**MRS CPD PROGRAMME   
ACCREDITING ASSOCIATIONS & PARTNERS – BHBIA EVENTS 2017**

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| **Event/Training/ Seminar/Publication Title** | **Description**  **e.g. Course Title, Trainer and Delivery Mode** | **Learning Based Outcomes  (if applicable)** | **Length of event/course**  **(if applicable)** | **MRS CPD Hours Accredited By MRS** | **Membership Benchmark Standard** | **MRS Professional Development Framework** |
| **Uncovering the Unconscious in Qualitative Market Research** | **One-day workshop – 24th January**  **Speakers, discussion and practical exercises** | The unconscious mind is the seat of our motivations. It communicates in feelings, not words. Market researchers are continually exploring new, innovative ways to uncover the unconscious drivers of behaviour. this workshop, through a mix of diverse, expert speakers will invite delegates to consider techniques from psychology, counseling, life coaching and the Samaritans and learn how engaging respondents in purposeful dialogue, rather than asking questions, can get to the root of almost everything. traditional methods of eliciting information will be firmly challenged and the self-awareness of the researcher will be explored, in terms of how this impacts on the research process. | **1 day (approx. 6.5 hours session time)** | **6** | **Standard 7: Awareness and evaluation of research methodologies**  **+** Standard 9: A nominated specialist area in research | **Plan, design and manage research projects.**  **+**  **Provide strategic marketing intelligence & customer insight** |
| **Real World Data – the current enigma in medical research** | **Webinar – 27th January 12.30-1.30**  **BHBIA members only** | Real World Data (RWD), the buzzword in clinical research, health economics, market access and Pharma marketing is ill-defined. Where do patients fit into RWD? Are patients not pivotal? It is our aim to look at current definitions, practical problems in collecting, pitfalls in interpreting and the many benefits of using RWD. | **1 hour** | **1** | STANDARD 1: Ethical & legal considerations governing the conduct of MRS membersSTANDARD 2: Research within its broad political/economic/social/ technological contextSTANDARD 7: Awareness and evaluation of research methodologiesSTANDARD 11: Commitment to your own personal and professional development | **Use and develop marketing and customer data/research**  **Lead cutting-edge thinking and innovative techniques** |
| **The Magic of Conference Presenting** | **One-day workshop – 2nd February**  **Speakers, discussion and practical exercises** | This highly practical one-day workshop will ‘unpick the magic’ behind excellent conference presenting and will comprise a mix of interactive and experiential sessions covering the physiological, psychological and practical aspects of presenting, with an opportunity for individual feedback. The day is particularly tailored to those who will be presenting at the 2017 BHBIA Annual Conference, but is suitable for anyone who would like to hone their skills in presenting to larger audiences. | **1 day (approx. 6.5 hours session time)** | **6** | STANDARD 6: Oral and/or written communication skills | **Communication Skills** |
| **How Social Media Informs Business Intelligence Strategy** | **Webinar – 10th February 12.30-1.30**  **BHBIA members only** | This session is designed to help attendees understand and utilise social media in healthcare business intelligence, in order to create positive results for the business as well as customers. You will hear from experts on the topic and discover how pharmaceutical companies are innovating in this area. We will look at how social media fits into both business intelligence and marketing with an opportunity to ask questions on what is pertinent to your needs. | **1 hour** | **1** | STANDARD 2: Research within its broad political/economic/social/ technological contextSTANDARD 11: Commitment to your own personal and professional development | **Lead cutting-edge thinking and innovative techniques** |
| **Empowering the Analyst** | **One-day workshop – 2nd March**  **Speakers, discussion and practical exercises** | This workshop will help analysts move towards being business partners rather than just providers of data. Learn how to put yourselves in the shoes of your sales and marketing colleagues so that you can go beyond data analysis to explain the ‘why’ as well as the ‘what’.  Gain the confidence to challenge requests, learn to say ‘no’ and be able to help your colleagues master data more effectively. Thus enabling you to focus on adding value to the business. | **1 day (approx. 6.5 hours session time)** | **6** | STANDARD 2: Research within its broad political/economic/social/ technological contextSTANDARD 3: The role of research in decision making within an organisation | **Plan, design and manage research**  **Provide strategic marketing intelligence and customer insight** |
| **Practical Considerations and Issues in Patient Research** | **Webinar – 10th March 12.30-1.30**  **BHBIA members only** | Conducting patient research is not always a simple or well-defined process. There are a number of issues to consider in both the way in which patient research is conducted as well as how it is used. In this webinar we will provide an overview of the considerations to designing patient research, the practical points to address and the need for all stakeholders to be clear about the required outputs of the research. | **1 hour** | **1** | STANDARD 2: Research within its broad political/economic/social/ technological contextSTANDARD 3: The role of research in decision making within an organisationSTANDARD 7: Awareness and evaluation of research methodologiesSTANDARD 8: Conducting all or part of a research projectSTANDARD 11: Commitment to your own personal and professional development | **Plan, design and manage research** |
