



best of business intelligence

BOBI Awards Ceremony
Monday 12th June 2023



bhbia 2023

**ANNUAL CONFERENCE
HILTON LONDON WEMBLEY**

12-13 JUNE 2023

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DAY 1 – MONDAY 12TH JUNE 2023

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 current challenges.

09.30 Introduction and Welcome from the BHIA Board

Paul O’Nions, BHIA Chair and Head of Business Operations – Sanofi



09.45 Keynote Speaker

Damian Hughes

Professor Damian Hughes is an international speaker and bestselling author who combines his practical and academic background within sport, organisational development and change psychology, to help organisations and teams to create a high performing culture. Damian was appointed as a Professor of Organisational Psychology and Change for Manchester Metropolitan University in September 2010. He is the co-host of The High Performance Podcast, an acclaimed series of interviews with elite performers from business, sport and the arts, exploring the psychology behind sustained high performance. He is currently serving as a member of the coaching team for Scotland Rugby Union and Canberra Raiders.



10.25 Can primary market research co-exist with data/analytics?

Andrew Sims, Business Intelligence Manager – Daiichi Sankyo

Companies have many different databases that measure huge number of variables. The key to unlocking their value is not to have more databases, but to understand the flaws and biases within the databases. That needs external validation with primary market research, that will uncover the underlying causal links and enable the company to stop measuring what is not important and focus on what is important.



10.45 Redefining success by better understanding your existing intelligence: data auditing and gap analysis

Sheetal Padania, Head of Research and Su Smith, Director – Origins

Primary research can, and should, successfully co-exist with data and analysis, as it can provide multiple benefits to clients. We will demonstrate how auditing, reviewing and re-analysing existing assets and completing a gap analysis can be used to ensure existing and previous research reaches its full potential, and new research moves projects forward, rather than going-over old ground, avoiding repeating work unnecessarily. Benefits will be highlighted from the perspectives of agencies, pharma companies and participants.



11.05 Agency Fair (Tea/Coffee)

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11.45 The Need for Speed

Nicola Vyas, Senior Director and Head of Methodology Development – Healthcare Research Worldwide (HRW)

You’re under time pressure, there’s no chance to think; you just need to react. No, it’s not the latest extreme sport, it’s a market research technique! Methodologies pertaining to speed of association and based on academic work on Implicit Association Tests have been promoted as ‘uncovering the non-conscious’. But in what context does time pressure add value to research results and where is it just adding confusion?



12.10 Is new always better?

Anthony Rowbottom, Co-Founder – boxee group

If we’d listened to every “new thing”, by now we’d be interviewing machines using artificial intelligence rather than real human beings.

This short talk will explore how “old fashioned methodologies”, used well, work wonders. And that as an industry, our focus for the future should be around how we implement outcomes not necessarily on the myopic obsession with methodology.



12.30 Panel discussion on FMV – brought to you by the Ethics & Compliance Committee (ECC)

Matthew Beckett, ECC Chair and Managing Director – CSL, Rebecca D’Ippolito, ECC Member and Director, Global Compliance & Data Protection – Sermo, Yuliya Fontanetti, ECC Deputy Chair and Global Head of Quality Assurance and Compliance – Lumanity and Kim Smith – BHBIA Ethics & Compliance Advisor

An interactive panel session with discussion on fair market values known as FMVs. How can we balance fair remuneration of participants with meeting the necessary industry regulations and company requirements, to ensure that we protect the quality of the sample and the resulting data?



13.00 Agency Fair (Lunch)

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

14.00 Workshops – Choose from one of four on page 6

15.00 Agency Fair (Tea/Coffee)

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

15.40 The patient and the keys to their data – unlocking the potential in society and research

Jemma Reast, Co-Lead Patient CoE – IPSOS UK and Stan Shepherd, CEO – Instant Access Medical

Undoubtedly there is change afoot within the healthcare industry and the business intelligence community is not excluded from this industry-wide transformation. The agency and stakeholder power of patients is one key change really starting to come into fruition, and another, is the rise of big data, this talk, will cover these two key, interconnected components in addressing the future role of person generated data as well as current applications.



