black Swan Analysis Ltd



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/

16. Vox.Bio



We believe insights and research do not exist in isolation, but live in your competitive environment. We deliver tailored market research using the right mix of traditional and innovative methodologies. What really sets us apart is how we couple market research with product, clinical and competitive landscape analysis delivering a value-added service that speaks directly to your internal customer. We prioritise the right questions and incorporate learnings from your evolving therapeutic/treatment area, as well as from the market-shaping activities of your peers. Our mission is to give you greater confidence in the research output and commercially relevant insights.

www.vox.bio

17. Cegedim Rx



Cegedim Health Data is part of the Cegedim Group; an innovative

Technology, Services and Real World Data Company that has specialised in the healthcare field for more than 50 years. With a data history of over 24 years and millions of anonymised patient records immediately accessible from our THIN database, we are the industry's trusted partner for Real World Data and Evidence. Our expertise in data management provides precise, ethical and actionable, fully anonymised proprietary patient data, which is used for healthcare research and analysis by leading healthcare authorities, academics, pharmaceutical companies, and research organisations across the world.

www.cegedim-health-data.com

18. BHBA Ethics and Compliance



Meet members of the Ethics & Compliance Committee and let us know what issues you are currently facing – tell us how you're getting on with the new data protection requirements and the updated adverse event reporting guidelines. Ask us questions, we're here to help. You will be able to see copies of the latest in our series of GDPR Guides that look at the impact of a no-deal Brexit, as well as our Guidelines for the Use of Secondary Data and the MR 'Quick Guides'. Let us know what you think the priorities are that the Ethics & Compliance Committee should be tackling in 2019 and 2020.

www.bhbia.org.uk

20. eSense Translations



eSense Translations is a language service provider, whose ethos is built around adding value to medical and pharmaceutical companies by assisting them in their growth in the global market.

At eSense Translations, we have seen how the quality of our service can have a wider impact for your business and that drives us to deliver at the highest level.

Specialising in providing translation, transcription and interpreting services to life science businesses, our bespoke approach and dedication to delivering the best possible language service has enabled our clients to thrive in new global markets.

www.esensetranslations.co.uk

21. C Space



C Space Health is a customer agency, connecting

healthcare businesses with prescribers, patients and caregivers. Insight and innovation are at the heart of what we do. The bespoke, compliant and always-on online communities we run on behalf of our clients provide a constant stream of business critical information. We also know that insights only work if they inspire new ways of thinking and acting – and we are passionate about helping you capture stakeholder mindshare through internal marketing. It is about connecting the dots and collaborating with the people you serve – resulting in more actionable, relevant and holistic experiences and solutions.

www.cspace.com/health

22. Elma Research



Elma – Taking P.R.I.D.E. in What we Do

At Elma, we are proud to be researchers and take P.R.I.D.E. in innovating to help our clients be successful.

We focus on 5 research pillars:

- Patient Insights – We help our clients become more patient focused by providing a true understanding of the challenges they face
- Rare Diseases – We have the experience and operational capabilities to identify and interview HCPs and patients dealing with rare diseases
- In-the-Moment Research – We use digital approaches to research respondents when it matters, as they are making a decision or experiencing a critical situation
- Deliverable Excellence – We use the latest software and media to communicate our thinking, going beyond PowerPoint
- Ethnography – We have developed new ways to understand how patients live with their conditions and use professional recordings that can be used by our clients internally and externally

www.elmaresearch.com

23. Basis Health



Basis is a global, insights agency based in London, LA and New York. It delivers bespoke ad hoc and tracking solutions across a wide range of sectors, including media & entertainment, retail, financial services, FMCG, fashion and health. The specialized health team has a unique framework of thinking and are experts at sense making and storytelling to inspire brand action for their clients.
www.basisresearch.com

24. First Line Research



First Line has pioneered in online market research for over 15 years. This year we're delighted to introduce SurveyScore®, a universal quality metric for ALL online surveys, based on the Net Promoter Score (NPS).

We urgently need to raise standards and reverse declining response rates. Online surveys represent 75%+ of all quantitative research but can harbour bad practice and participant frustration, threatening the credibility of our insights and sample.

SurveyScore® works with ALL online surveys, whoever is involved. Benchmark comparisons are like-with-like, participant feedback aids improvement, and a personalised dashboard allows analysis of your surveys and project partners.
www.surveyscore.net

25. Medefield



Medefield is a leading provider of global online physician 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 two-fold 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 a real practising physician recruited from a vetted list, and with our AI powered system ID+tive, we can further validate the respondents and ensure high quality representative samples.
www.medefield.com

26. Kantar



Kantar's Health Profiles offering provides specialized data collection solutions in qualitative and quantitative healthcare research, bringing clients closer to physicians and patients and shining a light on today's complex healthcare environment. We provide integrated solutions, including Full Service Fieldwork, Survey Design Consultation and Programming Services, to manage your healthcare projects all in one place. Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organisations succeed and grow.

www.kantar.com/profiles

SPONSOR INFORMATION

Lanyards



Incite is an award-winning strategic marketing 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 commercial 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 pharmaceutical, healthcare, and technology 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.

