



BHBIA Winter Seminar

Unlocking Tomorrow: Exploring the Future of UK Business Insights and Your Strategic Advantage

Friday 6th December 2024

IET London
Savoy Place, 2 Savoy Place,
London, WC2R 0BL



9.45 - 13.35 followed by Christmas lunch

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Overview

The Winter Seminar gives our members the opportunity to get together before Christmas to hear thought-provoking sessions from experts which cover key challenges our industry will be tackling in the new year and beyond.

The UK healthcare landscape is undergoing a profound transformation, driven by a broken system, a change in government and significant changes in health policy. As business insights professionals, we face a similar onslaught of change, including the explosion of data sources, the rise of AI, evolving data governance policies, the threat of offshoring, and more—all against the backdrop of a volatile UK and global economy. Whilst the changing environment brings challenges, it also presents opportunities. How can we, as individuals and as a community, stay at the forefront of business insights? Where should we focus our efforts? What are the distractions that might hinder our progress?

Over the course of the day, we will explore the future of healthcare and business intelligence in the UK. Together, let's discuss how we can position ourselves and set up for success as a thriving community of business insights professionals.

Programme

09.45 Registration – Tea/Coffee

10.20 Welcome and introduction

BHBIA Board

10.25 The Nine for 2025 – Future Global & UK Market Trends and How the Business Insights Professional Needs to Adapt

Sarah Rickwood, Vice President, EMEA Thought Leadership - IQVIA

This session will outline nine key issues shaping the healthcare industry in 2025. From environmental factors to technological advancements, these trends will influence how business insights professionals need to adapt to rapid change. The speakers will explore emerging trends in healthcare, pharmaceuticals, patient care and the UK market dynamics.

Programme

10.55 Payer & Pharmacy Perspectives – What Lies Ahead?

Omar Ali, Former Adviser to NICE & Visiting Lecturer Value Based Pricing & Head of Payers and Adam Buckler, Vice President, Innovative Contracting - Verpora

This session covers the outlook from both payers and pharmacists:

- **Payer Perspectives:** Omar Ali will consider how aligning with payers to demonstrate value is crucial for pricing strategies, discuss overcoming the mismatch between cost and perceived value, and explore whether rare disease/orphan drug pricing is sustainable.
- **Pharmacy Perspectives:** Adam Buckler will examine the role of pharmacy in the NHS, examining how data on prescribing and healthcare records is evolving and the opportunities these data linkages provide for business insights.

11.30 Tea/Coffee Break

11.50 New Government Health Policy Update & Impact on the Business Insight Professional

Paul Midgley, NHS Insight Specialist, Member of NHS Nottinghamshire ICB, Digital & Social Inclusion Board - Digital Strategy Oversight Group

Paul Midgley will provide an in-depth review of new government health policies and their impact on the customer environment. This session will cover how policy changes affect customer targeting and segmentation, resource allocation and market research.

12.40 The Skills, Behaviours & Capabilities Required to Unlock Your Future Strategic Advantage

Sarah Rickwood, Vice President, EMEA Thought Leadership - IQVIA, Daniel Ghinn, CEO and Founder - CREATION.co and Paul O'Nions, Founder - GTMx Consulting Ltd.

In this panel discussion, industry leaders will address the key skills and capabilities business insights professionals need to maintain a strategic edge. Topics will likely include the UK's strategic role, market fluctuations, system readiness and the transformations in marketing and business insights arising from new technologies.

13.15 BHBIA Board Announcements

13.35 Drinks reception followed by Christmas lunch

Merry Christmas!