



**MRS CPD PROGRAMME
BHBIA EVENTS 2019**

Event/Course/Webinar	Date / format	Learning Based Outcomes	Length of event (if applicable)	MRS CPD Hours Accredited By MRS	Membership Benchmark Standard	MRS Professional Development Framework
Compliance Dos and Don'ts when Using Secondary Data for UK Healthcare BI	Webinar – 25th January 12.30-1.30 BHBIA members only	The BHBIA 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.	1 hour	1	STANDARD 1: Ethical & legal considerations governing the conduct of MRS members STANDARD 5: Project management (including planning and the use of resources) STANDARD 8: Conducting all or part of a research project STANDARD 11: Commitment to your own personal and professional development	Understand and apply best practice to provide ethical and quality based research decisions
The Magic of Conference Presenting	One-day workshop – 29th 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 2019 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
Storytelling that Makes Market Research Powerful	One-day workshop – 7th February Speakers, discussion and practical exercises	Want to give your market research project legs to leverage real change within your company? We believe that great research alone won't go far enough to action change within a business. Market research gains power through the way that the story of the research is told. During this session we will explore the art of storytelling and delegates will learn how 'presenting magically' can supercharge your findings!	1 day (approx. 6.5 hours session time)	6	STANDARD 3: The role of research in decision making within an organisation STANDARD 6: Oral and/or written communication skills STANDARD 8: Conducting all or part of a research project STANDARD 11: Commitment to your own personal and professional development	Communication Skills

<p>The Implications of Brexit for Healthcare Business Intelligence in the UK</p>	<p>Webinar – 1st March 12.30-1.30 BHBIA members only</p>	<p>At the end of March 2019, the UK will leave the European Union. This webinar, led by the BHBIA's Ethics & Compliance Committee, will discuss the implications of the UK's exit and the nature of that exit on business intelligence. We will focus on the consequences for data protection and data transfers, drug safety, in particular adverse event reporting and your organisation's potential need for an EU based representative. This webinar will be useful for all those engaged in market research or data analytics.</p>	<p>1 hour</p>	<p>1</p>	<p>STANDARD 1: Ethical & legal considerations governing the conduct of MRS members</p> <p>STANDARD 2: Research within its broad political/economic social/ technological context</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>Manage and lead research operations Understand and apply best practice to provide ethical and quality based research decisions</p>
<p>Innovations in Market Research</p>	<p>One-day workshop – 7th March Speakers, discussion and practical exercises</p>	<p>An overview of recent innovations in market research – with specific sessions on: how AI (Artificial Intelligence) can improve qualitative patient research; using VR (Virtual Reality) to co-create patient stories; and innovations in social listening - as this evolves into a tool that can provide deep quantitative and qualitative insight. We'll also consider how history has shaped our evolution of market research and what developments we might expect in the future.</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 7: Awareness and evaluation of research methodologies</p> <p>STANDARD 11: Commitment to your own personal and professional development</p>	<p>Lead cutting-edge thinking and innovative techniques</p>
<p>Introduction to UK Pharma Forecasting</p>	<p>One-day workshop – 14th March Speakers, discussion and practical exercises</p>	<p>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.</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>Provide strategic marketing intelligence & customer insight</p>

