



**MRS CPD PROGRAMME
ACCREDITATION FOR BHBIA EVENTS 2022**

Title	Date and Delivery Mode	Summary	Length of event	MRS CPD Hours Accredited By MRS	Membership Benchmark Standard	MRS Professional Development Framework
Navigating Ethics and Compliance in Modern Data Analytics	Webinar – 26th January 12.30-1.30 BHBIA members only	The BHBIA's Ethics & Compliance Committee will be holding an ethics & compliance focussed webinar for all those engaged or interested in data analytics. We'll bring you up to date on the latest compliance news impacting healthcare data analytics work and provide you with our thoughts on their practical implications.	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Agile for Business Information/Market Research	Training course (via Zoom) – 3rd February	This workshop is for people interested in understanding how to use the agile values and principles and the Scrum methodology to improve outcomes of Business Information and Market Research projects. Through a team exercise, you will explore Agile and 'SCRUM' through a real-life project in an intense learning experience with lots of methods, tools, tips and ways of thinking that you can use in your everyday working life.	Approx. 4 – 4.5 hours	4	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Captivating the Conference – How to be an effective public speaker	One-day workshop (face-to-face) – 10th February Professional trainer-led, discussion and practical exercises	This highly practical, interactive workshop will unlock the secrets to successful speaking, whether at conferences or to similarly large audiences. We'll look at subjects such as the importance of preparation, of clarity of message and purpose, and of one's body language, voice and energy levels. As well as the psychological and physical, we'll also look at the key practical elements of powerful presentations, including how to engage your audience, handle questions and take control of the logistics. You will also get the opportunity to deliver, and then receive tailored, 1-2-1 feedback on your performance.	1 day (approx. 6.5 hours session time)	6	STANDARD 6: Oral and/or written communication skills	Communication Skills
Spring Virtual Event	Seminar (via Zoom) - 24th February	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	1 – 2 hours	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Running Successful Virtual Workshops	Webinar – 4th March 12.30-1.30 BHBIA members only	Virtual workshops are the new norm, and yet creating engagement, active participation and allowing the voice of all participants to be heard can be highly challenging. This session is designed to: <ul style="list-style-type: none"> • Share key considerations when designing and planning a virtual workshop • Equip you with a range of tips, tools and approaches that can be implemented before, during and after the workshop • Discuss how to engage participants in a virtual environment 	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Empowering the Analyst – Influencing without Authority	One-day workshop (face to face) – 10th March	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,	1 day (approx. 6.5 hours session time)	6	STANDARD 2: Research within its broad political/economic/social/technological context	Plan, design and manage research

	Speakers, discussion and practical exercises	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.			STANDARD 3: The role of research in decision making within an organisation	Provide strategic marketing intelligence and customer insight
Optimising market research insights to increase business impact	Half-day workshop (via Zoom) – 17th March Speakers, discussion and practical exercises	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!	half day (approx. 3.5 hours session time)	3	STANDARD 2: Research within its broad political/economic social/ technological context STANDARD 3: The role of research in decision making within an organisation 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 Provide strategic marketing intelligence & customer insight Lead cutting-edge thinking and innovative techniques Use and develop marketing and customer data/research
Digital Qualitative Solutions for the New Normal	Half-day workshop (via Zoom) – 23rd March Speakers, discussion and practical exercises	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: 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 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?	Half day (approx. 3.5 hours session time)	3	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Ethics and Compliance Update	Webinar – 25th March 12.30-1.30 BHBIA members only	An update from the BHBIA Ethics & Compliance Committee on topical issues related to the legal and ethical environment and a look at BHBIA guidance and resources.	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Clinical Trials and the Leaky Pipe	Webinar – 22nd April 12.30-1.30 BHBIA members only	The efficiency and speed of clinical trials have been a hot topic as a result of Covid-19. This presentation shows how market research can and has contributed to making clinical trials more efficient. We use clinical trial data and primary market research to understand clinical trials and improve clinical trial efficiency. This will cover what is known as the 'leaky pipe', including patient recruitment and post-randomisation drop-out.	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	

