



**MRS CPD PROGRAMME
BHBIA EVENTS 2020**

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
Best Practice for Customer Segmentation	Webinar – 24th January 12.30-1.30 BHBIA members only	This webinar will provide those working in business intelligence, marketing, sales management or market access with an insight into the value that can be gained from a motivations-based customer segmentation. We will offer a template for best practice for managing a segmentation programme from kick off to implementation - to include identification of motivational segments and the profiling of each segment on demographics, prescribing behaviour, messaging and preferred communication channels. The focus will be on generating an internally credible segmentation and typing tool that will work in the real world.	1 hour	1	STANDARD 7: Awareness and evaluation of research methodologies Standard 8: Conducting all or part of a research project	Use and develop marketing customer data/research
The Magic of Conference Presenting	One-day workshop – 30th January 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 2020 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
The Shoulders of Giants - The Six Pillars of Market Research	One-day workshop – 5th February Speakers, discussion and practical exercises	This workshop will involve 6 training sessions run over the course of a day, covering some of the major big ideas that MR has borrowed from different academic disciplines: Cognitive neuroscience, Psychology, Social Psychology, Anthropology, Sociology and Behavioural economics. In each of these sessions we will give a brief history and summary of the discipline, why it matters and identify several big ideas that are relevant to MR in pharma. Interactive workshop tasks will help delegates to explore how these ideas translate into MR techniques, methodologies and approaches.	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	Provide strategic marketing intelligence & customer insight Lead cutting-edge thinking and innovative techniques
Digital Marketing in Healthcare	Webinar – 28th February 12.30-1.30 BHBIA members only	An overview of how Digital Market Research can be used to develop websites, apps and online patient support programmes. Digital Marketing has become a real issue for healthcare research directors as BI are now getting requests from Marketing and Digital Marketing for support with their initiatives and the classical UX (user experience) and CX (customer experience) digital research being done by digital agencies can sometimes lack the patient and physician insights and understanding that's required to make it work. Healthcare digital marketers are starting to realise that a mix of traditional market	1 hour	1	STANDARD 2: Research within its broad political/economic social/technological context Standard 8: Conducting all or part of a research project	Provide strategic marketing intelligence & customer insight Lead cutting-edge thinking and innovative techniques



		research and pure digital is what is needed to ensure that their programmes resonate with the needs of patients and physicians.			STANDARD 11: Commitment to your own personal and professional development	
Integrating research and strategic decision-making	One-day workshop – 5th March Speakers, discussion and practical exercises	Designing market research to overcome complex strategic situations is often challenging. Defining the specific and fundamental questions pharmaceutical companies need to answer and understanding how research results may be used in their decision making are critical parts of the process. This workshop is designed for pharma and agency market researchers who want to increase their understanding of strategic challenges and questions, so they can commission and/or deliver more effective and appropriate research designs and results. Through an interactive, case-study based approach, delegates will gain an understanding of how market research and strategy should integrate to overcome market challenges and support strategic direction, the types of strategic questions that could be addressed and how to generate insights to fully address these needs.	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 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 Provide strategic marketing intelligence & customer insight
Digital Opinion Leaders are the new Key Opinion Leaders	Webinar – 20th March 12.30-1.30 BHBIA members only	Influential online healthcare professionals are changing the world of healthcare engagement. HCP 'Digital Opinion Leaders' are driving health policy decisions, defining the views of their online peers, and may be shaping your brand well before your product launches. In this webinar we will demonstrate the impact that Digital Opinion Leaders are having, and prove that DOLs really are the new KOLs.	1 hour	1	STANDARD 2: Research within its broad political/economic social/ technological context STANDARD 3: The role of research in decision making within an organisation Standard 8: Conducting all or part of a research project STANDARD 11: Commitment to your own personal and professional development	Provide strategic marketing intelligence & customer insight
