

The BOBI awards logo features the text "BOBI awards" in a white, sans-serif font, with "BOBI" on the top line and "awards" on the bottom line. The text is enclosed within a white, stylized swoosh that curves around the top and right sides of the text.

BOBI
awards

best of business intelligence

BOBI Awards Ceremony
Monday 8th May 2017

8-9th MAY
2017
ANNUAL
CONFERENCE



POSITIVE DISRUPTION

SHAKING IT UP & DRIVING CHANGE

ANNUAL CONFERENCE
ROYAL GARDEN HOTEL
KENSINGTON, LONDON

Follow us on  @BHBIAssociation
#BHBI17 and #BOBIawards

Day 1 Monday 8th May 2017

09.00 Registration and Agency Fair

An opportunity to meet agencies from across the business intelligence spectrum to see how positive disruption can assist you. Visit the stands to be in with a chance to win a prize at the end of the day.

09.30 Introduction and Welcome from the BHBIA Board

Nick Coolican-Smith, BHBIA Chairman and Head of CRM & Technical platforms Europe – Merck Serono Limited



09.45 Keynote Speaker – Seamus O’Farrell, Director of Strategy & Planning – BrainJuicer

His focus is on the application of knowledge from psychology and marketing science to growing brands and creating communications. Seamus has a background in helping to run Advertising Agencies (including AMV.BBDO, BBH and Leo Burnett) and Marketing at Kellogg’s and Prostate Cancer UK.



10.30 Enabling Disruptive Market Research & Business Intelligence

Daniel Ghinn, CEO – CREATION

This session will look at how new tools are enabling a greater understanding of both your market and the digital behaviours of your customer. Using cutting edge technology, and highlighting recent developments in artificial intelligence and semantic search and analysis, attendees will be given a live analysis and timely insights into healthcare professional conversations within key therapy areas such as oncology and vaccines, including topics being discussed, peer-to-peer relationships, influence and impact of messaging.



11.00 Agency Fair (Tea/Coffee will be served in the Palace Suite Foyer & Kensington Suite)

An opportunity to meet agencies from across the business intelligence spectrum to see how positive disruption can assist you. Visit the stands to be in with a chance to win a prize at the end of the day.

11.40 30 Seconds to Save a Life – Why Wouldn’t You?

Vivienne Farr, Managing Director – Narrative Health and Alexandra Ho, Consumer Market Research Manager – Cancer Research UK

That was exactly the challenge facing CRUK. Smoking and obesity are the two biggest preventable cause of cancer. Evidence shows when primary care gives very brief advice (VBA) on smoking cessation patients are significantly more likely to quit. We’ll demonstrate how using the COM-B model will help us design a behaviour change initiative to positively disrupt habitual consultations and increase VBA use ultimately helping CRUK towards their strategic goal of cancer prevention.



12.10 How the Mobile and Biometric Revolution will Reinvent Measurements of Adherence?

Alex Marriott, Divisional Director and Toby Beusnard-Bee, Research Executive – Kantar Health

The mobile and smart phone revolution is still young. New apps are launched almost daily, capturing every aspect of our activity, sleep patterns, heart rate, steps taken, glucose measured and these instruments are becoming more detailed and precise. It is time clients and agencies caught up with developments and embrace these technologies so that we can tap into the infinitely rich vein of insight about the people the industry is meant to be helping.



12.30 Agency Fair (Lunch will be served in the Palace Suite Foyer & Kensington Suite)

An opportunity to meet agencies from across the business intelligence spectrum to see how positive disruption can assist you. Visit the stands to be in with a chance to win a prize at the end of the day.

14.00 Conference Training Sessions

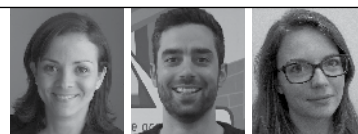
Choose from one of the three training sessions on page 6.

14.45 Agency Fair (Tea/Coffee will be served in the Palace Suite Foyer & Kensington Suite)

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15.15 Digital Disruption – in Search of a New Direction

Claudia Adreani, Digital Lead – AstraZeneca and Anthony Rowbottom, Director and Madeleine Wilson, Associate Director – Branding Science



AZ realized they needed to take a fresh look at getting best value from their digital channels. This paper reflects the approaches that Branding Science designed to meet the AZ 'brief' and the outcomes of the journey that AZ and Branding Science embarked upon together. Branding Science with Claudia Adreani of AstraZeneca discuss how the research invited disruptive change and is beginning to drive a new 'digital mindset' throughout AstraZeneca.

15.45 BHBIA Annual General Meeting

Chaired by Nick Coolican-Smith, BHBIA Chairman and Head of CRM & Technical platforms Europe – Merck Serono Limited and Christopher Ehinger, BHBIA Treasurer and Managing Director, Sales and Marketing – Black Swan Analysis Ltd



The AGM is your chance to influence key decisions on how the BHBIA is run and to 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.

16.05 Why Worry? An Armchair Guide to Coping with Disruption

John Aitchison, Managing Director – First Line Research



I will argue that most of us are not natural disruptors. Nor do we necessarily need to be. Rather, we can thrive on interpreting the fall-out from scientific disruption in healthcare, whilst cherry-picking new technologies that evolve our research approaches. The skill-set involved in supporting business decision-making is inherently robust to disruption, and we shouldn't succumb to the idea that we have to either disrupt, or fail.

16.45 Keynote Speaker – Richard Erwin, General Manager – Roche Pharma UK

Richard joined Roche in sales for the UK affiliate, progressed through sales and marketing roles of increasing leadership before moving into a global career. He has been Commercial Director for Western European Pharma Operations, Global Task force Leader for RA, General Manager of Finland and General Manager of Belgium, where he successfully targeted access challenges and achieved reimbursement for key brands in record time. Richard is a strong leader and is known for his dynamism, honesty and focus on supporting people development with a passion for ensuring patients have sustainable access to medicines.



17.20 Agency Fair Prize Draw

17.30 End of Day One

19.15 Pre-Dinner Drinks Reception – Palace Suite Foyer

19.45 Gala Dinner – Palace Suite (Dress code: Black Tie)

21.30 BOBI Awards Ceremony

Hosted by Wilf Iliffe, 14 Four Analytics/BOBI Committee Chair and Richard Hollingham, BBC Science Presenter and Author



22.30 Entertainment

Day 2 Tuesday 9th May 2017

09.00 Registration and Agency Fair

An opportunity to meet agencies from across the business intelligence spectrum to see how positive disruption can assist you. Visit the stands to be in with a chance to win a prize at the end of the day.

09.15 Introduction and Welcome from the BHBIA Board

Guy Murray, BHBIA Deputy Chairman and Director, Global Market Research & Analytics, MSD



09.30 Keynote Speaker – Martin McCourt, Former CEO – Dyson

Martin McCourt has worked for some of the biggest consumer brands for over 40 years. As CEO of Dyson for 15 years, he led the business from niche vacuum cleaner maker to a global brand with an extensive product line. Working closely with James Dyson, Martin devised and implemented a strategy that transformed the company and allowed James the freedom to focus on inventing products. His work saw Martin named as Orange UK Business Leader of the Year. In April 2016 Martin was appointed Chairman of Glen Dimplex Group. He is also Chairman of The Learning Curve Group



10.10 Beyond Business Intelligence

Mike Askew, Co-Founder – SCIO Health Analytics

As an industry do we get the returns we could on Data and Analytics? If not, why not? This presentation will examine what is wrong with the typical approach to Business Intelligence solutions within the Pharma Commercial organisation and discuss ways in which we can and should modernise our approach.