16.00 BHBIA Initiatives / Committee updates

16.20 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.

16.40 Keynote Speaker

TBC

17.15 End of Day One

19.15 Pre-Dinner Drinks Reception

19.45 Gala Dinner (Dress code: Black tie)

21.30 BOBI Awards Ceremony

22.30 Entertainment

DAY 2 – TUESDAY 13TH JUNE 2023

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 current challenges.

09.15 Introduction and Welcome from the BHIA Board

Nick Coolican Smith, BHIA Deputy Chair and Director of CRM – Theramax HQ UK Ltd



09.30 Keynote Speaker

Uday Bose, Head of Human Pharma Global Go-To-Market and Business Steering – Boehringer Ingelheim Ltd

Uday Bose is a highly experienced and successful leader in the pharmaceutical industry within the human pharma sector, with over 25 years' experience spanning General Management, health economics, sales and marketing roles with National (UK/Ireland), Regional (EMEA) and Global accountability. He has significant speciality care experience, including all aspects of commercialisation for early and late stage assets including 15 launches across 6 products.



10.10 Hysterical Health

Lucy Neiland, Health Anthropologist and Helen Bennis, Senior Director – Ipsos

The notion that women's bodies are inferior has existed for centuries. Women are seen as difficult to understand, and their accounts of illness and pain untrustworthy. It is worse for women from minority ethnic groups. This talk unpacks what's going on, providing a historical and cultural context to these beliefs. We will also discuss why this is such a critical topic for health care providers, health care systems and pharmaceutical companies.



10.45 Agency Fair (Tea/Coffee)

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

11.25 Leaving no person living with HIV behind: Achieving representative sample nirvana in HIV

Sylvia Nicholson, Policy Director – ViiV Healthcare UK and Victoria Weaver, Director – Basis Health

Within HIV care, often the people who need the most support experience inequality in care and discrimination. To uncover crucial insights and represent these voices, research in HIV care must achieve diversity, equity and inclusion.

In this co-presented TED Talk, ViiV healthcare and Basis Health will share a best practice case study in implementing diverse sampling, partnering with patient organisations and using inclusive methodologies to unearth insights that aim to improve care for minority groups.



11.45 Examining the impact of Personality on Health

Jon Puleston, VP of Innovations – Kantar Profile

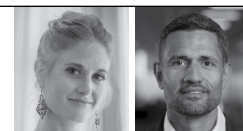
This session will offer a revealing look at how different aspects our personality impacts on various aspects of our health based on the meta analysis of thousands of personality and health profiles. It will examine how having a better understanding of how someone thinks could be used to develop more effective health care strategies, treatments and health communications.



12.10 Using strategic principles to transform how data & analytics impact decision making

Hannah Osborn, Founder – Pure Healthcare Strategy and Bhavesh Barot, Regional Vice President – Medtronic

In this talk we will discuss how strategic principals can form an impactful wrap around the traditional market research foundations of data and analytics. We will use the client perspective and case studies to explore three methods, i) problem framing, ii) hypothesis led thinking and iii) activation workshops. Finally we will demonstrate how best to use these principles to positively impact our clients business and, together, ensure their strategy succeeds.





(2 day attendance)

12.40 BOBI Awards Highlights and Winning Entries

Wilf Iliffe – 14 Four Analytics

Congratulate the BOBI winners – and find out more about their winning entries.