| **Optimising Segmentation** | **One-day workshop – 16th March**  **Speakers, discussion and practical exercises** | This workshop will be in two parts: Part one will explore what business challenges segmentation can answer and when to perform it, the different types, tools and analytics used, a framework for successful segmentation projects and how to develop outputs/impactful results. Part two will focus on implementation – i.e. embedding customer segments within a pharma company’s business. The segments need to resonate with everyone that touches the brand, and every customer should understand the benefits of having their needs as the core focus of the organisation. | **1 day (approx. 6.5 hours session time)** | **6** | STANDARD 2: Research within its broad political/economic/social/ technological contextSTANDARD 3: The role of research in decision making within an organisationSTANDARD 7: Awareness and evaluation of research methodologiesSTANDARD 8: Conducting all or part of a research projectStandard 9: A nominated specialist area in research STANDARD 11: Commitment to your own personal and professional development | **Use and develop marketing and customer data/research** |
| **Sales Force Effectiveness Techniques for Pharmaceuticals** | **Webinar – 7th April 12.30-1.30**  **BHBIA members only** | In this session we will share tips and tricks to have in your armoury and pitfalls to be aware of - covering a number of typical SFE topics such as target-setting, forecasting, territory optimisation, account segmentation. The webinar will be of benefit to those new to SFE as well as people with more experience who are looking to pick up some new ideas. | **1 hour** | **1** | STANDARD 11: Commitment to your own personal and professional development | **Influencing** |
| **BHBIA Legal and Ethical Guidelines for Healthcare Market Research** | **One-day workshop – 27th April**  **Speakers, discussion and practical exercises** | A chance to increase your practical understanding of both the BHBIA Legal and Ethical Guidelines for Healthcare Market Research and the ABPI/BHBIA Guidelines for Adverse Event Reporting, through a highly interactive, case study based approach. There will be plenty of time for questions and discussion, offering the opportunity to learn from others’ issues and experiences. The course is continually revised and updated to incorporate the latest issues and changes in guidance. | **1 day (approx. 6.5 hours session time)** | **6** | STANDARD 1: Ethical & legal considerations governing the conduct of MRS membersSTANDARD 1-0: Quality assurance in researchSTANDARD 11: Commitment to your own personal and professional development | **Understand and apply best practice to provide ethical and quality based research decisions** |
| **NHS Update – latest developments in the UK health service** | **Webinar – 19th May 12.30-1.30**  **BHBIA members only** | 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 | **1 hour** | **1** | STANDARD 2: Research within its broad political/economic/social/ technological contextSTANDARD 3: The role of research in decision making within an organisationSTANDARD 11: Commitment to your own personal and professional development | **Manage and lead research operations** |
| **Innovating through Analysis** | **Half-day workshop – 6th June**  **Speakers, discussion and practical exercises** | 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 (3 hours session time)** | **3** | STANDARD 5: Project management (including planning and the use of resources) | **Lead cutting-edge thinking and innovative techniques** |
| **Management Skills Training**  *(title to be confirmed at time of publishing this document)* | **One-day workshop – 7th June**  **Speakers, discussion and practical exercises** | This workshop will be suitable for delegates in their first line management role, or those aspiring to move into a management position. 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. | **1 day (approx. 6.5 hours session time)** | **6** | STANDARD 11: Commitment to your own personal and professional development | **Manage and lead research operations** |
| **Introduction to Pharmaceutical Sales Research and Analytics** | **Two-day residential foundation course – 12th – 13th June** | Residential foundation course providing insights into all aspects of the sales analyst’s role Delegates will be encouraged to share their experiences to date, and there will be an emphasis on practical workshops and simulation exercises. There is a mix of presentations, case studies, discussions and role-plays, aiming to use the most appropriate technique for the subject matter and vary the approaches to maintain the interest and attention of the delegates.  Gain an understanding of:   * Customers/Stakeholders of the sales research analyst * Launch Excellence * How to communicate and present data effectively * Sales and CRM data analysis * Sales targets and bonus setting * Targeting and Segmentation * Sales Force structuring and resourcing * Tools for measuring call quality | **2 days (approx. 11 hours session time in total – this excludes time spent working unsupervised on practical exercises)** | **11** | STANDARD 3: The role of research in decision making within an organisationSTANDARD 9: A nominated specialist area in researchSTANDARD 10: Quality assurance in researchSTANDARD 11: Commitment to your own personal and professional development | **Client Relationship Management**  **Stakeholder Management** |
| **Working with Key Opinion Leaders** | **Webinar – 23rd June 12.30-1.30**  **BHBIA members only** | 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. | **1 hour** | **1** | STANDARD 2: Research within its broad political/economic/social/ technological context **Standard 7: Awareness and evaluation of research methodologies**  **Standard 8: Conducting all or part of a research project** STANDARD 11: Commitment to your own personal and professional development | **Lead cutting-edge thinking and innovative techniques**  **Use and develop marketing customer data/research** |
| **Introduction to UK Pharma Forecasting** | **One-day workshop – 29th June**  **Speakers, discussion and practical exercises** | A practical guide to the basics of forecasting for those with little or no experience in both client companies and agency positions. 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. | **1 day (approx. 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** | **Provide strategic marketing intelligence & customer insight** |