10.35 Agency Fair (Tea/Coffee will be served in the Palace Suite Foyer & Kensington Suite)

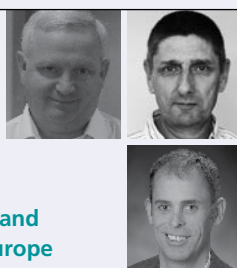
An opportunity to meet agencies from across the business intelligence spectrum to see how positive disruption can assist you. Visit the stands to be in with a chance to win a prize at the end of the day.

Analytics Stream – York Suite

11.05 Positive disruption and disruptors: Current and future trends for business intelligence

Nick Coolican-Smith, BHBIA Chairman and Head of CRM & Technical platforms Europe – Merck Serono Limited, Wilf Iliffe, 14 Four Analytics/BOBI Committee Chair and Guy Murray, BHBIA Deputy Chairman and Director, Global Market Research & Analytics, MSD

Business intelligence teams are going through a period of opportunities and challenges, where disruption is the only constant. This disruption particularly affects those vendor and client side teams who provide the systems, tools and analysis to internal and external customers. This session will look at the trends, opportunities and challenges these new disruptors pose for business intelligence and discusses how pharmaceutical BI teams can harness this wave of positive disruption, enabling them to act as positive disruptors and pathfinders for a data driven business.



Market Research Stream – Palace Suite

11.05 The Doctor will E You Now **Mollie Collett, Research Director – medeConnect Healthcare Insight**

We can see a number of initiatives developing in the area of remote patient care. These include digital communications between patients and physicians, remote monitoring of patients, remote consultations between physicians and patients, as well as primary care access to secondary care results. Exploring some examples of remote patient care from the user perspective, we evaluate why some initiatives succeed (and how) while others fail, and the factors that influence this.



11.25 Get Real: How Virtual and Augmented Reality Provides a Positive Disruption for Market Research Stimulus

Katy Irving, Research Director and Head of Innovation and Jess Woodhead, Senior Research Manager – HRW

What if there was a way to bring real life influences in to projects without giving up viewable research? In this comparative study, HRW explores the impact that stimulus format has on outcomes through testing four types of stimulus on the spectrum from traditional to next generation; control, infographic, augmented reality, and virtual reality. Showing how the same information can have different impact when presented in alternative formats.

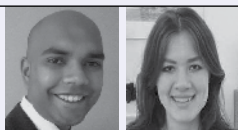




(2 day attendance)

Analytics Stream – York Suite

11.45 Use of Social Media Intelligence by Hospitals to Deliver an Improved Patient Experience



Anurag Abinashi, Engagement Manager, Technology & Services UK & Ireland and Miranda Bourne, Analyst, UK Consulting, QuintilesIMS

This session will cover a case study around the strategic use of social media intelligence to assist a hospital trust with its mission of delivering top-quality patient care in an increasingly challenging operating environment. It will also outline the future direction of work in this area. Such studies are becoming more and more pertinent as hospital trusts find themselves under increasing cost pressures.

12.10 Lies, Damned Lies and Statistics



Stewart Adkins, Founder/Director – PharmaForensic Ltd and Graham Leask, Lecturer – Aston Business School

“Lies, damned lies and statistics” will lift the veil on the use of statistics within the commercial arm of the pharmaceutical industry and demonstrate how appropriate use of leading edge statistics could eliminate promotional waste, let managers make informed decisions, reliably meet budgeted targets and create financial headroom for future investments (R&D and commercial) without the need for aggressive pricing that risks societal pushback.

Market Research Stream – Palace Suite

11.50 STOP/START: Breaking Habits and Building New Ones



Audrey Anand, Director – Incite Marketing Planning

There is much discussion about “behavioural economics” and “decision science”. However, businesses lack practical approaches that allow them to apply the philosophy to their commercial issues. Our session will explain how to bridge this gap. The paper introduces a comprehensive framework for understanding existing behaviours, the psychology that lies behind them, and how to plan interventions that disrupt behaviours and build new habits.

12.10 Tagged and Bagged: How Adherence Behaviour can be Tracked and Positively Disrupted



Samantha Fernando, Associate Director and Catherine Haw, Senior Research Manager – HRW

Adherence is often challenging to research: as researchers have to rely on inherently biased self-reports, and the industry can feel powerless to really do anything to really change behaviour. In a novel self-funded study, HRW tackles both of these topics; deploying smart product sensors to accurately track real world adherence behaviours and testing the efficacy of three behaviourally derived interventions that increase adherence in patients with chronic disease.

12.35 Agency Fair (Lunch will be served in the Palace Suite Foyer & Kensington Suite)

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13.35 Big Action, not, Big Data please!

Marc Farr, Chief Information Officer – East Kent Hospitals Foundation Trust



As CIO of one of the largest acute trusts in the UK Marc Farr will take you through how he processes through all of the multiple data sources available to him and his colleagues to make decisions that create big actions. He will also talk through new data sources and applications that are having a big effect in the NHS and how these are challenging the status quo and having a positive impact on the operational performance of the NHS. Availability of data and how it is presented is key. Marc will also look to explore the benefits of real time data and how this is used to achieve positive disruption within a hospital setting.

14.20 Developing Competitive Strategies for Biologics

Jamie Margerison, Research Director – Impact Health and Tom Weldhen, Brand Analyst – Napp Pharmaceuticals Ltd



This session hopes to illustrate some of the key considerations and potential challenges faced when conducting market research in the biologics market. Impact Health will highlight the need for a holistic approach in order to develop effective and sustainable strategies for biosimilar and originator brands, and enable them to compete in the face of market disruption.

14.50 Artificial Intelligence – Unnecessary Disruption or Game Changer

Chris Boos, Founder and CEO – Arago



“Time is the only resource that we cannot ever afford to waste,” according to Chris Boos, founder and CEO of Arago and a creator of the world-changing problem solving artificial intelligence. As a computer scientist and researcher Chris contributed to several fundamental algorithms and assembled a world-class research team to study dynamic systems and graphs as a foundation for AI. Chris will challenge attendees regarding the importance and future of AI particularly in our industry.

Day 2 Tuesday 9th May 2017

15.20 Keynote Speaker – Tim Sheppard, General Manager, UK & Ireland – QuintilesIMS



QuintilesIMS is a global provider of services to the Life Sciences and Healthcare industries including Clinical Development, Real World Insights, Technologies and Commercial solutions. In support of the UK Healthcare market, QuintilesIMS carries out over 30% of all clinical trials and processes over 1.4 billion patient transactions per year.

Prior to QuintilesIMS Tim led consulting teams working with hospitals to make improvements and efficiency's by empowering clinical teams. Tim has also held senior roles within the Healthcare technology industry, at Dell and Perot Systems he ran a large European healthcare practice and set up branches in the Middle East and China. In his early career, Tim worked in humanitarian roles in Greece, Bosnia, Croatia, Kenya and Rwanda.

16.05 Conference Awards and Agency Fair Prize Draw

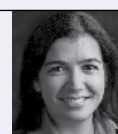
16.15 Conference Close

Day 1 Conference Training Sessions

Session 1 – York Suite

Translating Psychotherapy Skills to Qualitative Research

Zeynep Kasap, PhD., Client Executive – Kantar Millward Brown

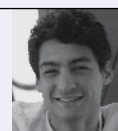


The session will introduce empathic listening and responding skills from the world of psychotherapy and deliver an experiential opportunity to apply these skills to qualitative market research. The focus will be on building rapport with respondents and allowing for deeper insights to emerge from the interview. The session will also provide an opportunity to increase awareness of our assumptions and 'frames of reference' when listening to and interpreting qualitative data. Being aware of and challenging our assumptions will allow us to take on board other points of view and lead to richer, more comprehensive insights.