13.00 Agency Fair (Lunch)

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

13.40 Workshops – Choose from one of four on page 6

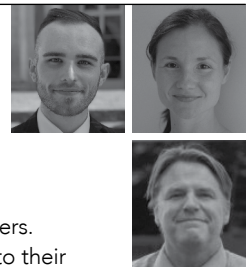
14.40 Agency Fair (Tea/Coffee)

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

15.20 Harnessing insights to co-create a digital support programme for stroke survivors

Louis Stokes, User Insights Researcher and Dr Alice Wood, GP and Clinical Director – Cognitant Group Ltd, and Dr Rob Simister, Consultant Stroke Physician – University College London Hospitals NHS Foundation

Cognitant, alongside UCLH, have developed a digital support programme for stroke survivors, providing reliable information and support. This was iteratively developed through continued insight generation with key stakeholders. Engaging with these stakeholders through focus groups, co-creation workshops and 1:1 interviews and listening to their needs created a pioneering support programme. We will share our experiences with co-creation, and the value we have seen it impart and bring user insights to life with a live demo.



15.55 Keynote Speaker

Professor Shafi Ahmed

Professor Shafi Ahmed is a multi-award winning cancer surgeon, teacher, futurist, innovator and entrepreneur. He is a 3x TEDx and an international keynote speaker and is faculty at Harvard Medical School, Bart's Medical School, Imperial College London, Queen Mary University, Bradford University, Bolton University, Stellenbosch University and Singularity University where he teaches on medicine, digital health, innovation, entrepreneurship and digital transformation. He has delivered over 300 keynotes in over 35 countries on innovation and the digital transformation of health and his work has been featured in over 400 newspapers, tech journals and mainstream TV news channels including Sky, BBC, CNN, ABC, Al Jazeera, CNBC, Time, Forbes, Bloomberg.



16.25 Conference Awards

16.35 Conference Close

WORKSHOP SESSIONS

BOTH DAY 1 AND DAY 2

Workshop 1 – Meet in the Metaverse: The future of qualitative research

An-hwa Lee, Sr Director and Victoria Weaver, Director – Basis Health

The metaverse is a perfect medium for sharing stories and building connections and it allows respondents to interact as an avatar in a virtual world that more closely reflects a real-life setting. This workshop will investigate how the metaverse could enhance market research. Using a case study on a disease awareness campaign and in an interactive session in and outside the metaverse, we will demonstrate its value for qualitative research, discuss its strengths and weaknesses, and share top tips for research in the metaverse.



Workshop 2 – If change is the only constant in life, why is transformation so hard?

Hannah Mann, Founding Partner and Abigail Stuart, Founding Partner – Day One

It can be challenging to introduce new ways of working, whether different methods, enhanced techniques or technologic advances. Drawing the experience of tech leaders, clients and behavioural scientists we will explore why transformation is so hard. We will reveal what barriers exist, including behavioural biases and how these can be overcome.



DAY 1 ONLY

Workshop 3 – The noble art of Global Brand Planning: where are the Brits?

Kate Holloway, Principal – The Full SP Consulting

'British Business Intelligence' should never be reduced to 'Intelligence in British Business'. Are we as present as we could (should) be on the international stage and if no, what's stopping us? How can we deploy our unique assets (products, services, thinking) overseas to take our seat at the table of global brand building?



Workshop 4 – 'Being Better: Leveraging Survey Satisfaction Data to Drive Participant Engagement'

Hannah Brown, Global Head of Marketing and Anand Karia, Vice President, Business Development – M3 Global Research

Our industry finds itself at a crossroads; do we listen to the data and change our practices, or continue throwing surveys at our sample without worrying about attrition of respondents and the future viability of the industry? We need to think beyond our immediate fieldwork commitments, and collectively understand the consequences of continuing on this trajectory, and the risk of respondent attrition so high that it could ultimately compromise the healthcare MR industry.



DAY 2 ONLY

Workshop 5 – Unleashing Your Inner Charisma for Maximum Business Impact

Su Sandhu, Managing Director – SkyBlue Healthcare Associates & TBC

Having the ability to challenge the status-quo and influence decision-making is critical in our roles within BI. How is it that some people are far more influential than others, even when delivering the same message and how far does charisma have a role to play in this? We will discuss a model for charisma and what steps we can all take to unleash our inner charisma.



