



**MRS CPD PROGRAMME
ACCREDITATION FOR BHBIA EVENTS 2024**

Title	Date and Delivery Mode	Summary	Length of event	MRS CPD Hours Accredited By MRS	Membership Benchmark Standard	MRS Professional Development Framework
Challenging pharma to focus on health equity and inclusivity	Webinar – 18th January 12.30-1.30 BHBIA members only	This session will hear from DE&I and inclusive marketing experts, showcasing what we've learned so far on our journey to designing and delivering work that is inclusive and research that shines a light on inequity. We will discuss success, challenges, and where the quick wins could be for the market research that is foundational to inclusive marketing.	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Influencing without Authority	One-day workshop (face to face) – 8th February Professional trainer-led, discussion and practical exercises	Have an improved understanding of the drivers of influence and your role as an influencer Learn how to influence others, including internal and external stakeholders Enhance your interpersonal skills and trustworthiness Be able to apply your knowledge of the different Insights Discovery colour energies to influence the outcomes of your interactions Be able to apply your influencing skills in different situations with different types of stakeholders by utilising Cialdini's six Principles of Persuasion and the G-LEAD model Create an action plan to adapt and connect with key stakeholders	1 day (approx. 5.5 hours session time)	5	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Navigating the Future of Research with ChatGPT and Generative AI	Webinar – 22nd February 12.30-1.30 BHBIA members only	In this engaging session, we'll walk you through real-world examples showcasing how AI tools like ChatGPT and Generative AI are already transforming data analysis, survey design, and open-ended response interpretation. You can expect an up-to-date exploration of how Generative AI is reshaping the landscape of healthcare market research, insights into the key areas where Generative AI provides the most value from RFP receipt to ideation, design, and delivery, a glimpse into the immediate and future opportunities for harnessing the potential of Generative AI, and an understanding of the limitations of Generative AI and navigating early challenges in its application.	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Keeping Insights Alive - an inside story	Webinar – 29th February 12.30-1.30 BHBIA members only	Hear the client perspective of one way in which this challenge has been tackled and met – resulting in the creation of an interactive platform that houses 9 separate patient journeys, and presents these in a clear, concise, and easily accessible way to the whole business. Using consistent language and layout has created a hub for insight interrogation and use across multiple internal departments – whilst retaining the core story of the patient.	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Guidelines in Action	One-day workshop (face to face) – 7th March Speakers, discussion, and practical exercises	Whether you are new to a Business Insights career or have been working in an Insights role to date, having access to the BHBIA Guidelines to Healthcare Market Research document and sitting your annual online competency certification may not leave you feeling fully prepared to put the guidance into practice, or navigate challenges or issues as they arise. This one-day workshop is hosted by a panel of experts from the Ethics and Compliance Committee who work with	1 day (approx. 5.5 hours session time)	6	STANDARD 1: Ethical & legal considerations governing the conduct of MRS members Standard 8: Conducting all or part of a research project	Understand & apply best practice to provide ethical and quality-based research decisions