Spotlight on Compliance	One-day seminar – 26th March Speakers and discussion	This seminar is the second in our Developing your Ethics Expertise series aimed specifically at those with a responsibility for compliance within their organisations. Guest speakers and compliance experts will cover data protection and privacy guidance (including international developments) – new codes and considerations, we will look at the role and work of a Data Protection Officer (DPO) and we will provide a PMCPA/ABPI perspective on key drug safety and market research issues. We will put the spotlight on what good compliance looks like so that you can make sure that your company meets the highest professional standards. The seminar will be suitable for those who already have a good knowledge of the BHBIA Legal and Ethical Guidelines 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 research STANDARD 11: Commitment to your own personal and professional development	Understand & apply best practice to provide ethical and quality based research decisions
Outputs that live on	Webinar – 1st April 12.30-1.30	Do you want to produce market research outputs that can live on within the Pharma company and inspire change? This session will demonstrate how to achieve this by creating debriefs that tell a story and providing tangible outputs that easily convey that story - i.e. patient videos,	1 hour	1	STANDARD 1: Ethical & legal considerations governing the conduct of MRS members	Understand & apply best practice to provide ethical and quality based research decisions

	BHBIA members only	animations and interactive pathways. We will also outline how these exciting outputs can be produced whilst also being compliant with guidelines and vigilant when handling personal data			STANDARD 2: Research within its broad political/economic social/ technological context STANDARD 3: The role of research in decision making within an organisation STANDARD 10: Quality assurance in research STANDARD 11: Commitment to your own personal and professional development	Provide strategic marketing intelligence & customer insight
NLP (Neuro Linguistic Programming) and LAB (Language and Behaviour) Profiling	One-day workshop – 2nd April Speakers, discussion and practical exercises	Neuro-Linguistic Programming is a discipline that analyses individuals’ perceptions and beliefs in order to understand behaviour, examining both verbal and non-verbal communication. LAB explores language patterns which reveal individuals’ attitudes, beliefs and motivations. This workshop will provide delegates with a comprehensive understanding of these specific techniques and how using them can give them a clearer and deeper knowledge of what motivates individuals to behave as they do. We’ll explore the techniques from two perspectives: How they can enhance qualitative research practice and the recommendations delivered to clients, and How they can help you communicate more effectively with peers and colleagues to enhance your working relationships.	1 day (approx. 6.5 hours session time)	6	Standard 8: Conducting all or part of a research project STANDARD 9: A nominated specialist area in research STANDARD 11: Commitment to your own personal and professional development	Lead cutting-edge thinking and innovative techniques
Negotiating your forecast	One-day workshop – 23rd April Speakers, discussion and practical exercises	Effective forecasting can be as much about communication of the forecast as it is about the methodologies used. For all of the detail that can go into creating an accurate forecast, requests for changes and the search for upside can often lead to final forecasts that are unsatisfactory. This session will cover some of the key aspects of creating a robust forecast, but will also cover advice on how to manage the process of communicating the forecast to senior colleagues and dealing with their requests for changes	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
