



**MRS CPD ACCREDITATION - BHBIA EVENTS 2021**

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
<b>Speed, value and flexibility: the unique benefits of online qualitative research</b>	<b>Webinar – 21<sup>st</sup> January 15.00-16.00 BHBIA members only</b>	Why choose online qual? - Understand the key benefits of online qual (vs. traditional qual) Use cases - Types of research and objectives best suited to an online qual methodology An overview of capabilities - Which different features are available within the various online platforms Getting the most out of the research – Key things to consider and how to plan for the challenges of remote research	<b>1 hour</b>	<b>1</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>	
<b>The Magic of Conference Presenting</b>	<b>One-day workshop (via Zoom) – 28<sup>th</sup> January Speakers, discussion and practical exercises</b>	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 2021 BHBIA Annual Conference, but is suitable for anyone who would like to hone their skills in presenting to larger audiences.	<b>1 day (approx. 6.5 hours session time)</b>	<b>6</b>	<b>STANDARD 6: Oral and/or written communication skills</b>	<b>Communication Skills</b>
<b>Optimising market research insights to increase business impact</b>	<b>Half-day workshop (via Zoom) - 4<sup>th</sup> February (pm) Speakers, discussion and practical exercises</b>	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 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!	<b>half day (approx. 3.5 hours session time)</b>	<b>3</b>	<b>STANDARD 2: Research within its broad political/economic social/ technological context</b> <b>STANDARD 3: The role of research in decision making within an organisation</b>  <b>Standard 7: Awareness and evaluation of research methodologies</b>  <b>STANDARD 8: Conducting all or part of a research project</b>  <b>STANDARD 11: Commitment to your own personal and professional development</b>	<b>Plan, design and manage research</b>  <b>Provide strategic marketing intelligence &amp; customer insight</b>  <b>Lead cutting-edge thinking and innovative techniques</b>  <b>Use and develop marketing and customer data/research</b>
<b>Data controller / processor roles update POSTPONED – SEE WEBSITE FOR NEW DATE</b>	<b>Webinar - 5<sup>th</sup> February 12.30-1.30 BHBIA members only</b>	The European Data Protection Board (EDPB1) has recently published draft Guidelines 07/2020 on the concepts of controller and processor in the GDPR. In this webinar the BHBIA Ethics & Compliance Committee will look at what this means for members when determining data controller and processor roles.	<b>1 hour</b>	<b>1</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>	



<b>Doing things differently: behavioural science for market research</b>	<b>Training course (via Zoom) – 10<sup>th</sup> Feb / 24<sup>th</sup> Feb / 10<sup>th</sup> March / 31<sup>st</sup> March</b>	Latest thinking in behavioural science delivered in four sessions: Session 1: The current landscape – knowledge and controversy Session 2: Synthesis, synergy and methods – how we can draw on different disciplines to approach our research in innovative and creative ways Session 3: Application to quantitative and qualitative research Session 4: Behavioural science in ethical market research practice – investigation and experimentation	<b>4 hours (split into 4 x 1 hour sessions)</b>	<b>4</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>
<b>Spring Virtual Event</b>	<b>Seminar (via Zoom) - 25<sup>th</sup> February</b>	Speakers will provide updates on the latest thinking on a topical theme related to healthcare market research/commercial analytics, with an opportunity for Q&A and discussion by members. Theme/topic to be confirmed	<b>1-2 hours</b>	<b>1</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>
<b>Introduction to Early Access Programs: What are they and key considerations when designing research</b>	<b>Webinar - 26<sup>th</sup> February 12.30-1.30 BHBIA members only</b>	Almost all EU markets have pathways that enable patients with serious, life threatening or debilitating diseases to access drugs in development prior to receiving marketing authorisation. This webinar will introduce early access programs (EAPs) and the benefits these programs can potentially bring to patients, clinicians and manufacturers. We will explore EAP pathways in the UK in more detail, compare these to pathways in other major European markets and highlight some key considerations for designing primary and secondary research into EAPs.	<b>1 hour</b>	<b>1</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>
<b>'Delivering the Sizzle, not just the Sausage' - Effective Presentation Delivery Skills</b>	<b>Training course (via Zoom) – 4<sup>th</sup> March</b>	This highly practical workshop will give you the opportunity to develop and refine your presentation delivery skills in a totally safe environment. The aim is to increase both your capability and your confidence in delivering insightful, trust-enhancing and memorable messages. We will discuss such key issues as the importance of energy, body language and voice, how to handle nerves and questions, and the added complexity of delivering remotely. You will have the unique opportunity to deliver a presentation before receiving one-to-one feedback (supported by a recording of your presentation), helping you identify your current strengths and areas for improvement. You will then get the chance to put your learning into practice by delivering again, followed by further feedback.	<b>Approx. 4 hours session time for each individual</b>	<b>4</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>
<b>ABPI &amp; BHBIA AE/PC/SRS Guidelines – Medical Devices Update</b>	<b>Webinar – 18<sup>th</sup> March 12.30-1.30 BHBIA members only</b>	New medical device regulations will be coming into effect. In this webinar the BHBIA Ethics & Compliance Committee will look at what this means for members when considering their obligations to forward adverse events, product complaints and special reporting situations from market research programmes.	<b>1 hour</b>	<b>1</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>
<b>Agile for Business Information/Market Research</b>	<b>Training course (via Zoom) – 25<sup>th</sup> March</b>	Through a team exercise, you will explore the principles and values of Agile and the 'SCRUM' methodology in an intense learning experience. Through the five sprints, you will work with a team to produce a solution and you will experience: - Sprints (defined periods of time to focus the team on delivery)  - Planning (including planning poker and prioritisation using the MoSCoW method) - Execution (including role discipline) - Review (using retrospectives to reflect and apply learnings to continually improve as a team)	<b>Approx. 4 hours</b>	<b>4</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>
<b>The Value Partnership – a win-win engagement approach</b>	<b>Half-day workshop (via Zoom) – 22<sup>nd</sup> April (am) Speakers, discussion and</b>	Engagement with the NHS – looking at the forward plan and the impact on the structure and the business/partnership potential in line with the road to recovery initiative currently ongoing within NHS sectors. (close to our white paper here attached). The use of data to drive that engagement - different kinds of data available to support engagement and how best to bring this information together.	<b>half day (approx. 3.5 hours session time)</b>	<b>3</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>



