



bhbia2021

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1st February
2021



best of business intelligence

BOBI Awards Ceremony
Monday 10th May 2021

ANNUAL CONFERENCE

**DE VERE BEAUMONT ESTATE
OLD WINDSOR, BERKSHIRE**

10-11 MAY 2021 • ANNUAL CONFERENCE

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#BHBI2021 and #BOBIawards

DAY 1 – MONDAY 10TH MAY 2021

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 2021s. 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 External Speaker – To be confirmed – Bringing the Outside In

10.00 Researching the White Space in Early Pipeline

Lucy Snowdon, Research Director – Vox.Bio & Chris Stevenson, CEO – Cambridge Healthcare Research

Innovation in the pharma industry is undergoing a period of significant change. Much of big pharma have faced (and will continue to face) a patent cliff. At the same time, there is increasing competitive pressure from new entrants such as small biotech, technology and digital health companies. As companies seek to replenish and diversify pipelines, gaining a true in-depth understanding of early clinical opportunities is crucial to safeguarding future success. In this presentation, we will narrate the current early asset space, highlighting the challenges in identifying “white space” and the growing importance of biotech and technology companies in driving innovation. In a piece of novel research, using our combined approach of primary and secondary research, we will provide examples of the ‘hot’ therapy areas for the future and the prescriber and patient experience of existing in a therapeutic “white space”.



10.20 Patients, Doctors & Pandemics: Data-driven Responses to Supporting the Delivery of Care

Dionisio Acosta-Mena, Senior Data Scientist, Cegedim Health Data UK

This talk showcases a series of case studies addressing the challenges posed by the COVID19 pandemic to the UK healthcare ecosystem by harnessing primary care data in an ethical and trustworthy manner. The case studies encompass all aspects of healthcare, from elicitation of clinical evidence and generation of insights of the effect of the pandemic to the identification of vulnerable populations and supporting the implementation of best clinical practice at the point of care.



10.50 Challenging Times, Changing Standards: An Ethics & Compliance Update

Matthew Beckett, Chair ECC – BHBA & Managing Director – CSL Ltd

Whether you're company, agency, market research or data analytics based, this session aims to bring you up-to-date with the impact of an eventful year in our industry:

- Recent regulatory changes you need to know about
- How has the pandemic impacted compliance?
- Upcoming developments and what to look out for
- How the BHBA's resources can support you through change



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

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11.45 Co-creating Solutions Bridging Internal and External Divides

Roberto Cortese, Senior Director UK – Elma Research

In this project, market research built a platform to connect diverse teams within a pharmaceutical company, treating HCPs, and patients with a rare and serious bone condition. In online co-creation advisory boards lasting several weeks, each group drew on the goals and outputs of the others. Between live sessions, an online community tool encouraged interaction and collaboration. The result was a powerful plan everyone contributed to and owns, and ultimately better outcomes for patients.



12.10 Fieldwork Forum Update

Adam Irwin, BHBA Fieldwork Forum Chair & Managing Director, GKA

Adam and other Fieldwork Forum representatives will update members on the latest initiatives that the group is working on. The group's aim is to foster best practice and keep a strong focus on the importance of treating our respondents with respect so that they want to keep taking part in market research.



12.30 Panel Discussion: What are the Next Big Disruptors Set to Transform the Pharma Market and How Can you Use Them to Stay Ahead of the Curve and Better Meet Increasing Customer Expectations Today?

Darren Kottler, Business Insights Manager – Chugai Pharma, Jon Freeman, Director – Synergy Healthcare, Jason Bryant, Director – Petal Consulting, Samir Paul, Senior International Business Analyst, Commercial Excellence – Kyowa Kirin

2020 was a year of change and adaptation for almost every function within pharma. An industry typically characterised as slow and steady proved it could be nimble and successful at change. Come and generate some ideas and take away insights for development with your peers to see what other disruptors can be leveraged for a positive and well managed change.



13.15 Agency Fair & Lunch (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 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.

14.15 Workshops – Choose from one of five on page 6

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15.40 How can technology help us better uncover emotional triggers to prescribing decisions vs. traditional methods, and ensure high respondent engagement in virtual research?

Emma Burrows, EMEA Market Research Consultant – Janssen, Kirsty Hope, Director – Adelphi Research

Compared to traditional research what value can innovative techniques such as Virtual Reality and Chatbots bring, and how can they help us engage in deeper dialogue with vulnerable patients? Through reflection on case studies, we aim to challenge assumptions around technology and inspire teams to think outside of the box when uncovering emotional influences, and amplifying the voice of the patient, considering the altered and increasingly virtual research landscape.



16.10 Annual General Meeting

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

16.35 'The Doctor will Zoom you Now' – The Impact of Care at a Distance on Patient Experience

Ana Edelenbosch, Senior Research Manager & Janneke van den Bent, Research Manager – SKIM Europe

In March 2020, our world suddenly changed completely. Within the healthcare industry, from one day to the next, care moved from face-to-face interaction to a digital system. This has undoubtedly impacted the patients experience of their care but to what extent? Through tracking research, SKIM has investigated the patients perspective, and will share what we've learned and what marketing opportunities this creates for pharmaceutical companies in terms of patient centricity within this new normal.



