

BHBI

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DISCOUNT**

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on or before
3rd February
2020

bhbia2020



ANNUAL CONFERENCE

DE VERE BEAUMONT ESTATE
OLD WINDSOR, BERKSHIRE

11-12 MAY 2020 • ANNUAL CONFERENCE



best of business intelligence

BOBI Awards Ceremony
Monday 11th May 2020

Follow us on  @BHBIAssociation
#BHBI2020 and #BOBIawards

DAY 1 – MONDAY 11TH MAY 2020

09.00 Registration and Agency Fair

An opportunity to meet agencies from across the business intelligence spectrum, to see how their expertise can help you move forward and meet the challenges of the 2020s. 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

09.45 Keynote Speaker – To be confirmed

10.30 Stubbing Out Last Remaining Smokers in UK

Olivia Brickman, Senior Research Executive – Impact Health and Dr Pooja Patwardhan, Co-Founder and Medical Director, Practice – Centre for Health Research and Education



Impact Health & the Centre for Health Research and Education will introduce the issue of plateauing smoking cessation rates in the UK, and explain the need for their multi-stakeholder research, grounded on a behavioural science framework. Impact Health will explain how this approach allowed us to identify the causes of insufficient smoking cessation delivery and uptake. CHRE will then share how some of their research insights are being put to use.

11.00 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 their expertise can help you move forward and meet the challenges of the 2020s. There will be a chance for delegates visiting the stands to win a prize at the end of the day.

11.40 Workshops – Choose from one of six on page 6

12.20 Time allowed to move to next workshop

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

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14.30 Artificial Intelligence in Market Research: SciFi or SciFact?

Whitney Wells, Head of Digital Innovation and Jenny Fletcher, Associate Director, Digital and Connected Health – Ipsos



A short and punchy session demystifying the buzz around artificial intelligence and market research across industries with a lens on healthcare market research. We will showcase powerful case studies to bring to life how artificial intelligence is being used in market research today and how we see this changing over time.

14.50 Changing Standards – An Ethics & Compliance Update

Matt Beckett, Managing Director – CSL & Chair of Ethics & Compliance Committee



Whether you're on the company, agency, market research or data analytics side of the fence, the BHBA's Ethics & Compliance Committee want to help you understand:

- What's been happening recently in terms of regulatory changes
- What changes to look out for
- How to manage these changes with BHBA guidance and resources

This update will explain clearly and simply what's going on in Compliance that you need to know about.

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

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15.35 Annual General Meeting

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

16.00 Will Machine Learning Replace, Reposition or Release Business Information Professionals?

Neil Osmond, CEO – Earthware and Martin Morse, Director – Morse Analytics

As machine learning is moving from 'future and funky' to mainstream, this is challenging the way we need to think as business information professionals. By reference to work on large NHS and pharmaceutical data sets, Martin and Neil will explore the business questions machine learning might help to answer (and what it won't), how you need to change your mindset as an analyst, and where the opportunities of the future may lie for the pharmaceutical business model.



16.20 Can Virtual Reality Better Uncover Emotional Triggers to Prescribing Decisions vs. Traditional Methods? A Fly on the Wall View of the Dr-Patient Interaction

Emma Burrows, Freelance consultant – Janssen, Kirsty Hope, Innovation Director – Adelphi Research and Patrick Phelan, Senior Research Executive – Adelphi Research

Compared to traditional research what value can VR bring and how can it help us engage in deeper dialogue with vulnerable patients? Through reflection on a comparative case study, we aim to challenge assumptions around technology and inspire teams to think outside of the box when uncovering emotional influences, and in amplifying the voice of the patient.



16.50 When Spiders Unite, They Can Tie Down a Lion: A Case Study in Patient-First Collaboration

Stephen Potts, Managing Director, UK – Elma Research, Ian Paterson, Senior Director – Sparsentan Global Marketing, Retrophin and Sam Capindale, Speech Therapist and Patient living with FSGS, a rare kidney condition

Our paper will provide a Case Study in Rare Kidney Disease (IgAN and FSGS) of how we can apply advanced market research skills through an Ad Board setting, to develop patient-orientated solutions, through the collaboration of patients, Key Opinion Leaders, coal-face physicians, pharma (Retrophin) and market research (Elma).