	<b>practical exercises</b>	Channels to engage – novel approaches – and how to develop a digital marketing plan. Developing/understanding supportive partnerships - insights from a collaboration with a charitable association and a local CCG to foster a real partnership with the end goal of changing patient pathways to improve health in a key therapeutic area.				
<b>Going global via mobile - an introduction to conducting successful qualitative smartphone research studies</b>	<b>Webinar – 30<sup>th</sup> April 12.30-1.30 BHBIA members only</b>	Grow your confidence in running in-depth video based mobile qualitative studies. <ul style="list-style-type: none"> <li>Understand the best application of video based mobile qualitative</li> <li>Learn the key steps for running video based mobile qual studies across markets</li> <li>Develop processes for best leveraging your local recruiters and technology partners</li> </ul> An overview of the evolving role of mobile qual in the researcher's repertoire and will outline a step-by-step guide to running your own mobile video qualitative studies, with practical tips on best practice, outlining the benefits of engaging research partners on the ground as well as technology partners.	<b>1 hour</b>	<b>3</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>	
<b>BOBI Awards (Best Of Business Intelligence) – Best Newcomer Competition</b>	<b>One-day competitive event – 27<sup>th</sup> April – via Zoom</b>  <b>Entrants, with up to 3 years' experience in a role that includes business intelligence, analytics or market research will undertake a series of individual practical exercises either presenting their answers to judges or completing tasks on their own.</b>	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	<b>1 day (approx. 6 hours in sessions and individual exercises)</b>	<b>6</b>	<b>STANDARD 1: Ethical &amp; legal considerations governing the conduct of MRS members</b>  <b>STANDARD 2: Research within its broad political/economic/social/technological context</b>  <b>STANDARD 3: The role of research in decision making within an organisation</b>  <b>STANDARD 5: Project management (including planning and the use of resources)</b>  <b>STANDARD 7: Awareness and evaluation of research methodologies</b>  <b>STANDARD 8: Conducting all or part of a research project</b>  <b>STANDARD 9: A nominated specialist area in research</b>  <b>STANDARD 10: Quality assurance in research</b>  <b>STANDARD 11: Commitment to your own personal and professional development</b>	<b>Plan, design and manage research</b>  <b>Provide strategic marketing intelligence and customer insight</b>  <b>Lead cutting-edge thinking and innovative techniques</b>
<b>BHBIA Annual Conference: bhbia2021</b>	<b>Two-day Annual Conference – 10<sup>th</sup> – 12<sup>th</sup> May</b>	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.	<b>3 days – can register for one or both</b>	<b>8 – full attendance</b>	<b>Standard 7: Awareness and evaluation of research methodologies</b>	<b>Plan, design and manage research project +</b>



