



EXCELLENCE



INTEGRITY



# bhbia2021

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or before  
9th April



best of business intelligence

BOBI Awards Ceremony  
Monday 10th May 2021

## VIRTUAL ANNUAL CONFERENCE

10-12 MAY 2021

Follow us on @BHBIAssociation  
#BHBI2021 and #BOBIawards

# DAY 1 – MONDAY 10TH MAY 2021

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09.15 Registration

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09.30 Introduction and Welcome from the BHBA Board

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09.40 What does BI mean to you?

Speaker to be confirmed

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09.55 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”.



10.15 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.



10.45 Entertainment

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11.00 Break & Sponsored Session

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11.45 Body & Mind – Yoga

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11.55 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
- Upcoming developments and what to look out for
- How has the pandemic impacted compliance?
- How the BHBA's resources can support you through change



12.10 Market research as a catalyst to unlock authentic and meaningful alignment between internal and external needs

Roberto Cortese, Senior Director UK – Elma Research and Nina Sabine Ploetz, Marketing Lead, Alexion International

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.



12.35 Lunch, Sponsored Session & Networking rooms

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## 13.35 Workshops – Choose from one of the following five

### 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: Why is data know-how important for everyone?

Swati Sharma, Engagement Manager – IQVIA

Using big data intelligently is associated with better business performance. The more companies characterised themselves as data-driven, the better they performed on objective measures of financial and operational results. Furthermore, companies in the top third of their industry in the use of data-driven decision making were, on average, 5% more productive and 6% more profitable than their competitors. A key characteristic of such companies is the entrenchment of a data ecosystem where individuals are engaging with data from extraction to visualisation, and with every function within the business interacting with this ecosystem for their unique data needs. In this workshop, we will enable you to evaluate the efficacy of your own data ecosystem with the use of industry analogues.



### Workshop 3: The Future of Technology in Healthcare

Carolyn Chamberlain, Commercial Director & Mike Pepp, Innovation Lead and Research Director – Blueprint Partnership

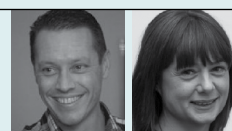
The Future of Technology in Healthcare PMR - New, fresh, pertinent insights focused on exploring the needs of the patient of tomorrow using pressure tested technology alongside human intelligence. We have validated multiple tech instruments to understand the incremental benefits each bring to unearthing those emotional insights for the patient of tomorrow, including predictive instruments such as SWARM AI and voice emotion technology – all to be shared at the workshop presentation!



### 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.



### 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.



## 14.20 Making creative use of data to support the health and social care system

David Maguire – Kings Fund

This session will give insights about the richness of data available to everyone, the additional data the NHS makes available that is often overlooked and the importance of creativity in analysis while being knowledgeable about what your audience wants.

## 14.50 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.



## 15.35 Summary and Close

## 18.00 BOBI Awards Ceremony



# DAY 2 – TUESDAY 11TH MAY 2021

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09.15 Registration

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09.30 Introduction and Welcome from the BHBA Board

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09.40 What does BI mean to you?

Speaker to be confirmed

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09.55 Keynote Speaker – Dr Nerina Ramlakhan

Nerina Ramlakhan PhD is a physiologist who has specialised in maximising individual and organisational performance for over two decades. As the original founder of BUPA's Corporate Wellbeing Solutions, she was a regular speaker at many City groups. In April 2000, she set up her own consultancy and has worked in various industries including sport (Chelsea Football Club), legal, insurance, accountancy, management consultancy, various sections of the police services, call centres, investment banking, telecommunications, healthcare and pharmaceutical, oil, TV, defence, engineering and IT. Nerina's work with individuals and organisations includes motivational and leadership programmes, and Wellness and Energy programmes. Nerina works with the Capio Nightingale Psychiatric Hospital in London on their sleep, energy & physical health programmes that are designed to support mental wellbeing. She also runs regular sleep/energy workshops for women recovering from cancer at the Haven Centre in Fulham.



10.25 Fieldwork Forum Update

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

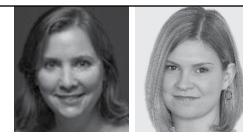
Adam and other Fieldwork Forum representatives will update members on the latest initiatives that the group is working on. The group's aim is to foster best practice and keep a strong focus on the importance of treating our respondents with respect so that they want to keep taking part in market research.



10.45 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.



11.15 Annual General Meeting

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

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11.40 Break & Sponsored Session

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12.25 BOBs – Meet the winners.

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

Ana Edelenbosch, Senior Research Manager & Kyrsten Corbijn, Analyst – 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.



13.10 Lunch, Sponsored Session & Networking rooms

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(Full attendance)

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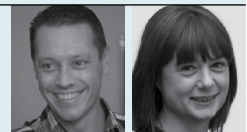
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### Workshop 5: Why Should Anyone Listen to You?

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.



## 14.55 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.



## 15.35 Summary and Close

## 18.00 Evening Social

# DAY 3 – WEDNESDAY 12TH MAY 2021

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09.15 Registration

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09.30 Introduction and Welcome from the BHビア Board

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09.40 What does BI mean to you?

Speaker to be confirmed

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09.55 **BHビア Dragon’s Den: Where should researchers be investing their time and money in 2021 and beyond**

Aurora Albert, Partner – Day One

In this lively and fun debate based on the TV programme Dragon’s Den, Day One will ask 3 client panellists to pitch their ideas for what they see as the future of market research. They will have to convince the Dragons (you the audience) that their idea is the best in order to win your vote in the live poll at the end. Come to this session if you want to hear from industry leaders on what is hot and what is not!



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10.25 **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”.



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10.45 **Break & Sponsored Session**

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11.30 **Body & Mind – Meditation**

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11.40 **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.



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12.10 **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.



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12.40 **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.



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13.00 **Lunch, Sponsored Session & Networking rooms**

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14.00 Keynote Speaker – To be confirmed

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14.30 Conference Awards

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14.40 Entertainment

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14.55 Conference Summary & Close

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## HOW TO BOOK

Visit the BHbIA website – [www.bhbia.org.uk](http://www.bhbia.org.uk) to book your place. A ticket provides access for all three 'live' days and the web platform for 30 days following the event to view videos of the presentations.

	Early Bird booked on or before 9th April	Standard Rate
Company – Single Ticket*	£600 + VAT	£750 + VAT
Company – Multi-Ticket**	£1500 + VAT	£2000 + VAT
Personal Member Ticket***	£300 + VAT	£375 + VAT

\* Available to anyone from a Corporate/Affiliate Member.

\*\* Available to Corporate/Affiliate members and provides unlimited attendance for anyone within that company's membership. If a company has two or more memberships, they must purchase a multi-ticket per membership.

\*\*\* Available to Personal Members only.

## FORTHCOMING EVENTS

### 4th March

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

*Virtual Workshop*

### 11th March

Fieldwork Forum

*Virtual Event*

### 18th March

ABPI & BHbIA 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*

### 30th April

Going Global via Mobile – An Introduction to Conducting Successful Qualitative Smartphone Research Studies

*Webinar*

### 10th June

Patient Focused Research to Inform Regulatory and HTA Assessment

*Virtual Workshop*

### 17th June

Machine Learning Applications in Healthcare and Biomedicine: Principles and Practice

*Webinar*

### 9th September

Summer Virtual Event

### 16th September (Half Day – PM)/

### 17th September (Half Day – AM)

Introduction to the Pharmaceutical Industry and Business Intelligence Practice

*Virtual Workshop*

### 23rd September

Empowering the Analyst

*Face to Face Workshop*





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