		applying the guidelines daily. The hosts will take you through the key purpose and scope of the guidelines, before leading attendees through exercises designed to give you a 'safe space' to put theory into practice.			STANDARD 10: Quality assurance in research STANDARD 11: Commitment to your own personal and professional development	
Spring Virtual Event	Seminar (via Zoom) – 14th March	Speakers will provide updates on the latest thinking on a topical theme related to healthcare market research/commercial analytics, with an opportunity for Q&A and discussion by members. Theme/topic to be confirmed	2-3 hours	2	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Captivating the Conference – How to be an effective public speaker	Half-day workshop (via Zoom) – 21st March Professional trainer-led, discussion and practical exercises	This highly practical, interactive workshop will unlock the secrets to successful speaking, whether at conferences or to similarly large audiences. We'll look at subjects such as the importance of preparation, of clarity of message and purpose, and of one's body language, voice and energy levels. As well as the psychological and physical, we'll also look at the key practical elements of powerful presentations, including how to engage your audience, handle questions and take control of the logistics. You will also get the opportunity to deliver, and then receive tailored, 1-2-1 feedback on your performance.	Half day (approx. 3.5 hours session time)	3	STANDARD 6: Oral and/or written communication skills	Communication Skills
Challenging Conversations	One-day workshop (face to face) – 11th April Professional trainer-led, discussion and practical exercises	This workshop will examine the three levels of fear, five truths about fear and the difference between active and passive communication and overcoming our Gremlins/imposter syndrome as well as introducing techniques which will build your confidence to have those challenging conversations. Handling challenging conversations assertively and respectfully will increase engagement, commitment, build trust to strengthen your relationships and the value that you bring to your stakeholders. The main objective of this workshop is to provide you with the skills and knowledge to enhance the impact you have in your interactions and to drive even more compelling conversations – which your stakeholders, may or may not agree with, but they will agree to action and implement the suggestions because they value you as their trusted Business Advisor.	1 day (approx. 5.5 hours session time)	5	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
A Day in the Life	Half-day workshop (face to face) – 18th April at a client company's offices	As an agency side researcher, do you know what a day in the work life of a client-side researcher entails? How is market research theory and methodology used in practice? Do you know how market research fits within the 'bigger picture' of pharma company planning and activities? What happens before the research begins? What happens with the research when it is finished? How can agency researchers ensure that what they do is as synergistic and impactful as possible within the client-side context?	Half day (approx. 3.5 hours session time)	3	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
BOBI Awards (Best of Business Intelligence) – Best Newcomer Competition	One-day competitive event (face to face) – 26th April	Completion of individual tasks throughout the day will assess several different skills and competencies relevant to individuals in business intelligence, analytics, or market research, such as: Listening/comprehension, identifying key issues, overall strategic thinking, awareness of industry, concentration and engagement, Planning,	1 day (approx. 4-5 hours in sessions and individual exercises)	4	STANDARD 1: Ethical & legal considerations governing the conduct of MRS members STANDARD 2: Research within its broad	Plan, design and manage research Provide strategic marketing intelligence and customer insight

	<p>Entrants, with up to 3 years' experience in a role that includes business intelligence, analytics or market research will undertake a series of individual practical exercises either presenting their answers to judges or completing tasks on their own.</p>	<p>prioritisation, ability to time manage, Forecasting ability, mathematical competence, identifying key issues, Methodological knowledge, correct application to business problem, Personal impact, situational analysis, clarity of thought, methodological knowledge (inc. sampling), communication skills, overcoming objections, presentation skills, questioning skills, Translating strategy to tactics, personal impact, picking out relevant issues. Entrants are provided with feedback and encouraged to discuss this feedback with their line managers and build relevant elements into their Personal Development Plan. There is also some pre-work.</p>			<p>political/economic/social/technological context</p> <p>STANDARD 3: The role of research in decision making within an organisation</p> <p>STANDARD 5: Project management (including planning and the use of resources)</p> <p>STANDARD 7: Awareness and evaluation of research methodologies</p> <p>STANDARD 8: Conducting all or part of a research project</p> <p>STANDARD 9: A nominated specialist area in research</p> <p>STANDARD 10: Quality assurance in research</p> <p>STANDARD 11: Commitment to your own personal and professional development</p>	<p>Lead cutting-edge thinking and innovative techniques</p>
<p>BHBIA Annual Conference: bhbia2024</p>	<p>Two-day Annual Conference – 13th – 14th May Plenary speaker sessions and one-hour training workshops</p>	<p>Speakers will provide updates on the latest thinking/insights into case-studies on a range of healthcare-related market research/commercial analytics topics. There will also be the opportunity to attend a choice of training workshops. Both days also include inspirational and or leading industry speakers who will relate their experiences to the delegates business/leadership challenges.</p>	<p>2 days – can register for one or both days (4-5 hours session time on each day)</p>	<p>Day 1 – 4 Day 2 – 4</p>	<p>Standard 7: Awareness and evaluation of research methodologies + Standard 8: Conducting all or part of a research project + Standard 9: A nominated specialist area in research + STANDARD 3: The role of research in decision making within an organisation</p>	<p>Plan, design and manage research project + Manage and lead research operations + Lead cutting-edge thinking and innovative techniques + Use and develop marketing customer data/research + Provide strategic marketing intelligence & customer insight</p>
<p>Transforming client organisation outcomes using Behavioural Science</p>	<p>Webinar – 23rd May 12.30-1.30 BHBIA members only</p>	<p>Insight teams in pharmaceutical companies are facing ever more complex challenges when it comes to understanding and helping to influence physician and other key customer behaviour. While client-side researchers may have access to more behavioural research and data than ever, it can be challenging to make sense of sometimes disparate seeming pieces of information. Further, wider economic pressures may in some cases be reducing opportunities to commission largescale external primary research – while demands continue to grow from internal stakeholders for faster, more accurate behavioural</p>	<p>1 hour</p>	<p>1</p>	<p><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></p>	

