



bhbia2025

Annual Conference

Hilton London Wembley
12-13 May 2025



BOBI Awards Ceremony
Monday 12th May 2025

Follow us on  www.linkedin.com/company/bhbia
#BHBIA2025 and #BOBIawards



Day 1 – Monday 12th May 2025

09.00 **Registration & Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry.

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

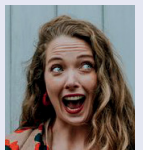
Paul O'Nions, BHBIA Chair



09.45 **Keynote Speaker**

Charlie Whyman – Speaker on Courage in Motion: Building Confidence Through Action

Charlie Whyman knows firsthand that fear isn't something you eliminate – it's something you learn to manage. As a speaker, business leader, and adventurer at heart, she empowers individuals and teams to ReThink challenges into opportunities, ReFrame setbacks into stepping stones, and ReTrain their brains to keep moving forward with confidence. Having built a career across male-dominated industries, Charlie understands what it takes to speak up, stand out, and push forward in environments where self-doubt can be amplified. Currently the Managing Director of TGIS Aviation, she leads a company that specialises in solving complex, time-critical challenges for aircraft engine owners and operators.



10.35 **Orchestrating Harmony in Patient Support**

Charlotte Moore, Senior Brand Manager ILD - Boehringer Ingelheim and Paul Tinworth, Research Director – Healthcare Research Worldwide (HRW)

This study assesses co-creation groups, merging HCP and patient insights, to enhance patient support research and design. Utilising 'hackathon' inspiration, it bridges perspective gaps. A comparative analysis of individual HCPs, individual patients, joint HCP-patient co-creation groups, and AI suggestions informs the design of effective support systems, highlighting how diverse viewpoints and implications for optimal programme structure.



11.00 **Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Speakers from this morning's sessions will be available to answer any outstanding Q&A in our 'Speakers Corner' located near the registration desk.

11.45 **Compliance Unmasked**

Yuliya Fontanetti, BHBIA Ethics & Compliance Committee Chair and Global Head – Quality Assurance and Compliance – Lumanity

An interactive session chaired by Yuliya Fontanetti, BHBIA Ethics & Compliance Committee Chair and Global Head – Quality Assurance and Compliance – Lumanity. Yuliya will be joined by members of the Ethics and Compliance Committee to bring you this engaging and interactive session.



12.05 **Workshops 1-4 – Choose from page 6**

13.05 **Exhibition (Buffet Lunch in Association Restaurant)**

Visit the Exhibition Area for a post lunch coffee to connect and engage in meaningful discussions with peers from across the industry.

14.05 **Who watches the watchmen? Compliance, AI, and the need for human insight**

Dr. Felix Jackson, Medical Director and Founder and Tea Meneghetti, Scientific Leader – medDigital



AI is seemingly the Next Big Thing in healthcare, but what role does it play in research? This session looks at how pharma can use it effectively while remaining compliant, and why it won't be replacing human-led insight anytime soon.

14.25 **Workshops 1-4 – Choose from page 6**

15.25 **Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Speakers from this afternoon's sessions will be available to answer any outstanding Q&A in our 'Speakers Corner' located near the registration desk.

16.00 **Hear from our Diamond Sponsor!**

Tamara Burke, VP Qualitative Business Development

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 **Keynote Speaker**

Omar Ali, Former Adviser to NICE & Head of Payers – Verpora

Omar is a pharmacist payer with over 15 years' experience across both primary care and secondary care having served on numerous formulary groups, drugs and therapeutics and area prescribing committees. Omar has served a position on the External Reference Group on Cost Impact Modelling for NICE for 10 years and was also appointed Panel Member for the newly formed Adoption & Impact Program Reference for NICE thereafter. At Verpora, he leads a group of 150 global payers within a network bringing pricing, access and reimbursement expertise from over 30 markets across the globe.

His talk will focus on the collapse of NHS England's structure and the ripple effects across commissioning, VPAG and NICE, discussing what is pharma's next move.



17.05 **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 13th May 2025

09.00 **Registration & Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry.

