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Learning and Development 2018

**Foundation Training, Ethics & Guidelines,
One-Day Workshops and Webinars**

One of the core aims of the BHBIA is to provide an educational programme of practical applications and techniques in business intelligence.



10% Early
Bird Discount
on Training
Courses*

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JANUARY

23rd January – Empowering the Market Researcher – Maximising Influence and Impact for the Business Intelligence Professional

Members: £449 + VAT **Non-Members:** £549 + VAT

This highly interactive and pragmatic training workshop will help participants maximise their impact, become more effective at influencing internal and external stakeholders, and be more confident and assertive in their working relationships. The workshop will be specifically tailored to the needs of business intelligence professionals and run by a professional trainer with extensive experience of working with relevant organisations. You will leave with a tangible and concrete action plan that, once implemented back in the workplace, will make a real difference to your personal impact and thus to the success of your business relationships.

26th January – Brand Health – Measurement for a New Age of Multichannel Marketing

Members only: Free

We are all digital now and most brand teams still have the same blind spot. This session informs of the 5 things we should all be doing to keep track of the new age of Multichannel marketing. It is even more important now than ever before to connect with our audiences in different ways, engaging in new ways with HCPs, connecting to patients as people and adopting a new approach to improve RX marketing.

FEBRUARY

1st February – The Magic of Conference Presenting

Members: £449 + VAT **Non-Members:** £549 + VAT

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 2018 BH/BIA Annual Conference, but is suitable for anyone who would like to hone their skills in presenting to larger audiences.

7th February – Developing your Ethics Expertise – Further Guidance

Members: £449 + VAT **Non-Members:** £549 + VAT

This session is aimed specifically at those with a responsibility for compliance within their organisations. Guest speakers and compliance experts will cover key considerations at all stages of a Market Research project from initiation and contracting to completion and delivery, so that you can make sure that your company meets the highest professional standards. Suitable for those who already have a good knowledge of the BH/BIA Legal and Ethical Guidelines and the ABPI/BH/BIA Guidelines for Adverse Event Reporting.

9th February – Innovations in Digital and Social Market Research

Members only: Free

Moving beyond traditional research methods, how may business intelligence professionals use and apply social and digital insights to more effectively support marketing and brand teams? This webinar will look at how to make smarter use of data to uncover actionable insights and to identify and classify high-value audiences (HCP/HCC) to power more effective content and campaigns.

MARCH

1st March – Empowering the Analyst 2 – Powers of Persuasion

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop is particularly suitable for those analysts who attended our first 'Empowering the Analyst' session in March 2017, however it is not essential to have attended module 1 first – each session stands alone and will be tailored to the needs of those attending. Powers of persuasion will continue to develop the theme of helping analysts move towards being business partners rather than just providers of data and will provide some thought provoking theory, recent examples and a practical skills workshop looking at presenting with impact that will tie the theory and practicalities together.

7th March – Multichannel Orchestration and Measurement – The Evolution of Segmentation and Targeting in a Digital World

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop is essential for anybody who needs to understand the current state of Multichannel Marketing (MCM) in today's environment and how to build actionable tactics that will enable and support Sales and Marketing. Customer centricity ultimately forms the bedrock of any successful customer engagement strategy and achieving this is dependent on having the right capabilities in place to understand, design, execute and measure. With sessions providing research based insight into the opportunity that Multichannel brings within customer engagement

strategy, relevant case study examples, actionable outputs and expected future developments, delegates will leave ready to maximise current opportunities and to start planning for potential future activities.

9th March – Online Approaches in Rare Disease Research

Members only: Free

This webinar will explore considerations for conducting online research in rare diseases. We will discuss why online research works well for hard-to-reach groups like those with a rare disease, the importance of going direct to patients to understand their experiences, why rare disease needs a personal approach even online and how social media can be used well for online research. We will also look at the main challenges (recruitment, retention to an online panel etc.) and ideas for overcoming them.

15th March – Patient-centricity – Using Market Research to Put the Patient at the Heart of your Brand

Members: £449 + VAT **Non-Members:** £549 + VAT

In this workshop we will share real-life examples and hands-on, practical advice on using patient research to maximum impact; when to do it, what to do, how to make it really work and how to make it live beyond the presentation. Sessions will cover: the role patient research can play at each point of the brand lifecycle, approaches that deliver maximum value at each stage and key ethical and practical considerations. To include: an opportunity to ask a patient advocate about their experience of taking part in research and a client case study demonstrating how to ensure patient research lives within the brand team and makes a real difference to brand success.

23rd March – General Data Protection Regulation (GDPR) – Latest Update

Members only: Free

The General Data Protection Regulation (GDPR) will affect all researchers and analysts. With just 2 months to go until the new regulations come into force, are you and your organisation prepared? The Ethics & Compliance Committee will update you on the latest information and resources to help you finalise your plans.