		Includes examples/case studies using qualitative and quantitative research with Physicians, Principal Investigators, Clinical Research Units, and patients.				
BOBI Awards (Best Of Business Intelligence) – The 'BOBI Challenge' competition	One-day competitive event (face to face) – 6th April Entrants will be placed into teams on the day, aiming for a balance of skills.	The challenge provides candidates with an opportunity to test their research/analytical skills and learn from others. Entrants will also develop their team-working skills, through having to work with new people and maximise the team's effectiveness. The day will be based around a realistic, healthcare focussed case-study; for 2022: Competing in the New Normal <ul style="list-style-type: none"> As we move towards a post pandemic world, the world has changed irreversibly, and we have had to fundamentally re-think how we do business. This year's challenge explores the new normal from both a client and agency perspective, seeking to evolve better ways of understanding, communicating and interacting with our customers. The competition will explore contemporary challenges including: The promotional mix rule book has been thrown into the air. How do I measure success with so many new channels? How do I know my message is getting through? Launching into a niche area? What does my footprint look like and how do I manage non face to face and non-promotional engagement? Go big or go small? Do I use big data or small qual to optimise promotional impact? The new KOLs on the block. In the digital world, (how) can I get more control of my digital footprint? As an Agency how can I differentiate my offering in the new paradigm? 	1 day (approx. 4-5 hours in sessions and team exercises)	4	STANDARD 3: The role of research in decision making within an organisation STANDARD 5: Project management (including planning and the use of resources) STANDARD 6: Oral and/or written communication skills 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 STANDARD 11: Commitment to your own personal and professional development	Plan, design and manage research Use and develop marketing and customer data/research
BOBI Awards (Best Of Business Intelligence) – Best Newcomer Competition	One-day competitive event (face to face) – 6th May Entrants, with up to 3 years' experience in a role that includes business intelligence, analytics or market research will	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.	1 day (approx. 4-5 hours in sessions and individual exercises)	4	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>undertake a series of individual practical exercises either presenting their answers to judges or completing tasks on their own.</p>	<p>Entrants are provided with feedback and encouraged to discuss this feedback with their line managers and build relevant elements into their Personal Development Plan There is also some pre-work.</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>BHBIA Annual Conference: bhbia2022</p>	<p>Two-day Annual Conference – 16th – 17th 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. Both days also include inspirational and or leading industry speakers who will relate their experiences to the delegates business/leadership challenges.</p>	<p>2 days – can register for one or both days (4-5 hours session time on each day)</p>	<p>Day 1 – 4 Day 2 – 4</p>	<p>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 + STANDARD 3: The role of research in decision making within an organisation</p>	<p>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</p>
<p>Spotlight on Compliance</p>	<p>One-day seminar – 9th June Speakers and discussion</p>	<p>A seminar 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, and 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.</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 8: Conducting all or part of a research project</p> <p>STANDARD 10: Quality assurance in research</p> <p>STANDARD 11: Commitment to your own personal and professional development</p>	<p>Understand & apply best practice to provide ethical and quality based research decisions</p>
<p>The Role of the Patient Voice in Access to Treatments</p>	<p>Webinar – 17th June 12.30-1.30 BHBIA members only</p>	<p>Across all HTA bodies we observe an interest in the use of patient preference for scientific advice and value assessments. Patient preference data may not receive a fixed weight in assessments, but are likely to have an impact on payer decision-making if studies are of acceptable quality. The session will provide an update</p>	<p>1 hour</p>	<p>1</p>	<p><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></p>	