	<b>Plenary speaker sessions and one-hour training workshops</b>	Both days also include inspirational and or leading industry speakers who will relate their experiences to the delegates business/leadership challenges.	<b>days (Up to 3 hours session time on each day)</b>		+ <b>Standard 8: Conducting all or part of a research project</b> + <b>Standard 9: A nominated specialist area in research</b> + <b>STANDARD 3: The role of research in decision making within an organisation</b>	<b>Manage and lead research operations</b> + <b>Lead cutting-edge thinking and innovative techniques</b> + <b>Use and develop marketing customer data/research</b> + <b>Provide strategic marketing intelligence &amp; customer insight</b>
<b>Patient focused research to inform Regulatory and HTA assessment</b>	<b>Half-day workshop (via Zoom) – 10<sup>th</sup> June (am) Speakers, discussion and practical exercises</b>	HTAs are increasingly considering the views of the patient in their decision making regarding the reimbursement and access to therapies. With this in mind there been an increasing acceptance of patient preference studies with the likes of the FDA, EMA, CADTH, NICE and GBA showing an interest in the outcome of these studies. This course will discuss the methodological considerations and requirements along with the practical steps to ensure acceptance of the final outputs by key stakeholders.	<b>half day (approx. 3.5 hours session time)</b>	<b>3</b>	<b><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></b>	
<b>Machine Learning Applications in Healthcare and Biomedicine: Principles and Practice</b>	<b>Webinar – 17<sup>th</sup> June 12.30-1.30 BHBIA members only</b>	This session will provide a clear understanding of key Machine Learning (ML) concepts, methods and techniques by showcasing applications for supporting clinical practice, clinical research and healthcare service delivery. Using these case studies, we will explore design considerations according to application context (e.g. diagnosis and treatment selection), we will discuss how to approach the implementation of suitable ML methods (e.g. decision trees and neural networks), and finally we will study appropriate application evaluation strategies.	<b>1 hour</b>	<b>1</b>	<b><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></b>	
<b>Summer Virtual Event</b>	<b>Seminar (via Zoom) – 9<sup>th</sup> September</b>	Speakers will provide updates on the latest thinking on a topical theme related to healthcare market research/commercial analytics, with an opportunity for Q&A and discussion by members. Theme/topic to be confirmed	<b>1 – 2 hours</b>	<b>1</b>	<b><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></b>	
<b>Introduction to the Pharmaceutical Industry and Business Intelligence Practice</b>	<b>Workshop (via Zoom) – 16<sup>th</sup> September (pm) and 17<sup>th</sup> September (am) Speakers, discussion and practical exercises</b>	This workshop is ideal for new starters, placement students and short-term interns working in business intelligence and related areas in both pharmaceutical companies and agencies. Help your trainees 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 cover 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	<b>6.5 hours session time split over 2 half days</b>	<b>6</b>	<b>STANDARD 2: Research within its broad political/economic social/ technological context</b> <b>STANDARD 3: The role of research in decision making within an organisation</b> <b>STANDARD 11: Commitment to your own personal and professional development</b>	<b>Plan, design and manage research projects</b>
<b>Empowering the Analyst – Influencing without Authority</b>	<b>One-day workshop (face to face) – 23<sup>rd</sup> September Speakers, discussion and practical exercises</b>	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.	<b>1 day (approx. 6.5 hours session time)</b>	<b>6</b>	<b>STANDARD 2: Research within its broad political/economic/social/ technological context</b>  <b>STANDARD 3: The role of research in decision making within an organisation</b>	<b>Plan, design and manage research</b>  <b>Provide strategic marketing intelligence and customer insight</b>