| **Case Studies in Patient Research** | **Webinar – 1st September 12.30-1.30**  **BHBIA members only** | 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. | **1 hour** | **1** | STANDARD 5: Project management (including planning and the use of resources) **Standard 7: Awareness and evaluation of research methodologies**  **Standard 8: Conducting all or part of a research project** STANDARD 11: Commitment to your own personal and professional development | **Plan, design and manage research projects** |
| **The new Data Protection Regulation - GDPR Update** | **Webinar – 15th September 12.30-1.30**  **BHBIA members only** | 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. | **1 hour** | **1** | STANDARD 1: Ethical & legal considerations governing the conduct of MRS members **Standard 8: Conducting all or part of a research project** STANDARD 11: Commitment to your own personal and professional development | **Understand & apply best practice to provide ethical and quality based research decisions** |
| **Introduction to the Pharmaceutical Industry and Business Intelligence Practice** | **One-day workshop – 21st September**  **Speakers, discussion and practical exercises** | 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. | **1 day (approx. 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** |
| **Going Digital: Implications for Market Research** | **One-day workshop – 28th September**  **Speakers, discussion and practical exercises** | 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. | **1 day (approx. 6.5 hours session time)** | **6** | **STANDARD 2: Research within its broad political/economic social/ technological context**  **Standard 7: Awareness and evaluation of research methodologies**  **Standard 8: Conducting all or part of a research project** STANDARD 11: Commitment to your own personal and professional development | **Lead cutting-edge thinking and innovative techniques** |
| **Getting your Market Research Sample Right** | **Webinar – 6th October 12.30-1.30**  **BHBIA members only** | 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! | **1 hour** | **1** | STANDARD 5: Project management (including planning and the use of resources) **Standard 7: Awareness and evaluation of research methodologies**  **Standard 8: Conducting all or part of a research project** STANDARD 10: Quality assurance in researchSTANDARD 11: Commitment to your own personal and professional development | **Use and develop marketing customer data/research** |
| **Developing your ethics expertise – Further guidance** | **One-day workshop – 12th October**  **Speakers, discussion and practical exercises** | 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. | **1 day (approx. 6.5 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** STANDARD 10: Quality assurance in researchSTANDARD 11: Commitment to your own personal and professional development | **Understand & apply best practice to provide ethical and quality based research decisions** |
| **Bringing Qualitative and Quantitative Insights to Life** | **One-day workshop – 18th October**  **Speakers, discussion and practical exercises** | How can we optimise the presentation of data and research findings to bring the insights to life and make them actionable? This practical workshop will be in 2 parts: Part 1 – improve your skills in presenting qualitative data and market research findings and Part 2 – improve your skills in presenting quantitative data from a variety of sources including secondary data analysis and quantitative market research findings. You have the option to attend the whole day, or just one of the half day sessions depending on your fields of interest | **1 day (approx. 6.5 hours session time)** | **6** | STANDARD 6: Oral and/or written communication skills | **Plan, design and manage research projects**  **Use and develop marketing and customer data/research**  **Communication Skills** |
| **Introduction to Pharmaceutical Business Intelligence and Market Research** | **Three-day residential foundation course – 7th – 9th November** | A solid grounding in the basics of healthcare market research and business intelligence, with a focus on best practice, effective client-agency relationships and the importance of actionable results.  Gain an understanding of:   * The pharmaceutical drug flow - from factory to patient * The various business information audits – a hands-on session working with data from multiple sources to answer key business questions * BHBIA Legal & Ethical Guidelines for Healthcare Market Research * The research process from both the company and agency perspectives * The RfP and Proposal * The difference between qualitative and quantitative research and when each is appropriate * 'Jargon Busting' - demystifying industry acronyms! * An introduction to projective techniques * Commissioning, fieldwork and presentation | **3 days (approx. 20 hours session time in total)** | **18** | **Standard 1: Ethical & legal considerations governing the conduct of MRS members**  **+**  **STANDARD 2: Research within its broad political/economic social/ technological context**  **+**  **STANDARD 3: The role of research in decision making within an organisation**  **+**  **STANDARD 4: Client and supply relationships in research**  **+**  **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** | **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**  **+**  **Understand & apply best practice to provide ethical and quality based research decisions** |
| **Launch Excellence and KPI Setting** | **One-day workshop – 16th November**  **Speakers, discussion and practical exercises** | 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 | **1 day (approx. 6.5 hours session time)** | **6** | **Standard 8: Conducting all or part of a research project** STANDARD 11: Commitment to your own personal and professional development | **Business and Finance** |