Session 2 – Palace Suite

Can You Really Trust Uninterested Respondents? How to Design Surveys People Actually Want to Take

Alexander Wheatley, Research Innovator – Lightspeed Health



Our respondents are people first and data second. So the quality of our data is only as good as the questions we ask. We might be seasoned market insights experts, but to create surveys that grab peoples' attention, we need to pitch like an advertiser, engage like a story teller and entertain like a game designer. So what can we learn from the creative industries in order to make surveys that people want to experience and not just click through? Come and join our interactive session to find out how we can illuminate the hearts and minds of our Healthcare professional respondents.

Session 3 – Lancaster Suite

Old ways. New ways – Presenting Data in Ways that Clinicians (and Patients) Use it to Effect Change

Alex Kafetz – Strategy Director and co-founder, ZPB & lay member, National Information Board



Alex will draw upon his years of experience in high profile roles within the NHS and Private industry to challenge the way you currently do things. If you put in the same inputs, then you get the same results. At times we feel we just need to deliver the same outputs because challenging the status quo is not something we are comfortable with. Yet the emergence of new data sources and technology mean that changing the way we do things is not a negative thing and should be used positively to communicate insights in a more succinct way, effecting positive change and actions. Using this as his starting point Alex will show how presenting data in different ways can help clinicians affect change.

Dinner and BOBI Awards Ceremony

Monday 8th May

Panel-Judged Awards – Finalists

Excellence in Data Collection/Fieldwork

Sponsored by:



"SERMO are pleased to sponsor the BOBI Award for 'Excellence in Fieldwork/Data Collection'. Data collection is the foundation on which business intelligence is built; and as the leader of global data collection for healthcare market research, we are proud to support an award which recognises these achievements."

Collaborating with consumers to develop a trusted wellbeing information platform



John Paul Matthews, C Space Health
Hugh Lewis, C Space Health
Kathryn Scott, Bupa
Natalie Heaton, Bupa

Mind the Gap: Supporting effective communication between Specialists & GPs to improve efficient working & enhance the quality of patient care



Clare Maddox, Grünenthal
Jon Freeman, Synergy Healthcare Research Ltd.
Katy McCalister, Synergy Healthcare Research Ltd.

Longitudinal Cohort Patient Tracker – talkhealth & Mölnlycke Health Care



Deborah Wyatt, talkhealth Partnership Ltd
Kieran Gormley, Mölnlycke Health Care Ltd
Olivia Rendall, talkhealth Partnership Ltd

Best Customer Insight

Sponsored by:



"medeConnect is delighted to sponsor the award for Best Customer Insight. As an industry our role is to provide this insight to our clients. We are therefore proud to help recognise work across the UK that delivers above and beyond the everyday, powering insight-driven decision making, whether tactical or strategic."

Improving access to peer support and information for people living with HIV



Chris Jackson, C Space Health
Kristina Ogneva, C Space Health
Paul McAleese, ViV Healthcare
Christina Nesheva, ViV Healthcare
Thom Van Every, ViV Healthcare

'Changing the frame to optimise communication': How research insights identified how to ensure the more compelling delivery of life-saving outcome data



Rachel Donnellan, Roche Products Ltd
Jon Freeman, Synergy Healthcare Research Ltd.

Applying the posttraumatic growth framework for patient support programmes



Vivek Banerji, Insight Dojo
Genevieve Hall, Insight Dojo
Takashi Takenoshita, Shionogi Europe
Susan Wood, Shionogi Europe

Best Business Impact

Sponsored by:



"Janssen are both delighted and proud to sponsor the BOBI award for – 'Best Business Impact'. Janssen is a company that strives to deliver innovative solutions to our customers every day and is guided by the well-known Johnson and Johnson Credo. The BI Team at Janssen UK are committed to providing insights that deliver tangible value to our customers and to the business, so we are pleased to support an award that raises the profile of BI and recognises the business impact that true insight can bring."

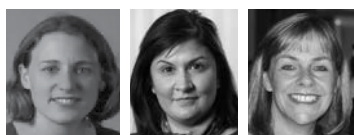
Breaking the cycle: Challenging traditional thinking to uncover unseen opportunity



Kelly Warth, GfK
Paul Egron, GfK

Stewart West, Janssen
Michelle Lane, Janssen

Hitting the right wavelength – developing an integrated channel strategy in tune with MSD customers' preferences and needs



Vivienne Farr, Narrative Health
Priyanka Trehan, MSD
Terry Glass, MSD

Differentiating by making a difference



Audrey Lugris-Turner, Sanofi
Clara Massot, Sanofi
Rebecca Marshall-Clarke, Adelphi Research UK

Most Innovative Approach

Sponsored by:



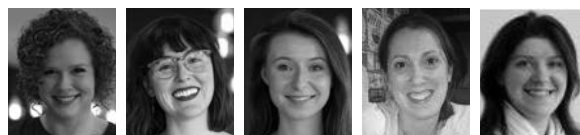
"SHC Universal is proud to be sponsoring the award for "Most Innovative Approach" at the 2016-17 BOBI Awards. SHC Universal is committed to helping our clients develop their path to perfect data. We are delighted to be sponsoring an award which recognizes those researchers who explore previously undiscovered paths in their quest to seek out new solutions to traditional approaches."

Real collaboration in a virtual world



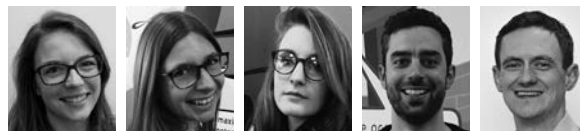
Sarah Morley, Janssen
Katy Irving, HRW
Jess Woodhead, HRW
Jon Lovatt-Young, Love Experience

CQ: A new approach to building customer centricity for a health & wellbeing brand



Nina Kanin, C Space Health
Nora Law, Nuffield Health
Fiona Lacey, C Space Health
Charlotte Klahn, Nuffield Health
Kirsty Arbuckle, C Space Health

Engaging with patients and GPs to relieve the pressure of OAB



Madeleine Wilson, Branding Science
Kirsty Pegram, Branding Science
Grace Bailey, Branding Science
Anthony Rowbottom, Branding Science
Nick Hedley, Astellas

NEW Best Patient-Centric Approach

Sponsored by:



"Putting patients at the heart of strategic decision-making should lead to the development of better medicines, medical devices and support services to ultimately improve patient outcomes. Kantar Millward Brown is proud to sponsor this new award for 'Best Patient Centric approach', recognising the value of business intelligence in helping pharma companies make a meaningful difference to the lives of patients."

Project Antenna – from patient to action



Giles Davey, Janssen
Magali Geens, Insites Consulting

Purposeful patient research – how patient research can be optimized to shape business strategy and tactics



Simon Barnes, Allergan
Hannah Potter, Incite

Co-creating better outcomes for patients by patients



Chris Jackson, C Space Health
Kristina Ogneva, C Space Health
Naomi Plummer, C Space Health
Christina Nesheva, Viiv Healthcare
Thom Van Every, Viiv Healthcare

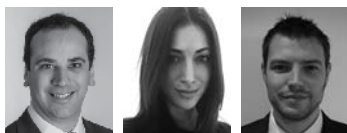
Excellence in Business Analytics

Sponsored by:



"QuintilesIMS is proud to sponsor the "Excellence in Business Analytics" Award. QuintilesIMS strives to help its customers deliver value through data and analytics, so we are delighted to recognise those who excel at gaining insight to drive better performance and achieve better patient outcomes."

