

## Online Training

The BH&IA offers two types of online training programmes:

1. Ethics & Compliance courses, which are included free with your membership or certified non-membership subscription
2. Other courses on core business intelligence topics, which are available to purchase

### **Ethics & Compliance courses**

Our three core online training courses are:

- Legal and Ethical Guidelines for Market Researchers
- Adverse Event Reporting in Market Research
- Legal and Ethical Guidelines for Data Analysts

Each consists of a set of training slides and an associated competency test. Certification is renewed annually. Renewals open in September each year and certificates are then valid until 31st October the following year (subject to payment of membership fees).

There is an additional programme:

- Guidance for Reviewing/Approving Market Research Materials (slides only)

### **Other courses**

Modules in the BH&IA online training resource are now available to purchase for a small fee. Each course has an associated test which, when passed, allows the trainee to download their Certificate of Learning. Courses currently available are:

- Essentials of Qualitative Market Research in Healthcare
- Essentials of Quantitative Market Research in Healthcare
- Introduction to Forecasting
- Fundamentals of Sales Incentive Compensation
- **New** From Molecule to Market: the journey of drug development

Updated March 2023

## **British Healthcare Business Intelligence Association**

*Excellence with Integrity*

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# Learning and Development 2023

## March – December



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## March

**Spring Virtual Event**  
**Environmental sustainability in healthcare business intelligence; can we achieve it?**  
2<sup>nd</sup> March

### **Why Empathy Matters: the Importance of Unpicking the Narrative**

10<sup>th</sup> March  
Members Only: Free  
This session uses two case studies around obesity and women's health to highlight the importance of comprehensive empathetic research and why we need to question some of our deeply embedded culturally established narratives.

### **A Day in the Life of a Client-side Market Researcher**

23<sup>rd</sup> March  
Members: £299 + VAT  
Non-Members: £350 + VAT  
Join this session at UCB's offices to learn what a day in the work life of a client-side researcher entails and how market research fits within the 'bigger picture' of pharma company activities.

### **Making the Most of Your Membership**

28<sup>th</sup> March  
Members Only: Free  
Explore the benefits available to members of the BHBA via our free webinar open to all full BHBA members.

### **Experience Mapping - the How, Why and What**

31<sup>st</sup> March  
Members Only: Free  
This webinar will explain what an experience map is, and give an overview of the practicalities and benefits of creating experience maps.

## April

### **Analytics Connect Group**

19<sup>th</sup> April  
Members Only: Free

**Key:**  
● Webinars  
● Virtual Workshop  
● Face to Face Workshops  
● Events  
● Forums & Connect Group Meetings

### **Challenging Conversations – Making Mindset Matter**

20<sup>th</sup> April  
Members: £449 + VAT  
Non-Members: £549 + VAT  
Our objective is to help BI professionals move towards being business partners rather than just providers of reports. Learn how to influence your key stakeholders so that you can go beyond 'why' and become part of 'so what'.

### **Rising Stars Connect Group**

26<sup>th</sup> April  
Members Only: Free

### **Online Virtual Workshops - Optimising Engagement and Outcomes with Behavioural Science Bias**

28<sup>th</sup> April  
Members Only: Free  
We will deep-dive into the psychology behind successful workshops and explore the range of subconscious biases that exist which can influence engagement and outcomes.

## May

### **Pharma Connect Group**

16<sup>th</sup> May  
Members Only: Free

### **Making the Most of Your Agency Fair Stand**

17<sup>th</sup> May  
Members Only: Free  
This webinar is for agencies who have booked an Agency Fair exhibition space at this year's Annual Conference in June. We will be sharing guidance, hints and tips to help you make the most of your stand.

### **Optimizing Real-World Evidence with Big Social Data**

26<sup>th</sup> May  
Members Only: Free  
The session will highlight how social media listening can optimise Real World Evidence (RWE) for unique patient insights throughout the clinical pipeline.

## June

**Annual Conference: bhbia2023 and BOBI Awards Ceremony**  
12-13<sup>th</sup> June

## July

### **Fieldwork Forum**

5<sup>th</sup> July  
Members Only: Free

### **Rising Stars Connect Group**

26<sup>th</sup> July  
Members Only: Free

## September

**Summer Virtual Event**  
7<sup>th</sup> September

### **Getting Started in Healthcare Business Intelligence**

14<sup>th</sup> September  
Members: £275 + VAT  
Non-Members: £375 + VAT  
An Introduction to the Pharmaceutical Industry and Business Intelligence Practice - ideal for new starters, placement students and short-term interns working in business intelligence and related areas in both pharmaceutical companies and agencies.

### **Empowering the Analyst - Influencing without Authority**

19<sup>th</sup> September  
Members: £449 + VAT  
Non-Members: £549 + VAT  
Our objective is to help analysts move towards being business partners rather than just providers of data. Learn how to influence your key stakeholders so that you can go beyond data analysis to explain the 'why' as well as the 'what'

### **Innovation in Market Research**

22<sup>nd</sup> September  
Members Only: Free  
There's always a lot of buzz about new approaches, but do they really deliver? Join this session to learn more about the latest innovations.

## October

### **Analytics Connect Group**

11<sup>th</sup> October  
Members Only: Free

### **How to Deliver Exciting, Engaging and Long-lasting Content**

13<sup>th</sup> October  
Members Only: Free  
Although PowerPoint has come a long way, there is more than can be done when it comes to how impactful insights delivery can be. We will discuss ways to help you stand out from the crowd.

### **Spotlight on Compliance**

19<sup>th</sup> October  
Members: £449 + VAT  
Non-Members: £549 + VAT  
This seminar will put the spotlight on what good compliance looks like so that you can make sure that your company is protected by the highest professional standards.

### **Rising Stars Connect Group**

25<sup>th</sup> October  
Members Only: Free

## November

### **'Delivering the Sizzle, not Just the Sausage' - Effective Presentation Delivery Skills**

2<sup>nd</sup> November  
Members: £350 + VAT  
Non-Members: £450 + VAT  
Develop and refine your presentation skills in both virtual and face to face settings

### **Fieldwork Forum**

8<sup>th</sup> November  
Members Only: Free

### **Behavioural Science in Quantitative Research**

16<sup>th</sup> November (Half Day - AM)  
Members: £210 + VAT  
Non-Members: £260 + VAT  
Whether you work in an agency or client-side, this practical workshop will help you to discover opportunities to apply behavioural science insights and approaches to quantitative research.

## December

**Winter Seminar**  
1<sup>st</sup> December

### **HOW TO BOOK**

Please click on the workshop/webinar/event title for more details and online booking.