		on current uses of patient views in the HTA decision process, guidance and some crystal ball gazing on how things may develop.				
'Why Should Anyone Listen to You?' - Increase your Personal Influence & Impact, Remotely & in Reality	Half-day Training course (via Zoom) – 23rd June	Ours is a 'people' business; it's built upon relationships and influence. Clients will listen to, and be influenced by, those who sell the benefits to them of doing so, who deliver their definition of 'value' and whom they trust and respect. Discover the key tools, skills and tactics of effective influencers and how to apply these to your own stakeholder relationships, particularly when those have to be maintained and indeed strengthened in a virtual or 'hybrid' working environment.	half day (approx. 3.5 hours session time)	3	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Summer Virtual Event	Seminar (via Zoom) – 8th September	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	1 – 2 hours	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Getting Started in Healthcare BI: Introduction to the Pharmaceutical Industry and Business Intelligence Practice	Workshop (via Zoom) – 15th September (pm) and 16th September (am) Speakers, discussion and practical exercises	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	6.5 hours session time split over 2 half days	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
Behavioural Science in Quantitative Research	Webinar – 23rd September 12.30-1.30 BHBIA members only	Research agencies have enjoyed success incorporating insights and approaches from behavioural science into qualitative research. However, while some have had similar success with quantitative research, there is still significant untapped potential. Join us to understand how approaches including psychographic profiling (using e.g. the academically proven OCEAN framework) and behaviour change frameworks (using e.g. University College London's COM-B model) have been successfully used in quantitative research to help pharma clients better understand, predict and change behaviour.	1 hour	1	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	
Entrepreneurship for Healthcare Business Intelligence Professionals	One-day workshop (face to face) – 29th September Speakers, discussion and practical exercises	This workshop/seminar will bring together speakers from agency and client side, market research and business analytics arenas. This course will: <ul style="list-style-type: none"> • Encourage imaginative thinking and look at how to turn difficult situations into advantages. • Give tips for BI professionals to help you in identifying and building on opportunities which arise in the course of your work. • Explore how to be entrepreneurial within large or small organisations – both levers and barriers! 	1 day (approx. 6.5 hours session time)	6	<i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>	

<p>Using Data and Analytics/AI to Optimise HCP Engagement</p>	<p>Half-day Training course (via Zoom) – 6th October</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 their understanding of how we can use these tools to make the most of the big data sources available to us, with a focus on enabling advanced analytics to add value in customer engagement</p> <p>In a world of expanding data and technology, how can we combine our analysis skills with AI and ML to drive strategy, guide our businesses and optimise our customer engagement channels, to ultimately benefit patients?</p>	<p>half day (approx. 3.5 hours session time)</p>	<p>3</p>	<p><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></p>	
<p>Guidelines in Action</p>	<p>One-day workshop – 13th 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>Improving health care by understanding patient sentiment & preference</p>	<p>Webinar – 20th October 12.30-1.30 BHBIA members only</p>	<p>It has long been known that if healthcare providers obtain an understanding of patients' preferences relating to their care & treatment, then better decisions can be made, leading to better outcomes. But how can the pharma industry better understand patient sentiment and preferences, and why would they want to?</p> <p>This training session aims to explore the impact that understanding patients' emotions and preferences can have on products at any stage of the lifecycle, and how pharma companies can benefit. It will also highlight the changing nature of patients' preferences and discuss the various ways in which agencies can better understand patient sentiment and preference.</p>	<p>1 hour</p>	<p>1</p>	<p><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></p>	
<p>'Delivering the Sizzle, not just the Sausage' - Effective Presentation Delivery Skills</p>	<p>Training course (via Zoom) – 3rd November</p>	<p>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.</p>	<p>Approx. 4 hours session time for each individual</p>	<p>4</p>	<p><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></p>	



<p>Deepen your understanding of online influence to enhance your HCP engagement programme</p>	<p>Webinar – 11th November 12.30-1.30 BHBIA members only</p>	<p>Physical access to HCPs has never been harder but identifying Key Online Influencers (KOIs) and understanding their influence can help pharma companies to continue to engage with HCPs. You might still think about influence in terms of followers or engagement rates, rather than the role of a person in a debate or how central they might be in a network but in this session, you will learn how network analysis, used widely in the last decade in the political sphere, can significantly enhance your understanding and engagement with KOIs.</p>	<p>1 hour</p>	<p>1</p>	<p><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></p>	
<p>BHBIA Winter Seminar</p>	<p>One-day Seminar – 2nd December Speakers and discussion BHBIA members only</p>	<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. Theme/topics to be confirmed</p>	<p>1 day + lunch (approx. 3.5 hours session time)</p>	<p>3</p>	<p>Standard 7: Awareness and evaluation of research methodologies + Standard 9: A nominated specialist area in research</p>	<p>Plan, design and manage research projects + Use and develop marketing customer data/research</p>