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

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



09.25 **Keynote Speaker**

Andrew Bruce Smith – AI in communications & marketing expert

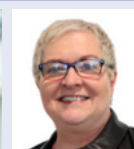
Andrew Bruce Smith, FCIPR, MPRCA, is a renowned expert in artificial intelligence and its applications in digital PR, social media, SEO, and analytics. With a remarkable career spanning 38 years, Andrew has strategically integrated AI into digital communications programmes for some of the world's largest brands. His expertise in AI and its integration with social media and analytics has earned him five Google Analytics Individual Qualifications and the status of an approved Google Partner in search advertising. Andrew's contributions to the field have not gone unnoticed.



10.05 **Harnessing the power of analytical AI to understand how physicians segment their patients and maximize brand potential**

Siegfried Ertl, Business Unit Director and Hilary Worton, Business Unit Director – AplusA Research

Traditional patient segmentation in physicians' eyes tend to mostly rely on stated attitudes and perceptions of their own behaviors. Combining real-world behaviors with patient charts with advanced analytics, we've been able to look at patient charts data more comprehensively and thoroughly, considering all possible variables a physician might use to make a treatment decision. Analytical AI, through machine learning algorithms, helped us to uncover hidden real-world behaviors-based patient segments that allowed us to define strategic actions to expand a brand opportunity.



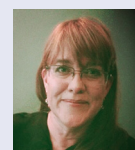
10.25 **Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Speakers from this morning's sessions will be available to answer any outstanding Q&A in our 'Speakers Corner' located near the registration desk.

11.10 **Unlocking Real-World Prescribing Decisions: A Case Study on the Power of Situational Choice Experiment**

Kerry Kriel, Head of HEOR & Early Assets – Bayer plc and Laurence Olding, Director

Dive into the world of advanced analytics with our intriguing case study. Discover how we harnessed the power of the Situational Choice Experiment (SCE) to model real-life prescribing decisions based on patient characteristics. This session offers a unique perspective on positioning in a competitive market.



11.30 **BOBI Highlights and winning entries**

Wilf Iliffe – 14 Four Analytics

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



11.40 **Workshops 5-8 – Choose from page 7**

12.40 **Exhibition (Buffet Lunch in Association Restaurant)**

Visit the Exhibition Area for a post lunch coffee to connect and engage in meaningful discussions with peers from across the industry. Speakers from this morning's sessions will be available to answer any outstanding Q&A in our 'Speakers Corner' located near the registration desk.

13.40 **Leave people alone – Leveraging data available to optimise the respondent experience**

Max Taylor-McEwan, Research Director and Jemma Reast, Research Director – Madano

There are consistently questions surrounding keeping market research sustainable and maintaining respondent engagement. We will challenge you to leave your respondents alone where possible. We can gain great insights, not over-research (raising ethics and sustainability questions) if we do more with the data and analysis tools available to us.

Focussing on patient research, specifically in rare diseases or instances when people's QoL is severely burdened or in end of life care.



14.00 **Workshops 5-8 – Choose from page 7**

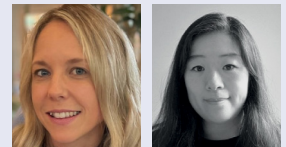
15.00 **Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Speakers from this afternoon's sessions will be available to answer any outstanding Q&A in our 'Speakers Corner' located near the registration desk.

15.45 **Unleashing the power of the pharmaceutical sales team to harness customer insights**

Anna Munroe, Senior Territory Business Manager (contracted to Nestle Health Science) and Shirley Tang, Principal – IQVIA

The UK pharma go-to-market model is shifting away from being transactional-based, and more towards a partnership-based approach. As such, this has given rise to the evolving role of the pharma in-field promotional team. Being at the crux of customer engagement, their direct interaction with customers provides a wealth of information that can and should be harnessed. This session will explore the importance of utilising sales teams as data gatherers and insight generators, emphasising the need to empower them with the skills and tools to effectively collect, manage, and leverage data for personalised customer engagement. By maximising the potential of in-field sales teams, organisations can enhance their ability to deliver tailored and impactful messaging that resonates with diverse customer groups.