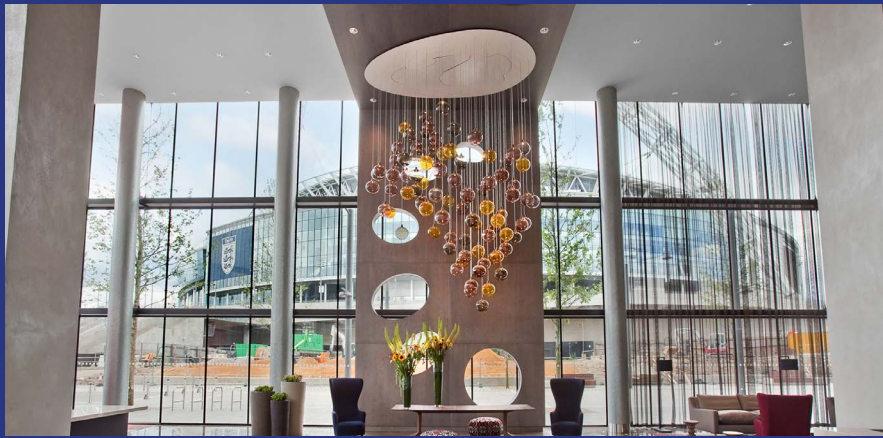
Workshop 6 – Ensuring Continuous Digital Transformation

Anni Neumann, Director of Strategic Solutions – CREATION.co and Paul Dixey, Global Digital Lead, Commercial Operations – Previously at Tillots & Novartis

'Digital Transformation' suggests acceleration, improved efficiency, working at a larger scale, and data about data. It is critical that this is embraced, else be left behind, yet for meaningful change, we must not stop there but ensure continuous 'Digital Transformation'. Through real-world examples we will show how continuous digital transformation means changing your company's culture, stepping away from 'quick and dirty' research and treating HCPs as humans, not data points.



HOW TO BOOK

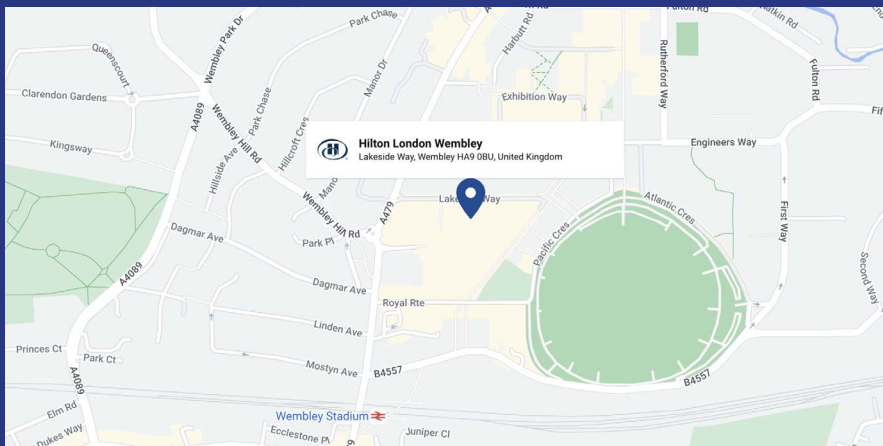


Book your Annual Conference place now online at www.bhbia.org.uk

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

Book your place now.

Hilton London Wembley
Lakeside Way
Wembley
HA9 0BU



FORTHCOMING EVENTS

2nd March

BHBI Spring Virtual Event

10th March

Why Empathy Matters: the Importance of Unpicking the Narrative
Webinar

23rd March

A Day in the Life of a Client-side Market Researcher
Face to Face Workshop

31st March

Experience Mapping – the How, Why and What
Webinar

19th April

BHBI Analytics Connect Group
Forum & Connect Group Meeting

20th April

BHBI Challenging Conversations – Making Mindset Matter
Face to Face Workshop

26th April

BHBI Rising Stars Connect Group
Forum & Connect Group Meeting

28th April

BHBI Online Virtual Workshops – Optimising Engagement and Outcomes with Behavioural Science Bias
Webinar

