



bhbia2024

Annual Conference

Hilton London Wembley
13-14 May 2024



BOBI
AWARDS 2024

Best of
Business
Intelligence

BOBI Awards Ceremony
Monday 13th May 2024

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#BHBIA2024 and #BOBIawards



Day 1 – Monday 13th May 2024

09.00 **Registration and Innovation Hub (Tea/Coffee)**

Visit the Innovation Hub to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

09.30 **Introduction and Welcome from the BHBA Board**

Paul O'Nions, BHBA Chair and Head of Business Operations – Sanofi



09.45 **Keynote Speaker**

Dominic Colenso, Storyteller and Performance Coach

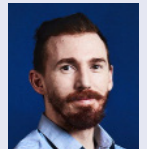
By the time he was 26 Dominic Colenso had flown a spaceship, lost one million dollars and been fired by Simon Cowell. A former Hollywood actor, theatre director and teacher at the Royal Academy Of Dramatic Art, he now empowers businesses, sales teams and leaders to increase the impact of their communication and perform at their best under pressure.



10.25 **Patient Archetypes through the lens of the Hero's Journey**

Gregg Quay, Head of International Business Unit – Elma Research

The way in which patients cope with a chronic condition varies considerably from one patient to the next. Within the area of Hepatitis Delta, universal patient archetypes were developed for Gilead by reformulating the patient experience according to the Hero's Journey. Through a series of ethnographic interviews, 6 patient archetypes were developed allowing Gilead to tailor specific support services and patient centric initiatives targeting the different archetypes depending on their journey and emotional state.



10.50 **The Voice of the Patient: Preferences in Research Participation**

Wes Michael, President and Founder – Rare Patient Voice

Patients and family caregivers are essential to meaningful research of all types, but many choose not to participate in studies. In The Voice of the Patient: Preferences in Research Participation, Rare Patient Voice's Wes Michael will present for the first time the findings of a survey RPV will undertake with UK patients and family caregivers about their likes and dislikes regarding taking part in research, and some potential solutions for increasing appeal and, ultimately, participation in research studies.



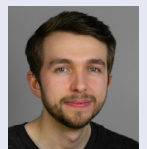
11.15 **Innovation Hub (Tea/Coffee)**

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11.55 **The TikTok Revolution: How Video Sharing Platforms Are Redefining Healthcare Insights**

Thomas Markham, Associate Director – Lumanity

This session will explore the role of video-based social media platforms, such as TikTok, Instagram, and YouTube, in shaping healthcare conversations. Providing a unique lens on both patient and professional stakeholder dynamics, the session will focus on how to leverage such channels most effectively for insight and activation.



12.20 **A case study in Pharma collaborating with HCP Digital Opinion Leaders to tackle a health inequality challenge in oncology**

Anni Neumann, Principal Consultant – CREATION.co and Ilana Widera, Global Senior Director Breast Cancer, Opinion Leader and Key Stakeholder Liaison – Pfizer



This case study will demonstrate the value of analysing the online HCP conversation in oncology and to identify, engage and activate Digital Opinion Leaders.

It will talk through the digital research that informed a series of DOL ad-boards and the identification of a panel of Digital Opinion Leaders. It will showcase how the collaboration between HCPs and Pharma impacted a meaningful health issue and created an online community of oncologists advocating for health equity.

12.50 **Innovation Hub (Buffet Lunch in Association Restaurant)**

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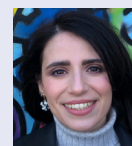
14.00 **Workshops – Choose one of four from page 6**

15.00 **Innovation Hub (Tea/Coffee)**

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15.40 **Silencing the noise: identifying the ONE KPI that matters most**

Sofia Fionda, Co-Founder – Boxee Group



More KPIs won't make your decision easier. Our talk will revisit the fundamentals of brand tracking: identifying the single KPI that leads to the behaviour change, and tracking only this. Providing a mix of our own experiences and insights from pharma side researchers around the 'KPI-decision gap', the talk will also highlight the tools needed to identify a single meaningful KPI that will help stakeholders make smarter decisions.

16.00 **BHBIA Initiatives**

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**

Araceli Camargo, Cognitive Neuroscientist and Science Communicator



Araceli Camargo is a cognitive neuroscientist and science communicator. She was the lab director at The Centrica Lab which is in partnership with UCL. She takes her expertise in cognitive flexibility into corporate settings and encourages companies to enable a change in their work habits, with tools rather than processes. Araceli speaks about Dealing with Complexity; Cognitive Flexibility, Problem Solving, and Managing Risk and Anxiety.

