



# Osprey Health Consulting

## BHBIA Draft Agenda – 5<sup>th</sup> March 2020



# Top-Line Flow for the Day



**Lets Talk Strategy**  
How do strategy and market insight align?



**A Deeper Dive**  
Where is robust market research essential for strategic decision making?



**Case Study Development**  
How can we incorporate strategic considerations into real-world setting?

# BHBIA Draft Agenda 2020 – Osprey Health Consulting

The workshop will be highly interactive and will be facilitated by experienced Osprey Health Consultants

| Timing        | Session Title       | Content Description   | Learning Goals  |
|---------------|---------------------|---|---|
| 09:00 – 09:30 | Introductions       | The Osprey team will introduce themselves and allow attendees to introduce themselves. Osprey will cover the learning objectives and format for the day   |   |
| 09:30 – 11:15 | Let's Talk Strategy | <p>An interactive group work session focused on defining strategy and where the research and insight community is specifically needed to support decision making and strategic decisions. The flow will be:</p> <ol style="list-style-type: none"> <li><b>1. Defining strategy:</b> how do we define strategy? Where does strategy end and implementation start?</li> <li><b>2. Identifying the strategic challenge:</b> The three key questions of strategy – how are things today? how will they be in the future? What must I do to succeed?</li> <li><b>3. Encouraging strategic thinking:</b> How do we think strategically? What are the quick things that can put in to practice to help think strategically?</li> <li><b>4. Place and power of insight:</b> how are research/insight able to help combat uncertainty not even in the past and present, but how it can shape the future and inform strategic decision making?</li> <li><b>5. Where it can go wrong:</b> what are the implications when strategy and research don't align? What common mistakes and pitfalls arise when developing insight driven strategy?</li> <li><b>6. Bringing the two together:</b> outputs and utilisation of market research findings in strategic decision making (not just a report, but insight and direction)</li> </ol> <p>The session will be highly interactive with the Osprey team asking questions and facilitating discussion, pushing the attendees to discuss and reach conclusions and learn from the experience in the room (inc. Osprey and attendees). Note that we assume coffee/tea will be provided during this session</p> | The attendees will gain an understanding of where and how their skills interact with strategic processes and challenges, AND the types of strategic questions that could be addressed using market research |
| 11:15 – 12:00 | Case Study 1        | Osprey will provide 2-3 interactive case studies from their experience and will break the audience into 3 groups to consider the market research approach to three typical situations – launch, new competitor market entrant similar to client product, new competitor that changes the current market landscape. We will aim to utilise case studies from outside of the healthcare market as well as pharma specific examples to encourage unhindered thinking and level field of knowledge for attendees in the room.   | Experience with actual case studies to highlight questions and provide deeper insights into the strategic challenges  |
| 12:00 – 12:45 | LUNCH               | Over lunch the Osprey team will be available for further discussion and to answer any questions the attendees may have  |   |

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| 12:45 – 14:45 | A Deeper Dive       | <p>An interactive session where Osprey will provide a detailed focus on specific areas where insight is especially important and needs to be clearly and thoughtfully reported. Osprey will present an overview of each topic and we will cover:</p> <ol style="list-style-type: none"> <li><b>The Patient Flow:</b> determining the opportunities and levers of growth to define where your product/company could play</li> <li><b>Segmentation:</b> what is the strategic advantage of robust segmentation and what information is required to make good segment decisions?</li> <li><b>Position:</b> how can we utilise market research to gain an understanding of where to play within the context of competition, stakeholder perceptions/beliefs, and strategic barriers?</li> <li><b>Key Performance Indicators:</b> how can we best utilise market research and customer insight to monitor the success of our strategy and informed alterations to our strategy? What does a good KPI need to incorporate to be effectively tracked through market research?</li> </ol> <p>We will break the audience into 4 groups, each group will take one of these topics. Osprey will brief the groups to address the following questions; what do we need to know? What does good research look like in this situation (methodology, questions..), what are the pitfalls we must avoid? Each group will present their thinking and deal with questions and comments from other attendees. Osprey Health will facilitate the presentations and discussion. 1 hour workshop and 15 minutes for each workshop</p> | Attendees will gain a deep understanding of the types of questions required to address specific strategic situations, the nature of the information that must be generated and how the information is utilised by clients, which will define how it should be presented |
| 14:45 – 15:00 | COFFEE              |  |   |
| 15:00 – 16:30 | Case Study 2        | <p>Osprey will provide 2-3 case studies for the groups to think through, challenging them to develop a proposed market research project for a client. The case studies will be presented by Osprey and will include gaps in knowledge, a need for specific decisions and uncertainties. The groups will develop a “Proposal” for the strategic challenge that must be addressed for the same product at different stages of its lifecycle (e.g. pre-launch vs post-launch) and the types of work and output that will best support the client. Each group will present their thinking to allow attendees the opportunity to see how each strategic challenge requires a bespoke research solution and set of insights to subsequently take decisions.</p> <p>We will aim use the same 4 groups as the previous session. The Osprey team will “Play” at being the market research internal client and will answer questions (and ask them) throughout the process</p>   | Attendees will practice thinking about research from a strategic perspective so that their proposals specifically address the challenges faced  |
| 16:30-17:00   | What We Have Learnt | Osprey will facilitate a session that focuses on what individuals have learnt during the workshop. Osprey will provide attendees with a feedback form and will collate responses and provide the data to BHBIA   |   |