16.05 **Keynote Speaker**

Chris Webber, Founder – Foxleigh Commercial Performance

Foxleigh was founded by Chris after decades of working in large organisations within sales, marketing and leadership positions. He noticed that the people and companies who sustain excellence over the long term are able to balance commercial results with strong relationships, leading him to explore the ways they do it.

As a global leader in influence and negotiation, Chris will focus on how to ensure your voice is heard, your ideas stand out, and your work gets the credit it deserves in a world where attention is scarce and competition is fierce. His talk will discuss the strategies behind getting noticed, shaping decisions, and handling workplace challenges with confidence.

Whether you're leading teams or building your personal brand, this session will show you how to play to your strengths – and win with integrity.



16.35 **Conference Awards**

16.45 **Conference Close**



Workshop Sessions Day 1

Workshop sessions 1-4 will take place on Day 1 – Monday 12th May 2025.

These will take place twice a day at 12.05 and 14.25, to give more opportunity to attend.

Pick one per time slot per day to attend.

1

Harnessing generative AI to increase your communication impact

Georgie Cooper, Managing Partner and Beth Clark, Director – Basis Health

Using a menopause case study, this workshop will demonstrate how generative AI can quickly analyse large datasets to uncover fresh insights and opportunities. Participants will then see first-hand how AI can build upon these findings to develop and optimise communication materials attendees developed themselves and discuss how this approach could complement traditional research methods and deliver additional value.



2

The patient will see you now

Jemma Reast, Research Director – Madano and Sam Robinson, Director-Patient Advocacy – AXON Communications

The message of patient-centricity has been delivered; it has been heard with more patient insights projects taking place than ever before. There is, however, work to be done to reach best practice. In this session, you will hear from insights professionals and patient advocates on what must happen next and how we can learn from previous successes and failures– covering diversity and inclusion, early integration, non-transactional collaboration, working across functions and working with compliance.



3

Digital Opinion Leaders: Are We Sacrificing Human Connection for Digital Efficiency?

Daniel Ghinn, CEO & Founder and Anni Neumann, Director Health Strategy – CREATION.co

Based on bespoke research this workshop will explore ways to improve engagement and outcomes with Digital Opinion Leaders (DOLs) by recognising them as individuals, not just digital enablers. By understanding HCPs' preferences, motives, needs, and opinions, teams can build authentic relationships, enhancing collaboration and driving more impactful outcomes in digital health communication.



4

Unlocking Therapeutic Insights through Video Listening on TikTok

Jackie Cuyvers, Co-Founder and CEO – Convosphere

Discover how video listening on TikTok can revolutionise pharma organisations' understanding of therapeutic areas. This session will showcase a case study demonstrating the power of video content analysis in uncovering patient experiences, identifying emerging trends and enhancing strategic decision-making.





Workshop Sessions Day 2

Workshop sessions 5-8 will take place on Day 2 – Tuesday 13th May 2025.

These will take place twice a day at 11.40 and 14.00, to give more opportunity to attend.

Pick one per time slot per day to attend.

5

AI vs. Human: The battle to understand the Doctor-Patient Narrative

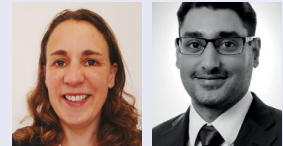
Viv Farr, Managing Director – Narrative Health Ltd and Shaan Thakerar, Customer Insights Partner – AbbVie

The ultimate show down of AI vs. human to understand the best way to uncover the doctor-patient dialogue.

We will explore interactions using 4 approaches:

- Recording of real time consultation
- Patient actor-doctor simulated consultations
- AI patient persona – doctor simulated consultations
- Co-pilot / ChatGPT generated consultations

We will also pit AI vs. human in understanding the nuances of these conversations. Who will triumph in this clash of comprehension? – man or machine!



6

Not all respondents are created equal...