<b>Qualitative Research in the 'New Normal'</b>	<b>Webinar – 1<sup>st</sup> October 12.30-1.30 BHBIA members only</b>	This session will review how we as qualitative researchers across the industry have learned to 'Keep rapport alive' during the pandemic. We will look at what this 'New Normal' has meant for us as researchers (client and agency-side) as well as our clients, what this has meant for our working life through the pandemic and what lessons we can take into the future.	<b>1 hour</b>	<b>1</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>	
<b>Using Data Fusion &amp; Choice modelling in Segmentation</b>	<b>Webinar – 8<sup>th</sup> October 12.30-1.30 BHBIA members only</b>	Segmentation is a common first step in defining a marketing strategy for a brand - but many segmentations end up in a drawer because they lack actionability or buy-in. During this session, we will guide you through the considerations and possible ways to increase the impact of a segmentation. We will discuss the different ways in which choice modelling can be applied to map characteristics or preferences of audiences. We will also show how market research insights may be combined with other data sources - such as existing customer databases - to enrich the segmentation and increase actionability.	<b>1 hour</b>	<b>1</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>	
<b>Guidelines in Action</b>	<b>One-day workshop – 14<sup>th</sup> October Speakers, discussion and practical exercises</b>	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	<b>1 day (approx. 6.5 hours session time)</b>	<b>6</b>	<b>STANDARD 1: Ethical &amp; legal considerations governing the conduct of MRS members</b>  <b>STANDARD 10: Quality assurance in research</b>  <b>STANDARD 11: Commitment to your own personal and professional development</b>	<b>Understand and apply best practice to provide ethical and quality based research decisions</b>
<b>Shaping brand performance through data insights and negotiating your forecast</b>	<b>One-day workshop – 21<sup>st</sup> October Speakers, discussion and practical exercises</b>	Part 1 (AM): Making effective and efficient use of performance data is not easy, but it is a continuous process which is an essential element to go hand in hand with your professional experience of the product or therapy area to generate meaningful data insights to shape strategy. This very practical training session demonstrate how a thorough analysis of the data can guide us to identify the key levers to improve performance. Part 2 (PM): 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	<b>1 day (approx. 6.5 hours session time)</b>	<b>6</b>	<b>STANDARD 2: Research within its broad political/economic social/ technological context</b>  + STANDARD 3: The role of research in decision making within an organisation	<b>Provide strategic marketing intelligence &amp; customer insight</b>
<b>Combining Search Analysis and Social Listening to provide a 360-degree view of information needs</b>	<b>Webinar – 5<sup>th</sup> November 12.30-1.30 BHBIA members only</b>	Discover how to put traditional Social Listening Analysis in the context of Search Analysis data to unlock both the expressed and underlying information needs of Patients, to create better educational programmes or more focused omnichannel content	<b>1 hour</b>	<b>1</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>	
<b>Innovations in Market Research</b>	<b>Half-day workshop via Zoom – 11<sup>th</sup> November Speakers, discussion and</b>	A look at some of the latest innovations in market research, with a chance to discuss their applications. Selected guest speakers will delve into several specific innovative tools/techniques in detail. Specific topics to be covered will be confirmed nearer the time	<b>Half day (approx. 3.5 hours session time)</b>	<b>3</b>	<b>STANDARD 2: Research within its broad political/economic social/ technological context</b>	<b>Lead cutting-edge thinking and innovative techniques</b>



	<b>practical exercises</b>				<b>STANDARD 7: Awareness and evaluation of research methodologies</b>	
					<b>STANDARD 11: Commitment to your own personal and professional development</b>	
<b>Digital Qualitative Solutions for the New Normal</b>	<b>Half-day workshop via Zoom – 17<sup>th</sup> November Speakers, discussion and practical exercises</b>	<p>This half-day workshop will review how things have changed and how qualitative researchers across the industry have learned to 'Keep rapport alive' during the pandemic, and we'll then go on to focus on new solutions. In this session we'll cover:</p> <p>What the 'New Normal' has meant for our respondents, in terms of their experience taking part in qualitative market research. A workshop, tasks and breakout groups will help participants to understand how to engage and involve respondents – what this 'New Normal' means for us conducting market research</p> <p>We'll then take a look at Longitudinal relationships, online communities and co-creation, and how these were able to take qualitative research deeper into the online world during Covid-19 and break down walls between qualitative researchers, UX, agile interaction and respondents themselves. What lessons have we learned that can be taken forward?</p>	<b>Half day (approx. 3.5 hours session time)</b>	<b>3</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>	
<b>BHBIA Winter Seminar</b>	<b>One-day Seminar – 3<sup>rd</sup> December Speakers and discussion BHBIA members only</b>	<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>	<b>1 day + lunch (approx. 3.5 hours session time)</b>	<b>3</b>	<b>Standard 7: Awareness and evaluation of research methodologies + Standard 9: A nominated specialist area in research</b>	<b>Plan, design and manage research projects + Use and develop marketing customer data/research</b>
<b>Essentials of Qualitative Market Research in Healthcare</b>	<b>ONLINE TRAINING – SELF-GUIDED ONLINE LEARNING</b>	<p>An introduction to qualitative market research, covering the essentials of when/where qualitative methodologies are used and an overview of the various techniques available.</p> <p>Includes an overview of: Key MR principles, The role of qualitative MR ('qual') and how it differs from quantitative MR, Respondents, customers and sampling considerations, Qualitative research methods, Case-studies, Good practice and specialist techniques, Analysing qual</p>	<b>Estimated 2 hours to complete training and test</b>	<b>2</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>	
<b>Essentials of Quantitative Market Research in Healthcare</b>	<b>ONLINE TRAINING – SELF-GUIDED ONLINE LEARNING</b>	<p>An introduction to quantitative market research, covering the essentials of when/where quantitative methodologies are used and an overview of the various techniques available.</p> <p>Includes an overview of: Key MR principles, The role of quantitative MR and how it differs from qualitative MR, Respondents, customers and sampling considerations, Quantitative research methods, Case-studies, Good practice and specialist techniques, Analysing and presenting quant data</p>	<b>Estimated 2 hours to complete training and test</b>	<b>2</b>	<b>Benchmark Standards and Professional Development Framework information available on application to the MRS</b>	