Leveraging insights from publicly available formulary data, and sales data to optimally direct field based Market Access and traditional Sales Force resources



Alexander Ide, QuintilesIMS
Aycan Palazoglu, QuintilesIMS
Gary Woodham, QuintilesIMS

Small is beautiful: How excellence in fast fieldwork & detailed data analysis helped provide insights into customer segments that engaged the sales team



Michelle Lane, Janssen
Donna Lloyd, Janssen
Jon Freeman, Synergy Healthcare Research Ltd.
Lucy Howells, Synergy Healthcare Research Ltd.

Is Simplicity, Speed and Quality, really an unattainable dream?



Chris Reynolds, Teva UK
Muhammed Rafeek, QuintilesIMS
Raam Uthayanan, Teva UK
Jerome Leoni, QuintilesIMS

NEW The 'Optimising Engagement' Award

Sponsored by:



"Adelphi Research UK is thrilled to sponsor the new BOBI award for Optimising Engagement. This award embodies our core ethos of bringing insights to life and inspiring key stakeholders to take action. We are delighted to sponsor an award that encourages researchers to generate robust insights and impactful outputs that truly engage stakeholders and in turn influence brand strategies by inspiring brand teams to take action."

Customer segmentation – a fully integrated approach in gastroenterology



Toby Beusnard-Bee, Kantar Health UK
Amy Romay, Kantar Health UK
Stewart West, Janssen

All hands to the barricades to deliver campaign success



Audrey Lugris-Turner, Sanofi
Claire Nelson, Adelphi Research UK
Rebecca Marshall-Clarke, Adelphi Research UK

Action Stations – A new and infectious approach to engage participants



Vivienne Farr, Narrative Health
Sandeep Patel, MSD

We would also like to thank QuintilesIMS for hosting the shortlisting day.

Additional Information

The Conference Papers, Training Sessions and Exhibitors information will be available to delegates in a secure restricted area of the website after the event. An email will be sent to delegates to confirm when they will be published.

WiFi log-in details

WiFi Network (SSID):	Hotel Wireless Network
Password:	No password is required
Instructions:	Open new internet browser and agree to T&C's

Company of the Year Awards – Finalists

Pharma Company of the Year

Sponsored by:



"GfK Health are thrilled to be sponsoring the very prestigious 'Pharma Company of the Year' award. As an agency committed to delivering smart, trusted and relevant solutions, any opportunity to recognise those who are considered to be the best of the best, will be both an honour and privilege!"



Janssen

The shortlisting panel said:

This entry clearly articulates the pride that Business Intelligence at Janssen take in their work. It describes a working environment that fosters personal development, allowing team members to explore and pursue their interests and bring fresh thinking back to the business. This culture is credited with attracting new talent and supporting long term tenure.



Roche Products Ltd

The shortlisting panel said:

An agile team who have evolved to reflect the changing needs of the organisation and macro environment. The entry shows evidence of a range of initiatives implemented to promote competitive advantage in a dynamic marketplace. The underpinning ethos is characterised by a pioneering spirit and collaborative working, both within Strategic Insights and Analysis, the wider business and external stakeholders such as agencies and consultants.



Agency of the Year

Sponsored by:



"Roche is thrilled to be sponsoring the BOBI Agency of the Year award, which recognises excellence in business intelligence by stand-out agencies. The winner of this award will exemplify collaborative working, a problem-solving mindset and focus on insights that enhance experiences of healthcare professionals and patients."



Adelphi Research UK



The shortlisting panel said:

A very comprehensive and well-presented submission that clearly demonstrates the ethos of the company. This is an agency that clearly demonstrated a strong UK focus that has been at the heart of their strategy. They are well rounded both in their focus on external stakeholders and internal team development, whilst ensuring that their impact goes beyond the industry with their unique community initiatives.

Great to see an agency considering a broader remit for innovation and not just focusing on techie innovations.



HRW



The shortlisting panel said:

This was a balanced submission looking at their business capability alongside the importance of developing and nurturing their teams, which is an integral part of a successful agency. They differentiated themselves from the other entries by framing their capabilities and emphasising their forward-thinking strategy in a clear and comprehensive way. Their approach to innovation was well laid out highlighting they are prepared to take risks in their pursuit of innovation.



Synergy Healthcare Research Ltd



The shortlisting panel said:

This is an agency constantly seeking to keep up to speed with new methodologies and constantly looking at ways to improve their knowledge to help their clients make smart and sure decisions.

The agency's links to Pharma and, specifically, external supporting agencies (Communications) especially stood out for the judges, showing how the agency has an impact beyond the initial customer. This open approach to working clearly demonstrates their "aim to make [their] clients' lives as easy as possible".

Best Newcomer – Finalists

Sponsored by: **SANOFI**

Hosted by: **FIELDWORK INTERNATIONAL**

"Sanofi is delighted to sponsor the 2017 'Best Newcomer' award, this award identifies and celebrates the most versatile and highly talented newcomer in our industry today. This closely aligns with our organisational priorities of investing in talent to ensure that business intelligence excellence is at the heart of our business."



BOBI Newcomer finalists, judges and organisers

Rob Banyard	THE PLANNING SHOP	Zeynep Kasap	Kantar Millward Brown	Giada Soprani	Roche Products Ltd
Claudia Bayne	Hall & Partners	Katy McCalister	Synergy Healthcare	Anna Tapson	Kantar Health
James Bell	Ipsos MORI		Research Ltd	Raam Uthayanan	Teva UK
Alice Grimmette	Synergy Healthcare	Andy Mills	Adelphi Research UK	Freddy Wiehe	Kantar Health
	Research Ltd	Kristina Ogneva	C Space Health	Jeffrey Wilkinson	MSD
Faye Holmes	HRW	Kristina Pilipaviciene	SERMO Vilnius	Rory Williams	Hall & Partners
Rachael Hooper	Ipsos MORI	Claudia Rouse	Janssen		

The BOBI Challenge – The Teams

Sponsored and hosted by: **MSD**

"MSD is delighted to sponsor the "BOBI Challenge". MSD is committed to driving innovation, integrity and excellence in market research and business Intelligence. The BOBI Challenge recognises those individuals that have both the skills, behaviours and knowledge needed to be successful business intelligence professional at all levels."



BOBI Challenge finalists, judges and organisers

Team 1 "Measure Fit"		Team 2 "Disruptors"		Team 3 "Fitbit"	
Yosh Cook	QuintilesIMS	Kirsty Arbuckle	C Space Health	Sarah Beeston	MSD
Emma Homes	Hayward Medical Communications	Rebecca Miller	C Space Health	Jason Bryant	Petal Consulting
Aaron Johnson	QuintilesIMS	Ellen Murphy	Cogora	Ines Guerra	Datamonitor Healthcare
Audrey Lugris-Turner	Sanofi	Chris Reynolds	Teva UK	Kirsty Haves	Hayward Medical Communications
Kristina Ogneva	C Space Health	Kate Roche	Datamonitor Healthcare	Zeynep Kasap	Kantar Millward Brown
Jessica Santos	Kantar Health			Chloe Lok	Branding Science

NEW Analyst/Analyst Team of the Year – Finalists

Sponsored by: **14FOUR ANALYTICS**

"14 Four Analytics are really excited to sponsor the inaugural award for Analyst/Analyst Team of the year. Telling a story and highlighting key information in a data set, ensuring the end user is able to quickly pick up the main points and is then encouraged to dig deeper to gain additional insight is something we are passionate about. This new, different type of award sets out to find the Analyst or Analyst Team who can create the most compelling report from a common source."