		insights. Agencies who can provide the most robust, persuasive, cost-effective solutions to clients' complex behavioural challenges will be most likely to prosper in the future.				
Facilitation Skills	One-day workshop (face to face) – 5th June Professional trainer-led, discussion and practical exercises	This interactive workshop is part of the BHBI's Business Skills series and is designed to equip you with tools and skills for facilitating successful meetings. This could be initial project briefing discussions, mid-project progress reviews, idea generation workshops or insights delivery sessions – any of which involve managing groups of different people with different needs and working styles. The workshop covers a range of topics from structuring your time and activities, managing difficult situations and participants, through to summarising and capturing outputs.	1 day (approx. 5.5 hours session time)	5	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Statistical Techniques in Business Insights	Webinar – 20th June 12.30-1.30 BHBI members only	This webinar serves as an introduction to give members an initial understanding of basic descriptive statistical measures, confidence intervals, hypothesis testing, sampling, and sources of error. The focus will be practical, using case studies based on real healthcare data to bring these examples to life. It will help you feel more confident in choosing the correct statistical techniques for the questions you're trying to answer. It will also enable you to use statistical information to tell a story with your data insights.	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
AI-Powered Healthcare Research	Half-day workshop (via Zoom) – 27th June Speakers, discussion, and practical exercises	Join this interactive Master Class designed to empower a new generation of healthcare researchers with the practical skills needed to harness the full potential of ChatGPT and cutting-edge Generative AI tools in their market research. During this virtual workshop, we will guide you through the hands-on application of these AI tools, equipping you to tackle real-world research challenges with confidence. We'll take you on a deep dive into the intricacies of when, why, and how to leverage these tools effectively.	Half day (approx. 2.5 hours session time)	2.5	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Empowering with numbers: Tips to improve data literacy across your organisation	One-day workshop (face to face) – 5th July Speakers, discussion, and practical exercises	Team members with considerable talents to offer an organisation are increasingly disadvantaged if they struggle to back their ideas up with evidence. Allowing colleagues with a range of abilities to access insights from data makes for better decisions. This session will outline why we need to be spending as much time thinking about how we share the data we generate as Insights professionals and makes some practical suggestions on ways to enhance this. The aim will be for participants to leave with a better appreciation of some of the barriers to understanding that impede the accurate interpretation of data across the wider business. It will provide practical examples of small changes we can all make to improve access to insights from data, and help participants understand the mechanisms by which that leads to better decision making.	1 day (approx. 5.5 hours session time)	6	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	