Bryter's areas of expertise include research for communications development, patient journeys, 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



Creative Medical Research (CMR) is a specialist medical device market research and participant recruitment agency. CMR designs bespoke quantitative and qualitative approaches that deliver actionable insights helping create better lives for patients and HCPs. Having worked with many of the top device manufacturers and pharma companies around the world, CMR's bespoke research enables clients to optimise their vision at every stage of the product lifecycle. CMR delivers detailed insights that add significant value to the success of a product. As specialists in Human Factors recruitment, Creative Medical Recruit is adept at recruiting participants from hard to reach groups. CMR will also manage all aspects of fieldwork.
www.creativemedicalresearch.com

Photographer



Cegedim Health Data is part of the Cegedim Group; an innovative Technology, Services and Real World Data Company that has specialised in the healthcare field for more than 50 years. With a data history of over 24 years and millions of anonymised patient records immediately accessible from our THIN database, we are the industry's trusted partner for Real World Data and Evidence. Our expertise in data management provides precise, ethical and actionable, fully anonymised proprietary patient data, which is used for healthcare research and analysis by leading healthcare authorities, academics, pharmaceutical companies, and research organisations across the world.
www.cegedim-health-data.com

Champagne Reception



GlobaLexicon is the leading healthcare market research translation and language service provider. Led by experienced insight professionals, our team of 85+ works internationally across a range of qualitative and quantitative healthcare projects. Our in-depth knowledge of the industry, commitment to outstanding quality and consultative approach continue to set us apart.

With strong growth mainly via client referrals, and industry leading operational capabilities, GlobaLexicon is the primary translation partner (in some cases the sole provider) of major market research companies and in-house insight teams. Find out more and read our multiple case studies on our website.
www.globalexicon.com

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.

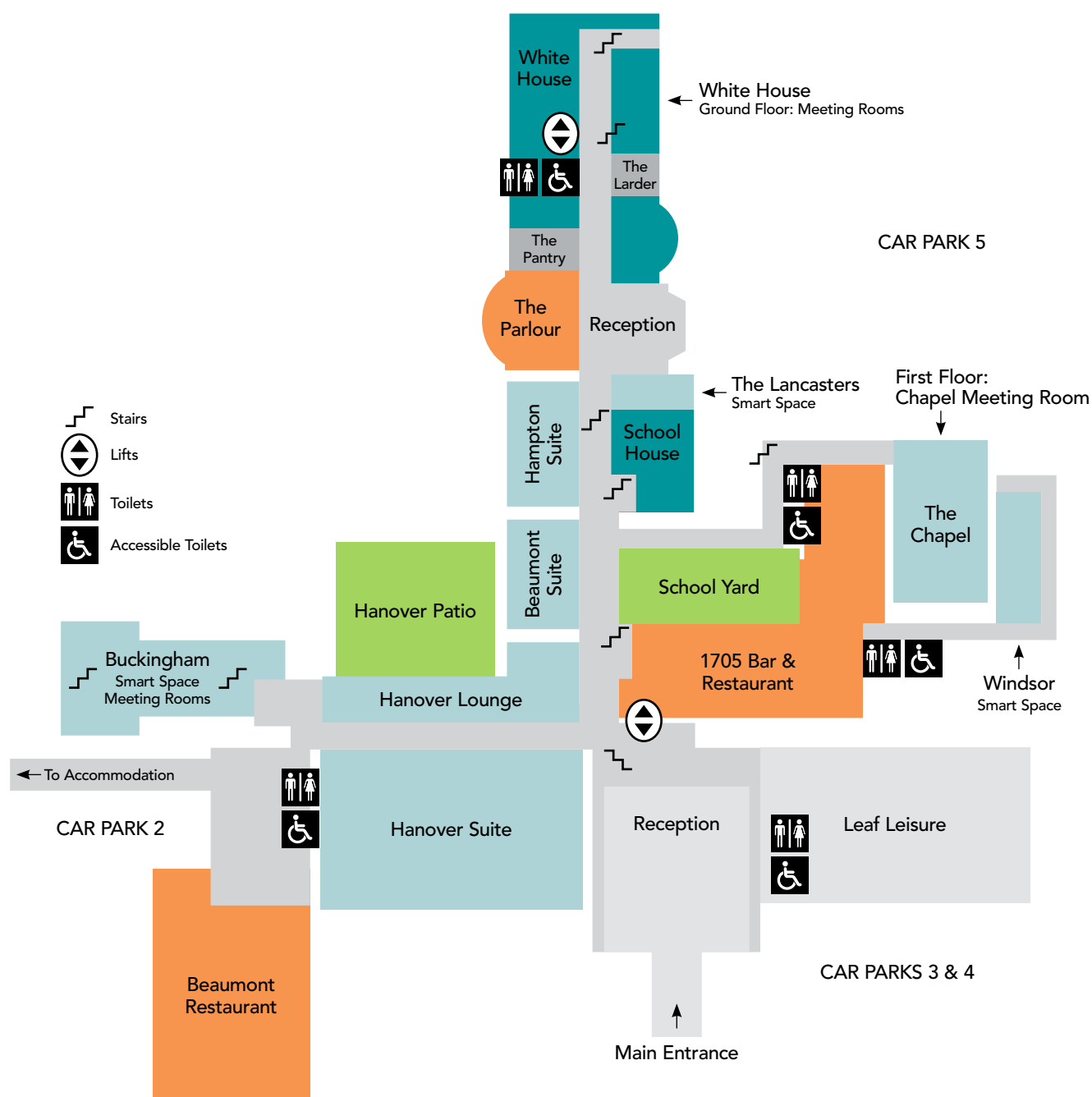
WiFi log-in details

WiFi Network: BHBIA

Password: bhb2019

Don't forget to download the conference app. Search for "Attendify" in your App Store or Play Store log in using code bhb2019.

VENUE FLOOR PLAN



Conference SoapBox Sessions

Day 1

Session 1: Practice 49: The Observed Becomes Observer

Hannover Suite

Session 2: Creating Truly Patient Centric Materials

Windsor 2

Session 3: Measuring the Value of Healthcare Professionals Time

Windsor 3

Conference Streams

Day 2

Market Research Stream

Hannover Suite

Analytics Stream

Windsor 3