James Atley, Josh Morris, Jeff Nicholson & Mark Neate Ashfield	Shaun Lavender, Karen Macey, Sue Jacobs, Nathan Hill & Phil Bryans MSD
Pany Koizi, Ditte Funding, Jiayi Chen, Sarah White & Stuart Goodman Blue Latitude Health	Tanya Partridge QuintilesIMS
Kevin Das CE Consultancy	Jean-Antoine Fuster, Carmina Alvaro & Darren Humble Sanofi
Mahmoud El Ghannam & Victoria Stanway Cogora	Chris Reynolds, Kevin Laycock, Lisa Vince & Raam Uthayanan Teva UK

Thanks also to our other BOBI sponsors:

Entry Brochure

Official Photographs



Media Partner



We would also like to thank SAS for hosting the judging day.

BHBIA 2017 Calendar at a glance...

MAY

8-9th May

Annual Conference: 'Positive Disruption'
and BOBI Awards Ceremony

25th May – NHS Update – Latest Developments in the UK Health Service

Members only: Free

In this webinar we will talk you through the latest NHS changes that may be affecting the business in which you work or for which you provide services. Rather than starting from basics, we will focus on what's new in terms of: NHS structures, Influencers and decision makers, Funding flows, Healthcare commissioning and Health technology assessment processes.

JUNE

6th June – Innovating through Analysis

Members: £295 + VAT **Non-Members:** £350 + VAT

Secondary data analysis is often used as the foundation and starting point of many projects. The power and insights driven by a strong analysis are often overlooked in favour of either a traditional qualitative or quantitative primary research program. In this workshop our expert speakers will share ideas and provide a platform for discussion on how as an industry we can take the complexities of our data and synthesise into actionable insights that can help shape business aspirations during pre-launch and launch phases, through to the loss of exclusivity and beyond. (Half-day workshop – morning. The annual Analytics Forum will take place in the afternoon).

7th June – Management Skills Training

Members: £449 + VAT **Non-Members:** £549 + VAT

Increase your personal impact and influence and gain confidence in handling difficult situations and convincing others to adopt your ideas. The precise content of the workshop will be developed in consultation with members, and will be published online closer to the event date. The day will be run by an external professional training organisation.

12-13th June – Introduction to Pharmaceutical Sales Research and Analytics

Members: £870 + VAT **Non-Members:** £980 + VAT

This residential foundation course will cover all aspects of the sales analyst's role – including stakeholders & business needs, sales & CRM data analysis and presentation, targeting & segmentation and tools for measuring call quality. Delegates will be encouraged to share their experiences to date, and there will be an emphasis on practical workshops and simulation exercises.

23rd June – Working with Key Opinion Leaders

Members only: Free

This webinar will look at how to identify Key Opinion Leaders (KOL mapping) and best practice in engaging with them for market research. We will also explore how market research interfaces with marketing and clinical research when working with KOLs and how good communications can ensure that these relationships work effectively.

29th June – Introduction to UK Pharma Forecasting

Members: £449 + VAT **Non-Members:** £549 + VAT

A practical guide to the basics of forecasting for those with little or no experience. It will cover 1. how to build a basic sales forecasting system with time series data as well as ROI models when evaluating sales executions and promotional activity. 2. forecasting for new product launches using Epi data for prevalence, and custom market research for

estimating likely uptake. 3. the difference between cross sectional forecast models and patient flow models. Learn how BI can best support the brand team when building and maintaining forecast systems.

SEPTEMBER

1st September – Case Studies in Patient Research

Members only: Free

This session will introduce experienced researchers to some case-based examples of learnings from a range of patient studies conducted in the UK. The presenters will draw from a variety of research as illustration, including both single country and multi-country studies, and will share some of their successes and challenges over the years, as well as giving insights into how to incorporate emerging technology such as biometric data.

7th September

GDPR Seminar, Members' Exchange Forum
and Summer Evening Event

15th September – The New Data Protection Regulation – GDPR Update

Members only: Free

The General Data Protection Regulation (GDPR) will affect all researchers and analysts. With just 8 months to go until the new regulations come into force, is your organisation prepared? The Ethics & Compliance Committee will update you on the latest information and resources, as well as explaining how, if at all, the UK's Brexit plans will affect implementation.

21st September – Introduction to the Pharmaceutical Industry and Business Intelligence Practice

Members: £275 + VAT **Non-Members:** £375 + VAT

This workshop is ideal for placement students and short-term interns working in business intelligence and related areas in both pharmaceutical companies and agencies. Help your students to hit the ground running with this overview of the pharmaceutical industry and where business intelligence fits in, run by experienced BI professionals.

28th September – Going Digital: Implications for Market Research

Members: £449 + VAT **Non-Members:** £549 + VAT

Digital technology continues to explode; devices, applications, and innovations promise to be the 'next big thing'. Pharma marketing and digital teams want to be using ever more digital approaches with customers, and there are more opportunities to use digital technology in research methods. This session covers classes of emerging digital technology; principles for researching digital campaigns/approaches (e.g. mhealth); and digital methodologies (e.g. mobile, online communities, wearables) – when to use and when not to use.

OCTOBER

6th October – Getting your Market Research Sample Right

Members only: Free

What questions do pharma companies and MR agencies need to ask your fieldwork company to make sure you reach the right respondents in the most cost-effective way? During this interactive webinar we will share some expert tips about how simple guidelines to sampling will maximise both the quality of insight and your return on investment. Not to be missed!

12th October – Developing your Ethics Expertise – Further Guidance

Members: £449 + VAT **Non-Members:** £549 + VAT

This session is aimed specifically at those with a responsibility for compliance within their organisations. Guest speakers will provide updates on the latest legal and ethical requirements in areas such as data protection and pharmacovigilance. We will cover key considerations at each stage of the market research process so that you can make sure that your company meets the highest professional standards. Suitable for those who already have a good knowledge of the BHBIA Legal and Ethical Guidelines for Healthcare Market Research and the ABPI/BHBIA Guidelines for Adverse Event Reporting.

18th October – Bringing Qualitative and Quantitative Insights to Life

Members: £449 + VAT **Non-Members:** £549 + VAT

In an increasingly noisy commercial environment, how can we optimise the presentation of data and research findings, to bring the insights to life – and ensure they truly inspire our audience to take action? This practical workshop will be in two parts: 1. presenting qualitative data and market research findings 2. presenting quantitative data from a variety of sources, including secondary data analysis and quantitative market research findings. It's designed to empower both agency and industry-side delegates; providing tools, tricks, and frameworks to create powerful outputs, and ensure your insights live on in your (or your clients') organisation.

NOVEMBER

7-9th November – Introduction to Pharmaceutical Business Intelligence and Market Research

Members: £1,170 + VAT **Non-Members:** £1,330 + VAT

This three-day residential course for newer researchers provides a thorough understanding of market research and business information practice, through 'hands-on' workshops covering data resources, research techniques and other key areas. Whether you work in a pharma company or a research agency, the course will also enhance your working relationships through giving you a better understanding of what it's like on the 'other side of the fence'.

16th November – Launch Excellence and KPI Setting

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop will guide you through the steps involved in executing an excellent UK launch, with a focus on the role played by business intelligence. Three key areas will be explored: 1. Benchmarking best practice – how to identify suitable analogues against which to compare 2. Learnings from companies who have launched excellently – what have they done differently from others to ensure their success, and 3. How to define a set of balanced KPIs to track your launch. To include a look at key considerations for forecasting – how to set expectations in a structured manner around launch, and an introduction to Organisation Design.