17.00 External Speaker – To be confirmed – Bringing the Outside In

17.15 Agency Fair Prize Draw

17.20 End of Day One

19.15 Pre-Dinner Drinks Reception (BOBI photo 19.30)

19.45 Gala Dinner (Dress code: Black tie)

21.30 BOBI Awards Ceremony

22.30 Entertainment

DAY 2 – TUESDAY 11TH MAY 2021

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 2021s. 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 BHIA Board

09.30 Keynote Speaker – Dr Nerina Ramlakhan



10.00 Feeling Fragile about Agile? A Real-life Case Study

Faye Holmes, Associate Director – HRW & 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”.



10.20 Demystifying AI – A Peek Inside the Black Box

Matthew Beckett, Managing Director – CSL

A session aimed at those sick of hearing about AI & sceptical about whether it’s worth the cloud it’s written on. The presentation guides those new to AI through the multitude of terms and concepts involved, providing examples to demystify the hype, and suggests how to overcome the common barriers to usage.



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

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11.30 Virtual Working Can Turbocharge our Quest for “Actionable Insights” by Unlocking Novel and Alternative Approaches to Immersing and Engaging X-functional Brand Teams

John Grime, Director & Chris Peck, Senior Consultant – Strategic North

In this new world of virtual working, to engage x-functional brand teams and facilitate the important process of translating insights into implications to feed the development of strategic roadmaps we need to learn new skills and adapt our approach. In this session, we will share our latest thinking and experience in x-functional brand team engagement and demonstrate that virtual working is not a barrier to insights that truly drive action.



11.50 External Speaker – To be confirmed – Bringing the Outside In

12.05 Leading Perspectives: Digitalisation and the Future of Healthcare

Vicki Newlove, Associate Director – Research Partnership & TBC

COVID-19 forced us all to quickly adapt how we live and work and has accelerated the move towards digital healthcare solutions. But is it here to stay? Where are the opportunities for digitalisation and how can success be reliably measured? What is the impact on the business intelligence community? Join our live panel thought-leadership debate to find out what representatives from all corners of the industry really think about the key issues of the day.





(2 day attendance)

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15.10 Stubbing Out the Last Remaining Smokers in the UK

Olivia Brickman, Senior Research Executive – Impact Health & Dr Sudhanshu Patwardhan, Co-Founder and Medical Director – 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 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 the research insights are being put to use.

15.40 Insights Room 101: What 2020 Taught Us About Getting Rid of the Old to Make Way for the New

Aurora Albert, Partner – Day One



Based on the BBC's hit television series in which celebrities are invited to discuss their pet hates and persuade the host to consign those hates to oblivion in Room 101, we will ask 2 clients to join us in live debate about which 3 things they wish to banish from research in order to make way for newer and better ways of working.

16.10 Keynote Speaker – Si Peaple – 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.

16.40 Conference Awards and Prizes for Agency Fair

16.50 Conference Close

WORKSHOP SESSIONS

Workshop 1: Promoting the Value of Market Research During Changing Times and Priorities

Claire Derbyshire, Customer Insight Partner – Abbvie UK, Dr Lucy Howells, Director, Patrick Dalton, Account Director, Sue Thamia, Director – Synergy Healthcare Research Ltd

This fully interactive session, with delegates working together in small groups, will help researchers in companies and agencies to articulate the value of market research to end users, in marketing, sales or market access.

It will provide skills to help secure budget, justify the need for a project facing postponement, and debate the value of primary market research over ad-boards or the 'five questions on an online survey' will do view.



Workshop 2: Bringing Strategy to Life: Using Machine Learning to Extrapolate Segmentation Research to the Whole Customer Universe

IQVIA – speaker to be confirmed

Workshop 3: To be confirmed

Speaker to be confirmed

Workshop 4: 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.



Monday 10th May 2021

Workshop 5: 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.



Tuesday 11 May 2021

Workshop 5: 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.



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 1st February 2021.

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

21st January

Speed, Value and Flexibility: The Unique Benefits of Online Qualitative Research
Webinar

26th January

BOBI Awards – Why you Should Join this Year's Competition
Webinar

28th January

The Magic of Conference Presenting
Virtual Workshop

4th February

Optimising Market Research Insights to Increase Business Impact
Virtual Workshop

5th February

Data Controller/Processor Roles Update
Webinar

10th February, 24th February, 10th March, 31st March

Doing Things Differently: Behavioural Science for Market Research
Virtual Workshop

25th February

Spring Virtual Event
Virtual Workshop

26th February

Introduction to Early Access Programs: What are they and Key Considerations When Designing Research
Webinar

4th March

Delivering the Sizzle, not Just the Sausage' – Effective Presentation Delivery Skills'
Virtual Workshop

19th March

ABPI & BHBI AE/PC/SRS Guidelines – Medical Devices Update
Webinar

25th March

Agile for Business Information/Market Research
Webinar

22nd April

The Value Partnership – A Win-Win Engagement Approach
Virtual Workshop



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