17.10 **Day One close**

19.15 **Pre-Dinner Drinks Reception**

19.45 **Gala Dinner (Dress code: Black Tie)**

21.30 **BOBI Award Ceremony**

22.30 **Entertainment**



Day 2 – Tuesday 14th May 2024

09.00 **Registration and Innovation Hub**

Visit the Innovation Hub to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

09.15 **Introduction and Welcome from the BHBIA Board**

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



09.30 **Keynote Speaker**

Sam Avery, Award winning stand-up comedian, bestselling author and viral blogger

Sam Avery is an award winning stand-up comedian, bestselling author and viral blogger. In 2018 he embarked on his debut national tour, selling out venues across the UK and culminating in two nights at London's prestigious Leicester Square Theatre.

For the last 17 years he's also used comedy to create happier, healthier people as the Artistic Director of The Comedy Trust, a Liverpool-based charitable organisation. Sam has led and delivered over 350 comedy programmes in a wide range of settings for all ages, backgrounds and requirements.

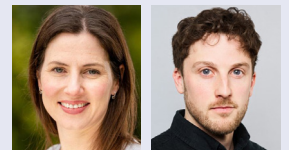
This has included high profile clients such as Barclays, Pepsi, United Utilities, O2, The North Face and the International Festival of Business, along with participants from community centres, schools, day-centres and support groups.

Participants have used the programmes to help with confidence, depression and anxiety and learn how to use humour to have a positive effect on their lives.



10.10 **Man against machine a critical assessment of the value of CHAT GPT**

Gemma McConnell, Research Director and Dan Gallagher, Research Director – Day One Research



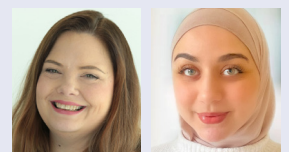
To understand how to use and get the most value out of CHAT GPT, when you can't speak to real life patients, the benefits it can offer in the research process, but also the limitations and watchpoints.

10.40 **Innovation Hub (Tea/Coffee)**

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11.20 **AI: The end of data analysts or our new best friend?**

Helen Taylor, Head of Data and Insights and Ikram Triki, Data and Insights Associate – Takeda UK and Ireland



Do you wish you had more time? Do you want to give a greater level of insight to your organisation? Are you using AI? No, why not? Are you unsure about how you can use AI to the greatest effect? Are you worried that AI will replace your job? Do you want to be best friends with AI and have it support you? Then come to this session to learn more.

11.40 **AI: Catalyst or Controversy – Redefining the Client/Agency Dynamic** **Su Sandhu, Founder and CEO and Jo McDonald, Consultant – SkyBlue Healthcare Associates**



As AI amplifies a researchers ability to conduct Market Research (both primary and secondary), and we move towards more self-service models, what are the implications of the role of the client-side researcher vs agency?

This paper will examine how past innovations have shaped the traditional roles of client-side and agency researchers. We will then shift to hypothesise potential future scenarios using AI and discuss whether AI is changing the historical relationship between client and agency.

12.00 **The role of business intelligence in the evolving pharma sales model**

Isabel Wood, Insight Director and Laurence Olding, Director – Bryter Ltd

The pharmaceutical sales model is evolving, and with this come opportunities and risks for the business intelligence community. In this talk, Bryter provide an overview of how the pharma industry customer engagement model is shifting to incorporate multi and omnichannel strategies, predictions for the future, and key considerations for those working in business intelligence as this transformation is underway.



12.20 **Splitting the Specialist Care Data Atom**

Jenny Dawson, Executive Director Performance Data and Analytics and Nick Merryfield, CEO – Verpora

Listen to the cutting-edge story of how new specialist-care, indication-level data has been tracked, sourced, managed, and analysed. Learn from one of the data's early adopters, as to how they applied insight on cancer treatments by indication. Think through how you can apply this new insight to help solve many of the intelligence challenges your business faces.



12.40 **BOBI Highlights and winning entries**

Wilf Iliffe – 14 Four Analytics

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



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13.40 **Workshops – Choose one of four from page 6**

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15.20 **Why we should take conspiracy theories seriously**

Dr Nick Southgate, Chief Consultant – Nick Southgate Consultancy Ltd

Would you include people who hold conspiracy theories in your research sample? If your answer is 'no' you could be ignoring millions of patients (and many doctors) who believe these theories. This session is designed to challenge you to think how beliefs that are false and extreme nevertheless shape our post-pandemic world. We fail if we ignore them. So how do we reach the conspiracy minded?



15.40 **Keynote Speaker**

Rory Sutherland, Vice Chairman – Ogilvy UK

Rory Sutherland is a British advertising executive and popular speaker known for his unique perspective on the role of creativity and psychology in marketing. He is the Vice Chairman of Ogilvy UK and is a leading voice in the marketing and advertising industry..