DECEMBER

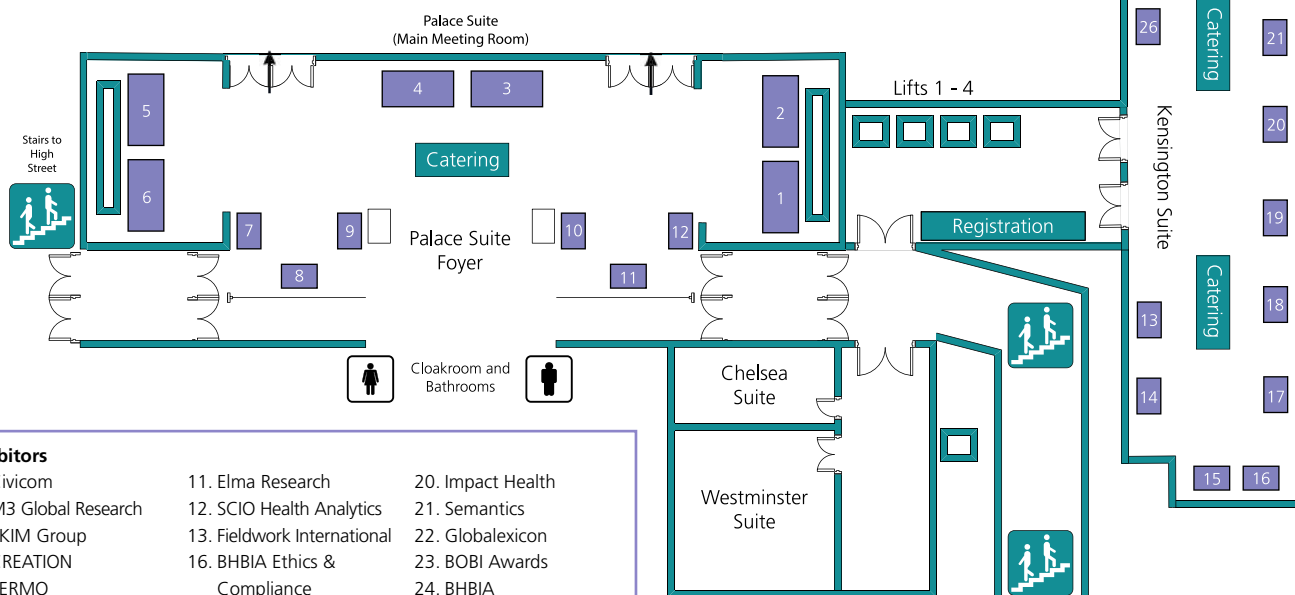
1st December

Winter Seminar

Key

- Foundation Training
- One Day Workshops
- Ethics and Guidelines
- Webinars

Floor Plan and Exhibitor Information



Exhibitors

- | | | |
|-------------------------|-------------------------------|------------------------|
| 2. Civicom | 11. Elma Research | 20. Impact Health |
| 3. M3 Global Research | 12. SCIO Health Analytics | 21. Semantics |
| 4. SKIM Group | 13. Fieldwork International | 22. Globalexicon |
| 5. CREATION | 16. BHBIA Ethics & Compliance | 23. BOBI Awards |
| 7. SERMO | 17. Liberating Research | 24. BHBIA |
| 8. Medefield | 18. RP Translate Ltd | 26. J&D Consulting Ltd |
| 9. Lightspeed Health | 19. SHC Universal | |
| 10. Adelphi Research UK | | |

2. Civicom



Civicom Marketing Research Services offers many options

to enhance the research process for marketing research professionals and has a London office. Civicom is the global leader in facilitating telephone and web-enabled IDIs and Focus Groups using Civicom CyberFacility®. Civicom also offers Civicom Chatterbox®, an asynchronous research platform for online communities and bulletin boards, plus the Civicom ThoughtLight™ Mobile Insights App, a qualitative mobile tool for collecting richer in-the-moment insights, and offering geolocation plus off line accessibility for places where there is no data connection. Civicom ThoughtLight™ works with both iOS and Android and is a useful tool for shopper insights, audio diaries and patient journeys. www.CivicomMRS.com

3. M3 Global Research



M3 Global Research provides data-driven, global programmes that use local

knowledge, and harness technology to maximise efficiencies and deliver measurable outcomes. We utilize multiple recruitment methods to fulfil both qualitative and quantitative healthcare market research with the support of industry leading physician portals. Our commitment to quality is evident in our being the first and only EU ISO 26362 Certified Healthcare Panel.

M3 helps top global research companies and agencies worldwide to reach, connect and communicate more efficiently with physicians all over the world – in order to share their knowledge and innovations.

www.m3globalresearch.com/clients.cfm

4. SKIM Group



SKIM people are research heavyweights specialized in decision behaviour. For over 35 years, team SKIM works with leading healthcare companies to understand and influence patient and physician decision journeys across all channels. With roots in advanced research methods, SKIM is a recognized quant expert in the global healthcare industry and proud winner of BOBI award 2016 for most innovative approach. SKIM is a refreshingly human customer insights agency with offices in Europe, the US, Latin America, Asia and, of course, SKIM is online.

www.skimgroup.com

5. CREATION



CREATION have worked in the healthcare sector for nearly two decades. In 2012, we developed CREATION Pinpoint – a unique technology platform allowing us to isolate conversations among healthcare professionals on social media. The data is then turned into customised market research insights used to

improve engagement with healthcare professionals both on and offline.

We help clients:

- Know which healthcare professionals are leading online conversation in their therapy area
- Tailor messaging based on what is being said around their/competitor products
- Identify where to engage with HCPs online
- Create resources HCPs will share
- Prepare answers to identified unmet needs
- Learn how HCPs are responding to industry news

www.creation.co

7. SERMO



SERMO is the world's largest healthcare

professional (HCP) polling company. The SERMO research network is comprised of two million HCPs from 80 countries, and includes the largest U.S. physician panel in existence: over 800,000 doctors who represent more than 80 percent of the U.S. physician population.

SERMO is also the leading social network for physicians – the virtual doctors' lounge and the home of medical crowdsourcing. SERMO's mission is to revolutionize real world medicine by providing global physicians with a safe platform for open dialogue. SERMO has more than 600,000 fully verified members and is available for doctors in 30 countries.

www.sermo.com/business-solutions/introduction

8. Medefield



Success Delivered. With unmatched capabilities in Europe, North

America, Latin America and Asia, Medefield is a global provider of online quantitative fieldwork services to pharmaceutical market research agencies. Medefield has the resources, relationships and expertise to make its clients more successful, providing the data they need through our engaged, responsive community of physicians and healthcare practitioners.

www.medefield.com

9. Lightspeed Health



Lightspeed Health leverages its industry

expertise and local market knowledge to reach key stakeholders for both your quantitative and qualitative research needs. As trusted partners, we understand that it is our job to make research flexible and easy for our clients. It is our mission to use our experience, talent and passion to help you illuminate insights so that you can make your most important business decisions.