28th March – Behavioural Economics – Latest Thinking and Practical Applications

Members: £449 + VAT **Non-Members:** £549 + VAT

This practical session will explore the latest thinking in Behavioural Economics. Hands-on exercises will help participants to explore how the theory can be applied to the work we do every day – whether designing research to minimise or allow for known areas of bias, or designing strategies which maximise the potential

for desirable behaviour change. Speakers will include a behavioural economics specialist, who will share learnings from other sectors and how these can be applied to healthcare.

APRIL

19th April – Data Exploration, Visualisation and Predictive Analytics

Members: £449 + VAT **Non-Members:** £549 + VAT

Systematic data exploration and visualisation is critical to choosing the right modelling approach and optimising data utility. The object is to be able to predict the future relationship between input variables and the output (usually sales) with accuracy, moving us beyond forecasting into the realm of predictive analytics and scenario planning. This session will provide a robust, academically rigorous, systematic approach to getting the most from your data, regardless of its complexity.

20th April – Data Sources – Part I

Members only: Free

This webinar is the first in a series aimed at helping members understand more about different types of continuous data (including various NHS data sources). The aim being to inform listeners about the range of data sources, both open source and commercial, that could be used, and suggest what should be considered when using them. The continuous data landscape is evolving and where possible and appropriate the panel will suggest what changes may occur in the future. The precise content of each session will be confirmed as each date approaches, depending on what the hot topics and data sources are of most interest at the time.

25th April – Legal and Ethical Guidelines

Members: £449 + VAT **Non-Members:** £549 + VAT

A chance to increase your practical understanding of both the BH/BIA's Legal and Ethical Guidelines for Healthcare Market Research and the ABPI/BH/BIA Guidelines for Adverse Event Reporting, through a highly interactive, case-study based approach that follows the course of a market research study. There will be plenty of time for questions and discussion, offering the opportunity to learn from others' issues and experiences. The course is continually revised and updated to incorporate the latest issues and changes in guidance.

MAY

14-15th May

Annual Conference: 'The Ripple Effect'
and BOBI Awards Ceremony

Key

- Foundation Training
- One Day Workshops
- Ethics and Guidelines
- Webinars

24th May – Optimising Tracking Studies

Members only: Free

The healthcare market is dynamic. For brands to reach their full potential, tracking is vital to pharma – but in practice trackers sometimes either cease to evolve, or, conversely, change beyond recognition, both of which are counter-productive to their purpose. This webinar will explore how to avoid the ‘Seven Deadly Sins’ of tracking research and ensure that tracking studies are kept on track, live and current, making valued contributions to brand growth.

JUNE

7th June

General Data Protection Regulation (GDPR)
– Update Meeting

12th June – Latest Thinking in Field Force Excellence

Members: £655 + VAT **Non-Members:** £755 + VAT

This workshop is suitable for business intelligence professionals with up to 3 years’ experience who would like a refresher on the aspects of the role that they may not be engaged in on a day to day basis. It’s also ideal for those moving into the pharmaceutical analytics space. Topics will include the latest thinking and best practice for incentive scheme design, segmentation and targeting, field team structuring, target setting methodology and performance reporting. We’ve planned an intensive day with an early start, delegates are encouraged to take up the option of an overnight stay on the Monday night to informally network with other participants and convenors to ensure an interactive session the following day.

20th June – How to Better Understand and Engage with NHS Payers

Members: £295 + VAT **Non-Members:** £350 + VAT

This workshop will demystify the NHS to provide delegates with a clear understanding of payer roles, objectives and decision-making processes, to help you optimise your access research in terms of both the approach and the outputs and insights for key brands. The session will also look at harnessing the power of data to improve the NHS – there is a real opportunity for pharma to help shape NHS services by gathering data around relevant disease areas and identifying where it can help to improve patient outcomes and save money, allowing you to tailor value propositions and optimise resources to reach the right stakeholders, improve engagement and ensure sustainable outcomes. (Half-day workshop – afternoon)

22nd June – Data Sources – Part II

Members only: Free

The second in our new webinar series – see 20th April for details.

JULY

5th July – Introduction to UK Pharma Forecasting

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop will look at the multiple roles and requirements of forecasts within companies including interactions between HQ and local affiliates and covering both pre-launch and launched brands, at national and sub-national levels. UK-focused business analysts will leave with a clear understanding of data, extrapolation techniques and Excel skills and the ability to start rapidly producing their own forecasts. Suitable for delegates with no previous forecasting experience, although you should have basic Excel skills.

SEPTEMBER

6th September

Members’ Exchange Forum
and Summer Evening Event

20th September – Introduction to the Pharmaceutical Industry and Business Intelligence Practice

Members: £275 + VAT **Non-Members:** £375 + VAT

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.