16.10 **Conference Awards**

16.20 **Conference Close**



Workshop Sessions

Pick one per day to attend

1

Gender health equity: from talk to action

Helen Bennis, Senior Director, Alyssa Rowbourn, Associate Director and Gursimran Kaur, Research Manager – Ipsos

We know a gender health gap exists in the UK. Discussions surrounding the topic have flourished, but why hasn't this dialogue translated into action? We will use cancer care as an example of the shocking gender disparity in incidence, survival rates, funding and access to innovative treatments to identify tangible steps for change.



2

Moving to a nine-day-fortnight – a story told with numbers

Matthew Beckett, Managing Director – CSL (Compufile Systems Ltd)

An example of how story telling through data can help bring about fundamental change to working practices, and why $10 - 1$ doesn't necessarily = 9. Along the way we'll share details of what we got wrong, what we got right, the difference it has made to the way we work, and how we measured our progress to take the emotional bias out of our decision making.



3

Game-Changing Healthcare Market Research: Using Games to Transform Research Impact

Sian Guthrie, Director – Narrative Health and Betty Adamou, Inventor, Author, Researcher, Gamification Expert – Research Through Gaming

Gamification has been around for over a decade – we all know how to apply it, right? But gamification doesn't make something a game – there is so much more we can do. Fresh from the Gamification Europe Conference, alongside gamification expert Betty Adamou, we'll discuss our evolution of game design in market research and how we have developed real games in healthcare market research to better engage with respondents.



4

How to Be an Omnichannel Mastermind

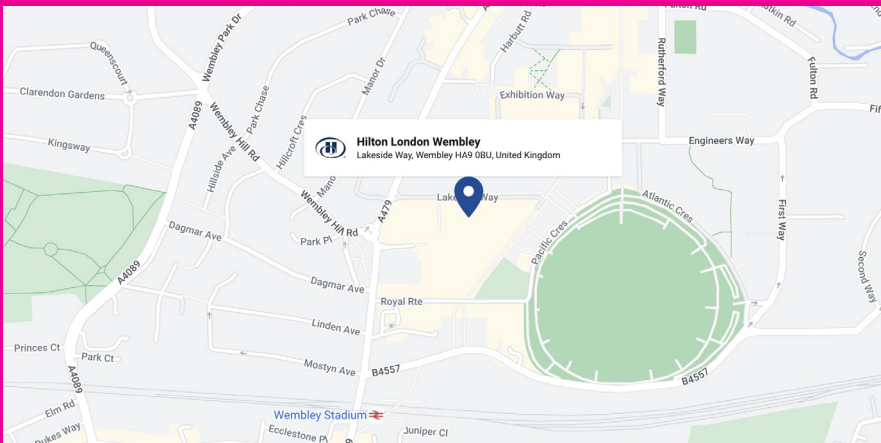
Natasha Patel, Head of Insight, Rebecca Henson, Consultant, Insight and Laura Holden, Senior Associate Consultant, UX – Avalere Health

Do you want to confidently take part in conversations about the world of omnichannel? We understand the importance of empowering customer voices but even with our best intentions, all too often we see powerful brands struggling to hit the mark with their communication strategies. This workshop will demonstrate how you can become an Omnichannel Mastermind – exploring the omnichannel 'buzz' and importance of connecting with customers, keeping them at the heart of everything you do.





Conference location



Hilton London Wembley
Lakeside Way
Wembley
HA9 0BU



Forthcoming Events

22 February 2024

NEW Navigating the Future of Research with ChatGPT and Generative AI
Virtual Webinar

29 February 2024

NEW Keeping Insights Alive – an Inside Story
Virtual Webinar

7 March 2024

BHBIA Guidelines in Action
Face to Face Workshop

14 March 2024

BHBIA Spring Virtual Event 2024
Virtual Event

21 March 2024

BHBIA Captivating the Conference – how to be an effective public speaker
Virtual Workshop

11 April 2024

BHBIA Challenging Conversations – 2024
Face to Face Workshop

24 April 2024

BHBIA Rising Stars Connect Group
Virtual Event

1 May 2024

BHBIA Analytics Connect Group
Virtual Event

23 May 2024

NEW BHBIA Transforming Client Outcomes using Behavioural Science
Virtual Webinar

5 June 2024

NEW BHBIA Facilitation Skills
Face to Face Workshop

27 June 2024

NEW BHBIA AI-Powered Healthcare Research: A Master Class in ChatGPT & Generative AI Tools
Virtual Workshop

5 July 2024

NEW BHBIA Empowering with Numbers
Face to Face Workshop



British Healthcare Business Intelligence Association

St James House, Vicar Lane, Sheffield S1 2EX

T: 01727 896085 • admin@bhbia.org.uk • www.bhbia.org.uk

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