By combining our healthcare industry specialization with the panel expertise and global strength of Lightspeed, Lightspeed Health empowers our clients by shining a light on today's complex healthcare environment.

www.lightspeed-health.com

10. Adelphi Research UK



Adelphi Research UK is a healthcare insight agency that blends robust primary market research with a

consultancy approach. What gets us out of bed in the morning is doing research that inspires action. We try not to innovate for innovation's sake and 'illuminate' our innovation team experiments to fill the gaps and meet client needs. Our latest investments include self-funded research that explores how behavioural economics can be used in a payer context to enhance market access communications. We have also introduced a new way of tracking a brand's emotional space called 'HotSpex™'. Get in contact to find out more.

www.adelphiresearchuk.co.uk

11. Elma Research



Elma Research is a wellspring of ideas, a professional explorer addicted to uncovering Insights. An

innovator who follow the path of relativism to mark her position, putting herself on the line, by your side when you make the big decision. Unique and always on the go, because rationality will only take you from A to B, imagination will take you Everywhere.

www.elmaresearch.com

12. SCIO Health Analytics



SCIO Health Analytics specialises in business intelligence and

advanced analytics solutions for the global life sciences industry.

Our data management solutions bring fragmented, changing and complex data under control to give business users the insights they need. Your commercial teams have access to accurate and relevant information tailored to the individual users' role, available via multiple devices both online and offline.

Delivered through SCIOHub, our innovative insights platform, accurate and relevant insights are immediately available to anyone in your commercial organization through a personalized portal, designed to drive actions and behaviour, SCIOHub's advanced collaboration tools connect, engage and inspire your teams to work smarter together.

The result is a proven approach providing powerful Business Intelligence and analytics to meet the individual needs of life sciences executives.

Find out why 8 out of the Top 15 Pharma Companies have chosen SCIO Health Analytics. Formerly known as Data Intelligence.

www.sciohealthanalytics.com

13. Fieldwork International



Fieldwork International has been at the forefront of healthcare data collection,

delivering to clients on a global scale since 1992. Our Field Services team has extensive industry knowledge and unparalleled understanding of therapeutic areas, conducting online, in-person and telephone interviews with Healthcare Professionals and patients across 45 countries for over 20 years. Our services include qualitative and quantitative fieldwork planning and execution, augmented by our global online physician panel and broad portfolio of expert healthcare services to meet our client's research needs.

www.fieldworkinternational.com

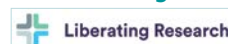
16. BHBA Ethics & Compliance



Meet members of the Ethics & Compliance Committee and let us know what issues you are facing at the moment – for example what,

if any, are your concerns about preparing for implementation of the General Data Protection Regulation (GDPR) or possible future changes to adverse event reporting information to be collected? You can put your specific questions to us, in confidence, and we'll answer them straightaway if we can, or come back to you shortly after the event with a response. You will be able to see copies of the latest in our series of Guidelines for the Use of Secondary Data leaflets as well as a new market research 'Quick Guide' on Patient Research. We invite you to let us know what you think are the priorities that the Ethics & Compliance Committee should be tackling in 2017-18, as we are here to represent all BHBA members' interests.

17. Liberating Research



Liberating Research is a health research

community for Patients in Europe and the United States. Specialists in healthcare fieldwork, our custom platform allows our community to take part in online, phone or in-person market research relating to their condition, so they can get paid, raise money for charity and help research all at the same time. Started by a Multiple Sclerosis patient we are experts in hard to reach patients and unusual methodologies, recent projects range from qualitative research with metastatic cancer patients to an international quant project with over 1500 HIV patients and partners across 9 countries.

www.liberatingresearch.com

18. RP Translate Ltd



Soothe your translation headache.

Over the past 20 years,

RP Translate has discovered that excellent-quality Medical, Pharmaceutical and Healthcare translations produce accurate insight, increase participant engagement and maintain consistency across diverse markets. It's all about ease, through excellence.

Get in touch with RP Translate's team of BHBA-certified translation experts and create a bespoke language service package that makes your translation experience easeful, meaningful and rewarding – from start to finish.

www.rptranslate.com

19. SHC Universal



SHC Universal accesses the ecosystem of Healthcare Professionals and their

Patients for comprehensive market knowledge to affect health outcomes.

Our comprehensive global healthcare communities provide access to 2 Million Healthcare Professionals including Physicians, Payers, Nurses, Pharmacists, Dentists, Veterinarians, Optometrists, Office Staff, as well as Patients/Caregivers communities.

Our suite of services include Express Turnaround, End to End Field Services for Quant/Qual methodologies, Dynamic Programming Platform and Proprietary Technology that can harnesses the entire healthcare universe.

With an extensive community, full suite of services and highly spirited delivery team, SHC delivers 30% more to help you develop perfect data.

www.SHCuniversal.com

20. Impact Health



Impact Health is a full service healthcare market research agency and trusted consulting partner.

We offer global bespoke qual and quantitative solutions, managed by our dedicated and experienced senior team.

At Impact, we are all about offering a flexible, personal service to help support our clients with their business challenges. Our sector expertise and

commitment to ensuring you have the right team with the necessary skills and time devoted to your projects is the reason our clients respect and value working closely with us.

We invite you to listen to our conference talk, "Developing Competitive Strategies for Biologics" on the main stage on Tuesday and drop by our stall for a chat.

www.impacthealthmr.com

21. Semantics



Semantics is the independent qualitative fieldwork agency for

Healthcare Market Research. With a strong focus on Pricing, Reimbursement and Market Access, Semantics has an unparalleled capability to reach Payors and Key Influencers of Local, Regional and National level in over 50 countries around the world.

In addition to our PRMA services, we conduct Qualitative and Quantitative Research with healthcare professionals and patients in any therapeutic area, from Primary Care Physicians and Nurses to Specialists of KOL status. We organise and execute Telephone Depth Interviews, Focus Groups, Advisory Boards, Workshops, Ethnographic Research and Online Surveys globally.

Founded in 2009, Semantics has 12 full time staff and over 50 freelancers. Our head office is in London. www.semantics-mr.com

22. GlobaLexicon



Founded by an experienced researcher, GlobaLexicon is the leading expert in translation and language services for pharma and healthcare market research. GlobaLexicon provides the translation and language services which are integral to study protocols, clinical trials, information sheets & consent forms, research and data analysis.

Services include: Translations of healthcare documentation & MR materials, Translations of open ended answers, diaries, communities, Coding, Transcription of interviews & Focus Groups, Content Analysis, Interpreting for IDIs & Focus Groups, AE Reporting and related analysis.

GlobaLexicon are ISO 9001:2008 certified and an MRS Company Partner, with presence in the UK, USA, Germany, Spain and Belgium.

www.globalexicon.com

23. BOBI Awards



Would you like to get the lowdown on this year's BOBI entries? Do you want to know more about the

winners? The BOBI area at Conference is the place to go. There will be a poster display with details of all the finalists, and you'll be able to take a hands-on look at some of the actual entries in the new 'Analyst of the Year' category. Look out for BOBI Committee members wearing special badges and feel free to collar us with your questions, feedback or suggestions for next year.

24. BHBIA



New this year: Come to the BHBIA stand to find out about all the training and events that are coming up during the rest of 2017, and the other benefits available to you as a BHBIA member. If you have any questions, comments or suggestions, members of the Board will be on hand over the course of the two days and would love to hear from you.

26. J+D Consulting Ltd



J+D Consulting was set up over 10 years ago. We are passionate about helping our clients to make better decisions based on

the right insights from the right sources. All our solutions are delivered through simple and visual interactive platforms.

J+D Consulting have vast experience in supporting clients in areas such as forecasting, analytics and market research. We deliver solutions for key business decisions within New Product

Planning, Strategic and Operational Forecasting, Brand Planning and Implementation.