BOBI Awards (Best Of Business Intelligence) – Best Newcomer Competition	One-day competitive event – 24th April Entrants, with up to 3 years’ experience in a role that includes business intelligence, analytics or market research will undertake a	Completion of individual tasks throughout the day will assess a number of different skills and competencies relevant to individuals in business intelligence, analytics or market research, such as: Listening/comprehension, identifying key issues, overall strategic thinking, awareness of industry, concentration and engagement, Planning, prioritisation, ability to time manage, Forecasting ability, mathematical competence, identifying key issues, Methodological knowledge, correct application to business problem, Personal impact, situational analysis, clarity of thought, methodological knowledge (incl sampling), communication skills, overcoming objections, presentation skills, questioning skills, Translating strategy to tactics, personal impact, picking out relevant issues. Entrants are provided with feedback and encouraged to discuss this feedback with their line managers and build relevant elements into their Personal Development Plan	1 day (approx. 6 hours in sessions and individual exercises)	6	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 5: Project management (including	Plan, design and manage research Provide strategic marketing intelligence and customer insight Lead cutting-edge thinking and innovative techniques

	<p>series of individual practical exercises either presenting their answers to judges or completing tasks on their own.</p>				<p>planning and the use of resources)</p> <p>STANDARD 7: Awareness and evaluation of research methodologies</p> <p>STANDARD 8: Conducting all or part of a research project</p> <p>STANDARD 9: A nominated specialist area in research</p> <p>STANDARD 10: Quality assurance in research</p> <p>STANDARD 11: Commitment to your own personal and professional development</p>	
<p>Bringing the academic into the corporate</p>	<p>Webinar – 30th April 12.30-1.30 BHBIA members only</p>	<p>This webinar will focus on ways that academic theories and techniques (from conference presentations, journal articles, and other sources) can be adapted to enhance research projects for pharma/healthcare clients. Our presenter has conducted extensive market research in the pharma/healthcare space that involved experiments and explorations applying concepts from academia to corporate work. Examples to be covered in this webinar include applying social psychological theories of decision-making to physician decision-making processes, exploring the implications of heuristics like anchoring and adjustment for online allocation exercises, and applying academic and government work on forecasting world events to assessment of future product prescribing.</p>	<p>1 hour</p>	<p>1</p>	<p>STANDARD 8: Conducting all or part of a research project</p> <p>STANDARD 11: Commitment to your own personal and professional development</p>	<p>Lead cutting-edge thinking and innovative techniques</p>
<p>BHBIA Annual Conference: bhbia2020</p>	<p>Two-day Annual Conference – 11th – 12th May Plenary speaker sessions and one-hour training workshops</p>	<p>Speakers will provide updates on the latest thinking/insights into case-studies on a range of healthcare-related market research/commercial analytics topics. There will also be the opportunity to attend a choice of training workshops on both days. Both days also include an inspirational speaker who will relate their experiences to the delegates business/leadership challenges.</p>	<p>2 days – can register for one or both days (at least 4.5 hours session time on day 1 and 4.5 hours on day 2)</p>	<p>Day 1 – 4 CPD Day 2 – 4 CPD</p>	<p>Standard 7: Awareness and evaluation of research methodologies</p> <p>+ Standard 8: Conducting all or part of a research project</p> <p>+ Standard 9: A nominated specialist area in research</p> <p>+ STANDARD 3: The role of research in decision making within an organisation</p>	<p>Plan, design and manage research project</p> <p>+ Manage and lead research operations</p> <p>+ Lead cutting-edge thinking and innovative techniques</p> <p>+ Use and develop marketing customer data/research</p> <p>+ Provide strategic marketing intelligence & customer insight</p>
<p>Big Data, AI and ML Summit</p>	<p>One-day workshop – 4th June Speakers, discussion and</p>	<p>Artificial Intelligence (AI) and Machine Learning (ML) are the new hot topics for business intelligence professionals. Using practical examples our expert speakers will share how an understanding of how we can use these tools to make the most of the data sources available to us, to guide our businesses and ultimately benefit patients. In a world of expanding data and technology, how can we combine our analysis skills with AI and ML to drive</p>	<p>1 day (approx. 6.5 hours session time)</p>	<p>6</p>	<p>STANDARD 2: Research within its broad political/economic social/ technological context</p>	<p>Use and develop marketing and customer data/research</p>

	practical exercises	strategy and achieve optimised customer engagement through different channels?			STANDARD 8: Conducting all or part of a research project STANDARD 11: Commitment to your own personal and professional development	
Ethics & Compliance Update	Webinar – 12th June 12.30-1.30 BHBIA members only	This webinar will feature an update on changes in the UK legal and ethical environment. There may be a focus on one or more specific issues, depending on the latest developments. Look out for details on our website nearer the time	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