21st September – Compliance Do’s and Don’ts when Using Secondary Data for UK Healthcare BI

Members only: Free

The BHBA has produced a comprehensive set of guidelines on the legal and ethical implications of using secondary data for business intelligence purposes such as database building or customer relationship management. The guidance includes data protection requirements and tells you what you must and mustn’t do from a legal standpoint, protecting you, your data and those that provide the data. In this webinar we will provide an overview of the guides that are available online and direct you to right ones to get the answers to your key questions.

27th September – Empowering the Analyst 1 – Influencing without Authority

Members: £449 + VAT **Non-Members:** £549 + VAT

If you missed this successful workshop, originally run in March 2017, here’s another chance to attend. 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.

OCTOBER

5th October – Forecasting: Answering the Questions Behind the Question

Members only: Free

On their journey of new product development, pharmaceutical companies face a plethora of decisions that require input from customers. Often, this involves a forecast of the future market landscape to predict if, how and how much the product might be adopted. However, forecasting can take many shapes depending on the context and underlying business questions – for instance: which types of patients will be most eligible to receive the new product and which variations of the product profile elicit the most positive market potential? Or how to find analogs in niche indications? In this Webinar, we will discuss important considerations in setting up a forecasting study, including the most appropriate approach in answering different business questions.

9th October – Optimising Segmentation

Members: £449 + VAT **Non-Members:** £549 + VAT

This workshop will be in two parts: Part one will explore what business challenges segmentation can answer and when to perform it, the different types, tools and analytics used, a framework for successful segmentation projects and how to develop outputs/ impactful results. Part two will focus on implementation – i.e. embedding customer segments within a pharma company’s business and practical tips for how to make segmentation work in practice. The segments need to resonate with everyone that touches the brand, and every customer should understand the benefits of having their needs as the core focus of the organisation.

16th October – Future Developments in Analytics

Members: £295 + VAT **Non-Members:** £350+ VAT

Our expert speakers will share ideas and provide a platform for discussion on how as an industry we can take the complexities of our data and synthesise it

into actionable insights that can help shape business aspirations. How should we manage the changing requirements for new skills such as predictive analytics and data mining? How should we evolve to embrace new approaches, technologies, data sources and methodologies to address the needs of the future?

NOVEMBER

6-8th November – Introduction to Pharmaceutical Business Intelligence and Market Research

Members: £1,170 + VAT **Non-Members:** £1,330 + VAT

This three-day residential course for newer researchers provides a thorough understanding of market research and business information practice, through ‘hands-on’ workshops covering data resources, research techniques and other key areas. Whether you work in a pharma company or a research agency, the course will also enhance your working relationships through giving you a better understanding of what it’s like on the ‘other side of the fence.

9th November – Survey Optimisation

Members only: Free

This webinar will explore the principles of designing and optimising surveys for healthcare research, based on experience and research into what gets the best results. We will use case studies and examples to demonstrate how to design surveys which get the data required, without bias and with enjoyed participation from participants.

15th November – Uncovering the Unconscious in Qualitative Market Research

Members: £449 + VAT **Non-Members:** £549 + VAT

The unconscious mind is the seat of our motivations. It communicates in feelings, not words. Market researchers are continually exploring new, innovative ways to uncover the unconscious drivers of behaviour. Expert speakers will invite delegates to consider techniques from psychology, counseling, life coaching and the Samaritans and learn how engaging respondents in purposeful dialogue can get to the root of almost everything. Traditional methods of eliciting information will be firmly challenged and the self-awareness of the researcher will be explored, in terms of how this impacts on the research process.

DECEMBER

7th December

Winter Seminar

Key

- Foundation Training
- One Day Workshops
- Ethics and Guidelines
- Webinars

TRAINING COURSES

The 2018 training programme will appeal to all individuals with an interest in business intelligence, whatever their level of experience, and whether they work in pharmaceutical companies, agencies/consultancies or are independent consultants.

The training programme covers three areas:

Foundation Training builds upon the strong tradition of residential BHBIA courses over many years, providing those new to business intelligence, market research or sales analytics with a solid grounding in all key areas.

Ethics & Guidelines workshops are designed to help members become fully conversant with the legal and ethical issues that impact on healthcare business intelligence practice.

One-Day Workshops focus on specialised topic areas and are suitable for business intelligence professionals who would like to enhance their knowledge/skills in a particular area. These practical workshops are run by leading BHBIA member companies with expertise in the relevant field, or professional training organisations. We also occasionally run half-day workshops on selected topics.

MRS/BHBIA – Training Collaboration

We are delighted to continue our special collaboration with the MRS (Market Research Society) which we hope will benefit members of both organisations. The MRS provides a comprehensive range of courses that complements the BHBIA programme.