26th May

BHBI Optimizing Real-World Evidence with Big Social Data
Webinar

5th July

BHBI Fieldwork Forum
Forum & Connect Group Meeting

26th July

BHBI Rising Stars Connect Group
Forum & Connect Group Meeting

7th September

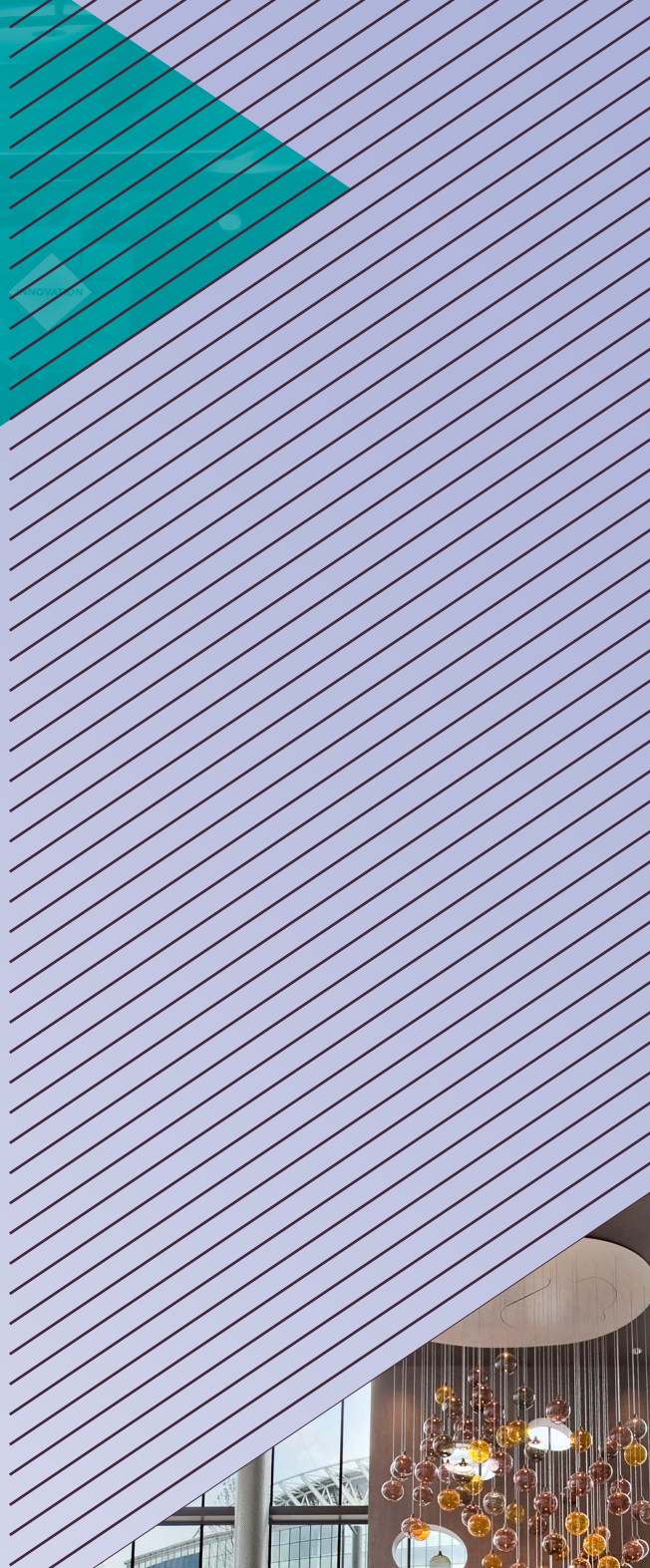
BHBI Summer Virtual Event

14th September

BHBI Getting Started in Healthcare Business Intelligence – 2023
Training

19th September

BHBI Empowering the Analyst – Influencing without Authority
Face to Face Workshop



British Healthcare Business Intelligence Association
 St James House, Vicar Lane, Sheffield, S1 2EX
 t: 01727 896085 • f: 01727 896026
 admin@bhbia.org.uk • www.bhbia.org.uk

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