Passing the So What Test	One-day workshop (via Zoom) – 11th July Professional trainer-led, discussion, and practical exercises	The overarching aim of this virtual event is to help you to increase your impact and influence, raise your profile and improve others' perception of the value that you deliver. This highly practical and interactive workshop will introduce you to a toolbox of pragmatic models, frameworks and approaches that will make a real difference to your personal impact and business relationships. Subjects covered will include: a strategic framework for analysing the stakeholder's world and business and thus their key insight needs, different definitions of 'value', stakeholder analysis and management, clarifying the client's central question, the power of storytelling to pass both the 'elevator' test and the 'so what?' test, the difference between findings and insights, structure and storyboarding, and the impact of design and visualisation on a powerful story.	1 day (approx. 5.5 hours session time)	6	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Summer Virtual Event	Seminar (via Zoom) – 5th September	Speakers will provide updates on the latest thinking on a topical theme related to healthcare market research/commercial analytics, with an opportunity for Q&A and discussion by members. Theme/topic to be confirmed	2 – 3 hours	2	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Getting Started in Healthcare BI: Introduction to the Pharmaceutical Industry and Business Intelligence Practice	One day workshop (face to face) – 18th September Speakers, discussion, and practical exercises	For new starters, placement students and short-term interns working in business intelligence and related areas in both pharmaceutical companies and agencies. Help your trainees to hit the ground running with this overview of the pharmaceutical industry and where business intelligence fits in, run by experienced BI professionals. The workshop will cover an introduction to the NHS, how medicines are brought to market, a top line understanding of primary and secondary market research and the power of business intelligence in fuelling brand success throughout the product lifecycle. It will provide a balance of practical information to orientate your students and the opportunity to ask questions about careers and next steps	Approximately 6.5 hours session time	6	STANDARD 2: Research within its broad political/economic social/ technological context STANDARD 3: The role of research in decision making within an organisation STANDARD 11: Commitment to your own personal and professional development	Plan, design and manage research projects
Fast-track your Business Impact	One day workshop (face to face) – 19th September Speakers, Professional Trainer-led, discussion, and practical exercises	Our objective is to establish Business Insights professionals not just providers of insights, but as trusted business partners. Alongside the nuts and bolts of conducting projects or analysis, a host of soft skills can be the levers that elevate your delivery from why something is happening, to having a say in the next stage 'so what'. Learn how to influence your key stakeholders so that you can go beyond the results and explain the 'why' as well as the 'what'. Sessions are designed to help you gain the confidence to challenge requests, learn to say 'no' appropriately, sharpen your insights communications through effective structuring, and understand and identify the working styles of yourself and your stakeholders. The day is a mixture of classroom-based learning and presentations, mixed with practical sessions to try out some of the new skills in a safe environment before taking them back to the office.	1 day (approx. 5.5 hours session time)	6	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Your Brand Positioning is Key	Webinar – 3rd October 12.30-1.30	This session will serve as an inflection point for what brand positioning means in the world we now live in, and what we need to consider helping our clients understand identify their optimal positioning. As part of this journey, we'll ask the hard questions around whether traditional positioning research is getting us	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	

	BHBIA members only	what we need, and how we decide what a 'winning' positioning should be. All attendees will take away an understanding the theory of brand positioning, be able to have a point of view on KPIs that matter when evaluating different positioning options and learn to make recommendations that are useful for pharma clients and creative agencies.				
'Delivering the Sizzle, not just the Sausage' - Effective Presentation Delivery Skills	Training course (via Zoom) – 17th October Professional Trainer-led, discussion, and practical exercises	This highly practical workshop will give you the opportunity to develop and refine your presentation delivery skills in a totally safe environment. The aim is to increase both your capability and your confidence in delivering insightful, trust-enhancing and memorable messages. We will discuss such key issues as the importance of energy, body language and voice, how to handle nerves and questions, and the added complexity of delivering remotely. You will have the unique opportunity to deliver a presentation before receiving one-to-one feedback (supported by a recording of your presentation), helping you identify your current strengths and areas for improvement. You will then get the chance to put your learning into practice by delivering again, followed by further feedback.	Approx. 4 hours session time for each individual	4	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Everyday analysis for every day	One day workshop (face to face) – 14th November Speakers, discussion, and practical exercises	Over time analysts pick up key techniques and tips that become go to methods for answering commercial questions. However, for those without any formal training these techniques can take several years to discover or become confident enough to use them when it matters. This course is intended to equip attendees with the knowledge, tools, and confidence to tackle a host of commercial questions themselves. A panel of industry experts have offered their most used 'everyday analysis' techniques based on their experience. Typical commercial questions/tasks we are likely to cover include targeting, segmentation, potential planning, and territory alignment balancing. Each technique will be explained in simple terms, followed by a practical session where attendees get to play with a working model and understand how to set it up. Finally a discussion section illustrates the types of projects or tasks the technique is useful for, so attendees understand how and when to apply it. Along with the course material attendees will get to keep their working models for future reference. Typical commercial questions/tasks are likely to cover targeting, segmentation, potential planning, and Territory alignment balancing.	1 day (approx. 5.5 hours session time)	6	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
BHBIA Winter Seminar	One-day Seminar – 6th December Speakers and discussion BHBIA members only	Speakers will provide updates on the latest thinking on a topical theme related to healthcare market research/commercial analytics, with an opportunity for debate and discussion by members. Theme/topics to be confirmed	1 day + lunch (approx. 3.5 hours session time)	3	Standard 7: Awareness and evaluation of research methodologies + Standard 9: A nominated specialist area in research	Plan, design and manage research projects + Use and develop marketing customer data/research