17.15 Agency Fair Prize Draw

17.20 End of Day One

19.15 Pre-Dinner Drinks Reception

19.30 BOBI photo

19.45 Gala Dinner (Dress code: Black Tie)

21.30 BOBI Awards Ceremony

22.30 Entertainment

DAY 2 – TUESDAY 12TH MAY 2020

09.00 Registration and Agency Fair

An opportunity to meet agencies from across the business intelligence spectrum, to see how their expertise can help you move forward and meet the challenges of the 2020s. 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

09.30 Keynote Speaker – To be confirmed

10.10 Making Your Digital Tools Work for the User

Neil Rees, Head of Research – OPEN Health

The rise of digital tools enables greater opportunities for HCPs and Patients to better understand how a condition impacts a patient but also how greater support can be provided to enable better patient (self) management. They can also provide HCPs with greater understanding of their patients. This session will explore the key pillars of evaluating a digital tool and the vital role MR has to play, alongside UX testing.



10.30 Feeling Fragile About Agile? A Real-life Case Study

Faye Holmes, Senior Research Manager – Healthcare Research Worldwide and

Rachael Czujko, Senior Business Insights Lead – MSD

'Agile' has become somewhat of a buzzword but often, it's used in various contexts and with different interpretations. In market research, 'agile' doesn't just mean fast turnaround; it's a different way of working, taking a collaborative and iterative approach in order to continuously improve.

Using a recent case study, we'll be taking a reflective approach to reveal the true benefits, drawbacks and sharing principles for successful 'agile working'.



10.50 Right Now, How is the Digital Voice of the Patient Changing?

Elizabeth Fairley, COO and Jo Halliday, CEO – Talking Medicines Limited

We will lead an engaging discussion on the rapid change of digital information and how the capturing of the digital voice of the patient (health care consumer) is playing a key role in changing the landscape for the healthcare system and all those connected to it. People are contributing to the change in the world of social media through their openness to give an opinion and by becoming more involved in decisions about their health.



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

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(2 day attendance)

14.05 Next Generation Storytelling – Creative Immersion for Impactful Communication

Georgie Cooper, Partner and Soumya Roy, Ph.D, CEO – Basis Health

Basis Health, winners of the 2019 EphMRA JH Award, build on their passion for storytelling and experience in behavioural sciences, journalism and consumer marketing, to share a set of actionable tips to the art of next generation storytelling and impactful communication.

The session will be wrapped up with a series of case studies demonstrating how fresh thinking and challenging the status quo can generate meaningful stories and immersive experiences.



14.25 Voice: The Next Frontier

Abigail Stuart, Founding Partner – Day One Strategy and Pete Cape, Global Knowledge Director – Dynata

This paper explores what the future of market research could look like in an increasingly voice-driven world. As uptake of interfaces such as Amazon Alexa and Google Home increase, we predict that market research will become increasingly speech-based. We explore new ways to analyse voice-based data sets using AI to identify emotions and predict behaviour.



14.55 Driving Insights to Improve the Patient Experience: From the Patient, for the Patient

Roberto Cortese, Director Global team – Elma Research and Mohamed Akrouf, Integrated Insights Manager – F. Hoffmann-La Roche

Empowered by a longitudinal qualitative design and a combination of innovative digital tools and traditional MR, we followed the footsteps of a small cohort of rare patients to see the world through their eyes as their first experience with a new treatment unfolds and prompts changes in their life. Diving deep into the patient experience, we uncover insights that help us put patients at the heart of our thinking, moving beyond just delivering the treatment.



15.20 Mining Emotions for Deeper NPD Insights: Can Smart Innovations Save Us from Stress?

Judith Suttrup, Senior Research Manager – SKIM

Qualitative research allows us to look through ‘the eyes of a consumer’ and understand the emotions and attitudes behind decisions. However, collecting a robust sample of consumers’ emotions at a large scale remains a challenge. In our research article, we introduce a new tool to measure emotions from voice in a reliable and reproducible way and show how the tool enriches stated data and reveals unexpected insights.



15.35 Keynote Speaker – Si People – What can the real world teach Pharma?

Head of Customer Insights – Boehringer Ingelheim Ltd

Simon is a non-Pharma native, having cut his teeth across TV production, Telecoms and Quality news publishing. Throughout his twelve years in insight, Simon has specialised in data innovation, supporting companies such as Sky, NowTV, Discovery and The Telegraph in harnessing their data assets and producing powerful new insight products.

Fascinated by the prospect of driving patient quality of life, Simon now leads Boehringer-Ingelheim’s newly formed Insight team.