Creating truly patient-centric materials	Webinar – 2nd July 12.30-1.30 BHBIA members only	Initially run as a training session at the BHBIA conference in 2019, this webinar will question how truly patient-centric materials developed by Pharma really are. We will provide attendees with guiding principles for developing patient materials (from research materials through to assets around a condition or treatment). We will show examples and review the 'rights and wrongs' of each. Attendees will leave with a clear view of how to develop materials for patient and caregivers.	1 hour	1	Standard 6: Oral and/or written communication skills STANDARD 11: Commitment to your own personal and professional development	Lead cutting-edge thinking and innovative techniques Provide strategic marketing intelligence & customer insight
Responding to your competitors' messaging	Webinar – 4th September 12.30-1.30 BHBIA members only	As pharma therapeutic landscapes become more undifferentiated, it has become crucial to equip your sales force with the right messages that resonate with key customers and which effectively distinguishes your product from your competitors. This webinar will use real case studies to understand how companies are currently using data analytics to gain insights on market response to their own as well as competitor's messaging. We will also explore how some companies are leveraging leading edge technologies incorporating AI/ML in advancing this area further.	1 hour	1	STANDARD 2: Research within its broad political/economic social/technological context STANDARD 3: The role of research in decision making within an organisation STANDARD 8: Conducting all or part of a research project STANDARD 11: Commitment to your own personal and professional development	Provide strategic marketing intelligence & customer insight
Introduction to the Pharmaceutical Industry and Business Intelligence Practice	One-day workshop – 17th 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. The workshop will engage your students in an introduction to the NHS, how medicines are brought to market, a top-line understanding of primary and secondary market research and the power of business intelligence in fuelling brand success throughout the product lifecycle. It will provide a balance of practical information to orientate your students and the opportunity to ask questions about careers and next steps	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

<p>Generating and communicating market research insights that captivate audiences and increase business impact</p>	<p>One-day workshop – 24th September Speakers, discussion and practical exercises</p>	<p>This workshop will consist of two parts: Part one will help you to better understand how to develop insights and actionable recommendations, and the role of market research in generating these. We'll explore the difference between data and insights and discuss how to answer the 'so what' and reach that 'light bulb' moment. Part two, the afternoon session, will explore how to make our actionable insights stand out. Attention spans are decreasing and distraction is omnipresent. We'll provide hints, tips and illustrative case studies to help you evolve deliverables in line with technology advancements and the way we digest data now, to increase engagement and business impact – there is so much more than just PowerPoint!</p>	<p>1 day (approx. 6.5 hours session time)</p>	<p>6</p>	<p>STANDARD 2: Research within its broad political/economic social/ technological context STANDARD 3: The role of research in decision making within an organisation</p> <p>Standard 7: Awareness and evaluation of research methodologies</p> <p>STANDARD 8: Conducting all or part of a research project</p> <p>STANDARD 11: Commitment to your own personal and professional development</p>	<p>Plan, design and manage research</p> <p>Provide strategic marketing intelligence & customer insight</p> <p>Lead cutting-edge thinking and innovative techniques</p> <p>Use and develop marketing and customer data/research</p>
<p>Empowering the Analyst – Influencing without Authority</p>	<p>One-day workshop – 8th October Speakers, discussion and practical exercises</p>	<p>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'. Gain the confidence to challenge requests, learn to say 'no' appropriately, understand and identify working styles of yourself and your stakeholders with the goal of becoming a trusted business partner through adding additional value beyond the provision of data to the business.</p>	<p>1 day (approx. 6.5 hours session time)</p>	<p>6</p>	<p>STANDARD 2: Research within its broad political/economic/social/ technological context</p> <p>STANDARD 3: The role of research in decision making within an organisation</p>	<p>Plan, design and manage research</p> <p>Provide strategic marketing intelligence and customer insight</p>