Our clients value our knowledge, the expertise of our senior led team, the end-to-end support we provide and our total focus on their needs.

www.janddconsulting.net

Sponsor Information

Feedback Survey



Opinion Health supports international organisations in planning, implementing and executing strategic healthcare business decisions by putting patients and key healthcare stakeholders at the core of its research. We combine our research expertise and methodologies with the healthcare knowledge to provide clients with actionable, cost-effective and quality input to their strategy, marketing, product and policy decisions.

www.opinionhealth.com

Delegate Bags

LIGHTSPEED HEALTH

Lightspeed Health leverages its industry expertise and local market knowledge to reach key stakeholders for both your quantitative and qualitative research needs. As trusted partners, we understand that it is our job to make research flexible and easy for our clients. It is our mission to use our experience, talent and passion to help you illuminate insights so that you can make your most important business decisions.

By combining our healthcare industry specialization with the panel expertise and global strength of Lightspeed, Lightspeed Health empowers our clients by shining a light on today's complex healthcare environment.

www.lightspeed-health.com

Lanyards



Incite is a strategic research consultancy. We unearth and interpret insights about your brand and your business that help you think more clearly, plan more effectively, and create real, lasting change.

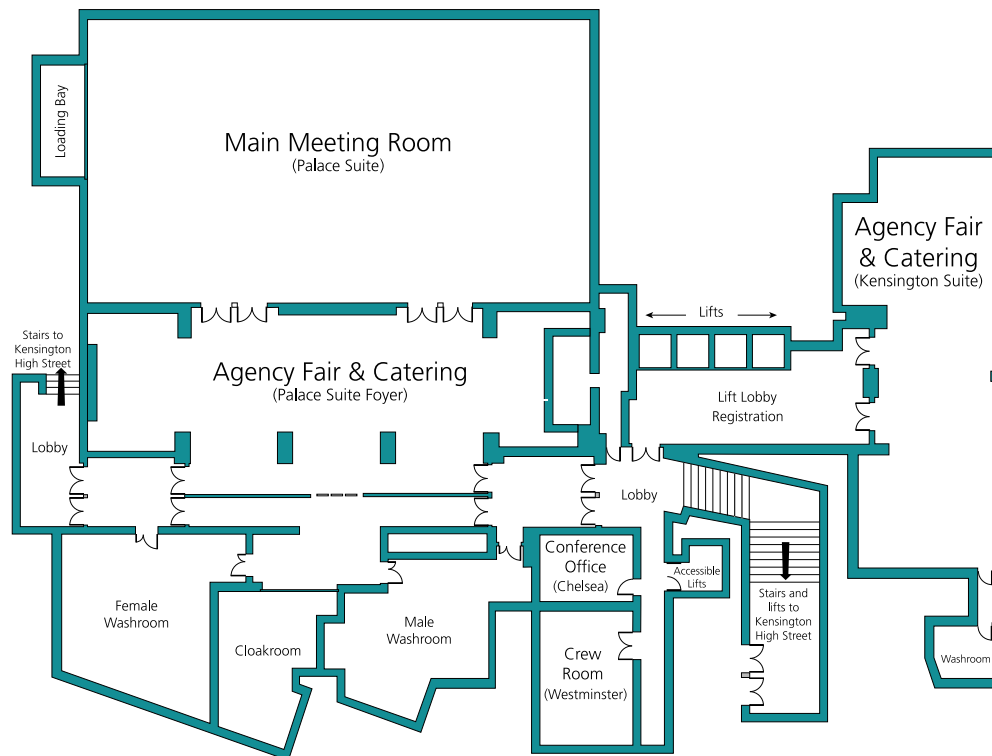
We unlock opportunity.

We are a team of experienced practitioners using a systematic approach. We hire and train the best in the industry. We're people who love a challenge: inquisitive, open-minded and determined to get to the root of your issue. The kind of people whose idea of a good day is one spent with you, solving your problems.

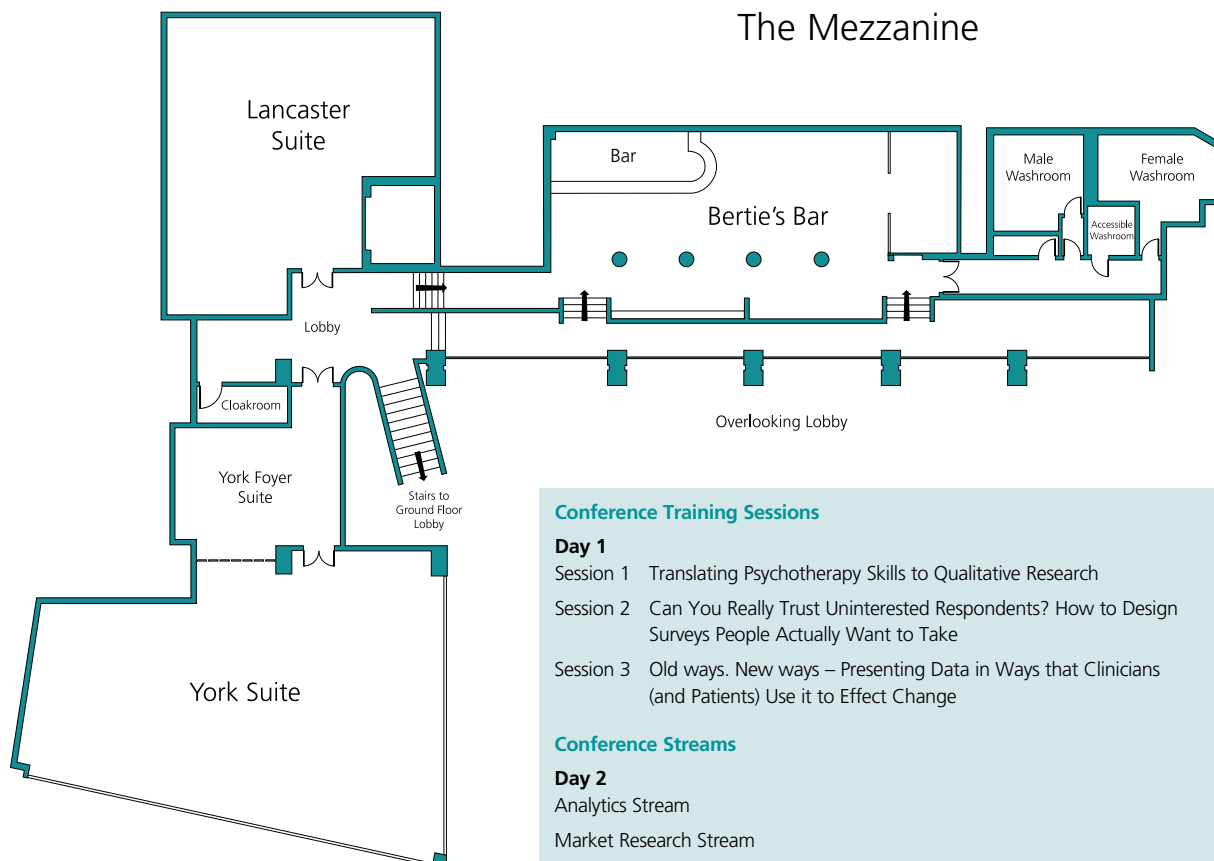
www.incite.ws

Venue Floor Plan

Lower Ground Floor



The Mezzanine



Conference Training Sessions

Day 1

Session 1	Translating Psychotherapy Skills to Qualitative Research	York Suite
Session 2	Can You Really Trust Uninterested Respondents? How to Design Surveys People Actually Want to Take	Palace Suite
Session 3	Old ways. New ways – Presenting Data in Ways that Clinicians (and Patients) Use it to Effect Change	Lancaster Suite

Conference Streams

Day 2

Analytics Stream	York Suite
Market Research Stream	Palace Suite