16.10 Conference Awards and Prizes for Agency Fair

16.20 Conference Close

WORKSHOP SESSIONS

Workshop 1: Promoting the Value of Market Research to the End User

Claire Derbyshire, Customer Insight Business Partner – Abbvie, Dr Lucy Howells, Associate Director, Charlotte Sugden Heron, Associate Director and Sue Thamia, Director – Synergy Healthcare Research Ltd

This interactive session will help market researchers in companies and agencies promote the value of market research to end users, including marketing, sales and market access.

It will provide skills to help fight for budget, justify the need for a project facing postponement, and respond to stakeholders who believe there is no need for research as they have conducted an ad-board, or who believe five questions on an online survey will meet their needs.



Workshop 2: Machine Learning Applications to Segmentation

Paul Berg, Principal, Head of Commercial Effectiveness Commercial Services – IQVIA

Workshop details to be confirmed.



Workshop 3: The Future at Your Fingertips: Building Market Research of Tomorrow with LEGO®

Xierong Liu, Director – Ipsos

An interactive workshop using LEGO® SERIOUS PLAY®, led by a certified SERIOUS PLAY® Facilitator. This workshop will inspire creative thinking by using LEGO® bricks as a hands-on and minds-on way for the group to work with 3D models. With a specific task in mind the group will make changes to the models by adding/removing/rebuilding elements to show how they see the future of market research.



Workshop 4: Myth Busting Physician Decision Making

Jo Hill, Research Director – Branding Science

Based on a self-sponsored study that we conducted in conjunction with Yale University, this session examines decision-making in cases of risk and ambiguity.

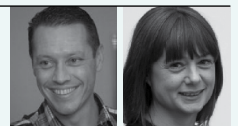
We explore how this varies by specialty type, by patient type and whether the decision is made for self or others. A highly interactive session with live voting to see how impressions differ from what we learned about how physicians make decisions!



Workshop 5: A Review of Real World Data in Support of Local Market Access

Tony Cox, Development Director and Cathy Wright, Director of UK Market Access – OPEN VIE

We will take you on a journey through the wealth of Real World Data, to understand how and where it can be used and more importantly how to develop analysis and tools to support your field teams to deliver real positive change within their local healthcare environments. Using data to get results whilst remaining compliant to the regulations.



Workshop 6 (Day 1 only): Why Should Anyone Listen to You?

Daniel Wain, Founder Director – Daniel Wain Consulting Ltd.

Increase your personal influence & impact – Ours is a 'people' business; it's built upon relationships and influence.

Clients, whether internal or external, will listen to, and be influenced by, those who sell the benefits to them of doing so, who deliver their definition of 'value' and whom they trust and respect. Discover the key tools, skills and tactics of effective influencers and how to apply these to your own stakeholder relationships. You'll leave this highly pragmatic masterclass with tangible take-outs that will help make a real difference to the scope and scale of your own influence and impact.



Workshop 7 (Day 2 only): Right Now, How is the Digital Voice of the Patient Changing?

Elizabeth Fairley, COO and Jo Halliday, CEO – Talking Medicines Limited

We will lead an engaging discussion on the rapid change of digital information and how the capturing of the digital voice of the patient (health care consumer) is playing a key role in changing the landscape for the healthcare system and all those connected to it. People are contributing to the change in the world of social media through their openness to give an opinion and by becoming more involved in decisions about their health.



HOW TO BOOK



Book your Annual Conference place now online at www.bhbia.org.uk

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

15% Discount for Early Bird bookings made on or before 3rd February 2020.

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

8th January

How to Win a BOBI Award
Webinar

24th January

Best Practice for Customer Segmentation
Webinar

30th January

The Magic of Conference Presenting
One Day Workshop

5th February

The Shoulders of Giants – The Six Pillars of Market Research
One Day Workshop

13th February

Analytics Forum

28th February

Digital Marketing in Healthcare
Webinar

5th March

Integrating Research and Strategic Decision-making
One Day Workshop

12th March

Fieldwork Forum

20th March

Digital Opinion Leaders are the New Key Opinion Leaders
Webinar

26th March

Spotlight on Compliance
Ethics and Guidelines

1st April

Outputs that Live On
Webinar

2nd April

NLP (Neuro Linguistic Programming) and LAB (Language and Behaviour) Profiling
One Day Workshop

23rd April

Negotiating your Forecast
One Day Workshop

30th April

Bringing the Academic into the Corporate
Webinar



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