Hannah Brown, Global Head of Marketing and Alexis Austin, Vice President of Strategic Accounts – M3 Global Research

This interactive, quiz-based workshop challenges the audience's assumptions about how the research experience and preferences of HCPs working in different specialties and different countries differs, and asks what would / should we do differently if we knew which country's doctors were most open to AI in healthcare MR, or which specialty liked 60-min surveys the least? The session will equip you with both random facts to amaze your clients and colleagues, and discussion points to inform research design. You might even win a prize!



7

The Power of Play to Unlock Insights

Gregg Quay, Head of International Business Unit and Niall Baker, Director, Business Development & Qualitative Research – Elma Research

This session will use the Lego Serious Play method to uncover ideas to create a vision for how BHBIA could evolve its conferences in the future to better meet the needs of agencies and pharma companies.



8

Unlocking new behaviour: transforming behavioural insights into concrete marketing activities

Céline Talon, Associate Director and Arne Maas, Consultant – SKIM

The purpose of the session is the transformation of patient and HCP insights into concrete marketing activities. We will use a behavioural change model, called COM-B, to provide more granularity on the drivers of behaviour change. We will then show how to translate the results from this model into actionable next steps for tactical and strategic marketing.



BHBIA would like to thank all this year's conference sponsors and exhibitors for their valuable support

Sponsors



Diamond



Gold



Gold



Gold



Gold



Sustainability



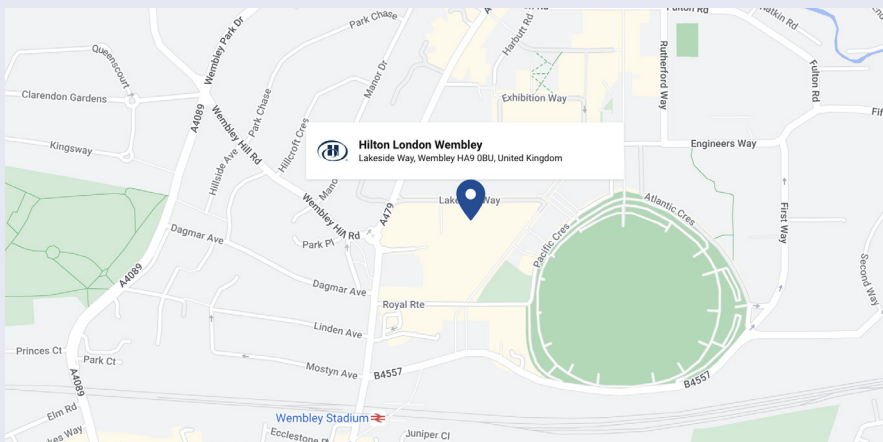
Delegate Notepads

Exhibitors

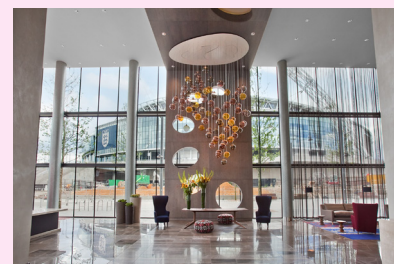




Conference location



Hilton London Wembley
Lakeside Way
Wembley
HA9 0BU



Forthcoming Events

10 April 2025

NEW BHBIA Navigating Generative AI in Pharma: Client Perspectives and Progress
Webinar

23 April 2025

BHBIA Rising Stars Connect Group - April 2025
Virtual Event

24 April 2025

BHBIA Challenging Conversations - 2025
Face to Face Workshop

30 April 2025

BHBIA Neurodiversity Experiences with Healthcare and Research
Webinar

05 June 2025

NEW BHBIA Synthetic Respondents and Data in the Future of Pharmaceutical Market Research
Webinar

12 June 2025

BHBIA New Segmentation and Personas using Cluster Analysis using Excel Data Analytics
Virtual Workshop

25 June 2025

BHBIA Facilitation Skills – 2025
Face to Face Workshop

03 July 2025

NEW BHBIA Turning Data Into Action: Delivering Commercial Insights to Drive Impact
Webinar

03 July 2025

NEW BHBIA Passing the So What Test – 2025
Virtual 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

A Private Limited Company registered in England and Wales No: 9244455