<p>Mapping the patient's emotional journey using social listening</p>	<p>Webinar – 9th October 12.30-1.30 BHBIA members only</p>	<p>Learn how social listening can be used to map the patient's emotional journey and how this can provide researchers with a deeper understanding of the emotional impact of the disease and treatment. Gaining a richer picture of the patient experience improves our understanding of drivers and barriers to adoption, adherence and switch behaviour.</p>	<p>1 hour</p>	<p>1</p>	<p>STANDARD 11: Commitment to your own personal and professional development</p>	<p>Provide strategic marketing intelligence and customer insight</p>
<p>Guidelines in Action</p>	<p>One-day workshop – 15th October Speakers, discussion and practical exercises</p>	<p>A practical, exercise-based workshop helping you understand how the BHBIA Guidelines apply to your current projects and those you may need to run in the future. Suitable for anyone who wants to become more knowledgeable and confident about approaching compliance issues throughout the market research process, this workshop will go beyond the online training by looking at more complex scenarios and grey areas, with a focus on pragmatic application of the BHBIA Legal and Ethical Guidelines and ABPI/BHBIA Guidelines for Adverse Event Reporting. You'll become more familiar with the resources available to you and more confident in what they mean for your organisation and you'll learn from our conveners and other delegates in candid discussions around issues they have faced when commissioning, designing or fielding market research</p>	<p>1 day (approx. 6.5 hours session time)</p>	<p>6</p>	<p>STANDARD 1: Ethical & legal considerations governing the conduct of MRS members</p> <p>STANDARD 10: Quality assurance in research</p> <p>STANDARD 11: Commitment to your own personal and professional development</p>	<p>Understand and apply best practice to provide ethical and quality based research decisions</p>
<p>Introduction to Pharmaceutical Business Intelligence and Market Research</p>	<p>Three-day residential foundation course – 3rd – 5th November</p>	<p>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.</p> <p>Gain an understanding of:</p> <ul style="list-style-type: none"> The pharmaceutical drug flow - from factory to patient 	<p>3 days (approx. 20 hours session time in total)</p>	<p>18</p>	<p>Standard 1: Ethical & legal considerations governing the conduct of MRS members + STANDARD 2: Research within its broad</p>	<p>Plan, design and manage research project + Manage and lead research operations +</p>

		<ul style="list-style-type: none"> 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 			<p>political/economic social/ technological context</p> <p>+</p> <p>STANDARD 3: The role of research in decision making within an organisation</p> <p>+</p> <p>STANDARD 4: Client and supply relationships in research</p> <p>+</p> <p>Standard 7: Awareness and evaluation of research methodologies</p> <p>+</p> <p>Standard 8: Conducting all or part of a research project</p> <p>+</p> <p>Standard 9: A nominated specialist area in research</p>	<p>Lead cutting-edge thinking and innovative techniques</p> <p>+</p> <p>Use and develop marketing customer data/research</p> <p>+</p> <p>Provide strategic marketing intelligence & customer insight</p> <p>+</p> <p>Understand & apply best practice to provide ethical and quality based research decisions</p>
Innovations in Market Research	One-day workshop – 11th November Speakers, discussion and practical exercises	This workshop will provide a broad overview of the latest innovations in market research and what developments we might expect in the future. Selected guest speakers will delve into several specific innovative tools/techniques in more detail. Please look out for information on the website closer to the event, announcing the specific topics that will be covered.	1 day (approx. 6.5 hours session time)	6	<p>STANDARD 2: Research within its broad political/economic social/ technological context</p> <p>STANDARD 7: Awareness and evaluation of research methodologies</p> <p>STANDARD 11: Commitment to your own personal and professional development</p>	Lead cutting-edge thinking and innovative techniques
BHBIA Winter Seminar	One-day Seminar – 4th December Speakers and discussion BHBIA members only	<p>Speakers will provide updates on the latest thinking on a topical theme related to healthcare market research/commercial analytics, with an opportunity for debate and discussion by members.</p> <p>Theme/topics to be confirmed</p>	1 day + lunch (approx. 3.5 hours session time)	3	<p>Standard 7: Awareness and evaluation of research methodologies</p> <p>+</p> <p>Standard 9: A nominated specialist area in research</p>	<p>Plan, design and manage research projects</p> <p>+</p> <p>Use and develop marketing customer data/research</p>