BHBIA Members can register for any event in the MRS 2018 Learning & Development Programme at the MRS Member rates. (see website: Training Courses > MRS Training Course Offer).

This is a reciprocal arrangement – MRS members can register for BHBIA training courses at BHBIA member rates by quoting discount code MRS2018 (verification of MRS membership will be required).

In addition, the majority of BHBIA courses and events have MRS CPD accreditation, allowing MRS members to use these as a pathway to log CPD hours towards upgrading their MRS membership status.

WEBINARS

The BHBIA runs a series of webinars on a range of topics that are of interest to business intelligence professionals. They are run by BHBIA member companies with expertise in the relevant field, or, for ethics/guidelines topics, members of the BHBIA Ethics & Compliance Committee. Webinars generally take place on Friday lunchtimes from 12.30-1.30pm, but this may vary so please check the specific event details. Attendees join the webinar via an audio link and have the opportunity to submit questions online during the broadcast.

Webinars are open to full BHBIA members only and are free of charge, but as places are limited attendance is restricted to five places per agency (there is no restriction for pharma companies due to the small overall numbers of personnel).

For members unable to tune in on the day, recordings of all our webinars are available via the website (see Training/Webinars > Past Training/Webinars section to browse topics – or for a list of all past webinars visit Resources > Webinar Recordings).

In a new collaboration with The Pharmaceutical Marketing Research Group (PMRG) we are also pleased to offer members access to PMRG's archived webinars (see Training/Webinars > PMRG Partnership).

WHY ATTEND A BHBIA TRAINING SESSION?

BHBIA courses are run by the industry for the industry. The BHBIA is non-promotional and unbiased, and is widely recognised as a standard setter in training courses for business intelligence professionals across the spectrum from market research to sales analytics. The limited number of attendees at workshops and foundation courses means that the conveners will have time to answer your specific questions.

BHBIA members are eligible for discounted member rates on all training courses detailed in this leaflet.

* Early Bird Discounts are available on both member and non-member training course rates and bookings for the Annual Conference (members only) – see website for full terms and conditions.

EVENTS

The BHBIA runs a number of member only events including the Annual Conference, Members Exchange Forum and Winter Seminar. In addition, member forums are convened from time to time to update members on topical issues – e.g. GDPR, provide an opportunity to input into the BHBIA agenda, or for specific sub-groups of the membership to discuss issues that are pertinent to them – e.g. Fieldwork Forum, Personal Members' Forum.

BHBIA Winter Seminar – This educational one day meeting takes a look at a theme that's of broad relevance to the healthcare industry, bringing the BHBIA audience up to date on the implications for business intelligence.

BHBIA Annual Conference – This is our premier event of the calendar. The two-day meeting focuses on a topical theme for the healthcare industry which directly impacts on business intelligence issues. Key speakers from the healthcare arena and other industries are invited to the platform to give their perspective on current thinking. Formal sessions, coupled with training workshops and an agency fair, provide an interactive programme designed to stimulate debate and cross-fertilisation of ideas among delegates.

Members Exchange Forum – This half day event aims to provide members with a facilitated forum to discuss and share ideas around key topics affecting the industry.

The Summer Evening Event, held on the same date as the Members Exchange Forum, is open to all those with an interest in healthcare business intelligence.

HOW TO BOOK

Book your place now online at www.bhbias.org.uk

As each event approaches you will be able to find detailed information, including full programmes, in the 'Training/Webinars' or 'Events' sections of the website.

ONLINE TRAINING/TESTS

The BHBIA currently offers two web-based training programmes for business intelligence professionals:



ABPI-approved BHBIA
Adverse Event Reporting
Training Programme



BHBIA Legal and Ethical
Guidelines
Training Programme

As part of each programme, BHBIA members have the opportunity to take a Competency Test to assess their knowledge and on passing the test are issued with a Certificate of Competency which needs to be renewed annually, by 31st October each year.

Successful completion of both programmes is recommended for all personnel involved in market research in the UK. Opted-in individuals who have passed the tests now have coloured star symbols alongside their names in the online Members' Directory (if listed), denoting their certification status.

There is also a separate new resource: 'Guidance for Reviewing/Approving Market Research Materials', designed specifically for those involved in examining market research materials, and further new programmes are planned for introduction in late 2018.

These programmes can be accessed via the Online Training/Tests section of the website, which takes you to our new training microsite for a better and faster training experience. (In this section you will also find details of a special BHBIA/EphMRA Guidelines Competency Test Collaboration, designed to save time for those who are members of both organisations).

Membership of the BHBIA allows all employees based at the member company's office to take the online training programmes and obtain competency certification. Certified non-membership also confers this benefit for all employees. (All website users can study the training materials but only BHBIA members/Certified non-members can take the competency tests).

British Healthcare Business Intelligence Association

To promote the excellence with integrity of Business Intelligence within the Healthcare Industry.

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