Pharmacovigilance in Social Media Research	Webinar – 22nd March 12.30-1.30 BHBIA members only	<p>Whatever your job role is, you might be asking yourself: What's the risk of finding reportable events in online conversations and how will these be reported? How can I make sure my social media research project is compliant with Drug Safety requirements and get my PV team on board? By defining and giving examples of reportable Adverse Events, Product Complaints and Special Reporting Situations, and sharing tools to manage them, this webinar aims to equip you with the confidence to support & educate your PV colleagues when running social media research.</p>	1 hour	1	STANDARD 1: Ethical & legal considerations governing the conduct of MRS members STANDARD 2: Research within its broad political/economic social/ technological context 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
Big Data and Automation	One-day workshop – 28th March Speakers, discussion and practical exercises	<p>This workshop will explore the implications of Big Data and innovative new data sources in healthcare, including social listening and other unstructured data sources. We'll share practical examples of real Big Data analysis - what really happens, how is this progressing and what are some of the potential benefits to patients? Through discussion of case-studies, we will look at how to recognise opportunities for automation, its implementation and how can it benefit organisations in terms of improved speed, accuracy and cost savings, as well as exploring the pitfalls. What is the role for business intelligence professionals in this arena?</p>	1 day (approx. 6.5 hours session time)	6	STANDARD 2: Research within its broad political/economic social/ technological context STANDARD 8: Conducting all or part of a research project STANDARD 11: Commitment to your own personal and professional development	Use and develop marketing and customer data/research
BOBI Awards (Best Of Business Intelligence) – Best Newcomer Competition	One-day competitive event – 29th March 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	<p>Completion of the 5 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</p>	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 planning and the use of resources)	Plan, design and manage research Provide strategic marketing intelligence and customer insight Lead cutting-edge thinking and innovative techniques

	<p>presenting their answers to judges or completing tasks on their own.</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>Embedding Patient Centricity to Build Engagement and Drive Change</p>	<p>One-day workshop – 4th April Speakers, discussion and practical exercises</p>	<p>This workshop will share proven processes, guidelines and case-studies for how to create and apply patient centric research that will truly engage stakeholders from start to finish. Facilitators from several different organisations will share their perspectives on how to achieve excellent results through a comprehensive appreciation of the patient journey and a holistic approach to research design. The workshop will bring to life how patient centricity can be embedded in organisations to drive change.</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>Standard 8: Conducting all or part of a research project</p> <p>STANDARD 11: Commitment to your own personal and professional development</p>	<p>Provide strategic marketing intelligence & customer insight</p>
<p>BOBI Awards (Best Of Business Intelligence) – ‘The BOBI Challenge’ Competition</p>	<p>One-day competitive event – 11th April Entrants will be placed into teams on the day, aiming for a balance of skills.</p>	<p>The challenge provides candidates with an opportunity to test their research/analytical skills and learn from others. The content covers business strategy and planning in a competitive context, insight into resource understanding and implementation as well as elements of qualitative data analysis, quantitative forecasting and tactical market launch planning. 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. The teams will get feedback on their performance including areas for improvement</p>	<p>1 day (approx. 6 hours in sessions and team exercises)</p>	<p>6</p>	<p>STANDARD 3: The role of research in decision making within an organisation</p> <p>STANDARD 5: Project management (including planning and the use of resources)</p> <p>STANDARD 6: Oral and/or written communication skills</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>Plan, design and manage research</p> <p>Use and develop marketing and customer data/research</p>

					STANDARD 11: Commitment to your own personal and professional development	
BHBIA Legal and Ethical Guidelines for Healthcare Market Research	One-day workshop – 24th April Speakers, discussion and practical exercises	A chance to increase your practical understanding of both the BHBIA Legal and Ethical Guidelines for Healthcare Market Research and the ABPI/BHBIA Guidelines for Adverse Event Reporting, through a highly interactive, case study based approach. 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.	1 day (approx. 6.5 hours session time)	6	STANDARD 1: Ethical & legal considerations governing the conduct of MRS members STANDARD 10: Quality assurance in research STANDARD 11: Commitment to your own personal and professional development	Understand and apply best practice to provide ethical and quality based research decisions
BHBIA Annual Conference: bhbia19	Two-day Annual Conference – 13th – 14th May Plenary speaker sessions and one-hour training workshops	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 one-hour training session day 1 and a choice of market research or analytics streams for part of day 2. Both days also include an inspirational speaker who will relate their experiences to the delegates business/leadership challenges.	2 days – can register for one or both days (approx. 4.5 hours session time on day 1 and 4.5 hours on day 2)	Day 1 – 4 CPD Day 2 – 4 CPD	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	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
Behavioural Economics – Latest thinking and practical applications	One-day workshop – 5th June Speakers, discussion and practical exercises	This practical session will explore the latest thinking in Behavioural Economics. We will 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. The session will include expert speakers from a range of backgrounds, covering a broad scope of experiences and views in order to provide insight into the latest ideas and debate how these apply to the work we do today.	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 9: A nominated specialist area in research STANDARD 11: Commitment to your own personal and professional development	Lead cutting-edge thinking and innovative techniques

Latest Thinking in Field Force Excellence	Two-day residential foundation course – 10th - 11th June Speakers, discussion and practical exercises	<p>This two-day course is suitable for new analysts or for those 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 analytics from other areas or whose remit is expanding to include analytics. To include incentive scheme design, targeting and segmentation, field team structuring, target setting and performance reporting and more. A one-day (Tuesday only) option will also be offered - for those who want to skip straight to the more advanced topics.</p>	2 days – each day approx. 6 hours session time. As there is an option to attend day 2 alone it would be useful to have a 12 hour and 6 hour option for the 1 or 2 day course		STANDARD 5: Project management (including planning and the use of resources) 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	Manage and lead research operations Use and develop marketing customer data/research
BHBIA Summer Meeting	12th September - half-day meeting 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>	Afternoon (approx. 3.5 hours session time)	3	Standard 7: Awareness and evaluation of research methodologies + Standard 9: A nominated specialist area in research	Plan, design and manage research projects + Understand & apply best practice to provide ethical and quality based research decisions
Introduction to the Pharmaceutical Industry and Business Intelligence Practice	One-day workshop – 18th September Speakers, discussion and practical exercises	<p>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.</p>	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
Empowering the Analyst – Influencing without Authority	One-day workshop – 26th September Speakers, discussion and practical exercises	<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>	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	Plan, design and manage research Provide strategic marketing intelligence and customer insight
Physician and Patient Qualitative Research Techniques	Webinar BHBIA members only Postponed from 15th February – new date to be	<p>This webinar will deliver an overview of best practice in qualitative techniques when running focus groups and interviews with Patients and Physicians. We'll discuss innovative tools: cognitive, semiotics, archetypes, emotional - and other tried and tested methods. To include a look at dealing with adverse event reporting, PI and regulatory constraints and GDPR requirements. There will be an opportunity to express interest in the possibility of a full-day follow-up workshop.</p>	1 hour	1	STANDARD 7: Awareness and evaluation of research methodologies STANDARD 11: Commitment to your own personal and professional development	Provide strategic marketing intelligence & customer insight

	confirmed for Sept/Oct				STANDARD 8: Conducting all or part of a research project STANDARD 1: Ethical & legal considerations governing the conduct of MRS members	
Empowering the Market Researcher – Maximising Impact and Influence for the Business Intelligence Professional	One-day workshop – 10th October Skills training run by Daniel Wain	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.	1 day (approx. 6.5 hours session time)	6	Standard 8: Conducting all or part of a research project STANDARD 11: Commitment to your own personal and professional development	Influencing and Negotiating
BHBIA Legal and Ethical Guidelines for Healthcare Market Research	One-day workshop – 17th October Speakers, discussion and practical exercises	A chance to increase your practical understanding of both the BHBIA Legal and Ethical Guidelines for Healthcare Market Research and the ABPI/BHBIA Guidelines for Adverse Event Reporting, through a highly interactive, case study based approach. 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.	1 day (approx. 6.5 hours session time)	6	STANDARD 1: Ethical & legal considerations governing the conduct of MRS members STANDARD 10: Quality assurance in research STANDARD 11: Commitment to your own personal and professional development	Understand and apply best practice to provide ethical and quality based research decisions
Introduction to Pharmaceutical Business Intelligence and Market Research	Three-day residential foundation course – 5th – 7th November	<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 • 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 	3 days (approx. 20 hours session time in total)	18	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 4: Client and supply relationships in research + Standard 7: Awareness and evaluation of research methodologies +	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 + Understand & apply best practice to provide ethical and quality based research decisions

					Standard 8: Conducting all or part of a research project + Standard 9: A nominated specialist area in research	
Innovations in Market Research	One-day workshop – 14th November Speakers, discussion and practical exercises	An overview of recent innovations in market research – with specific sessions on: how AI (Artificial Intelligence) can improve qualitative patient research; using VR (Virtual Reality) to co-create patient stories; and innovations in social listening - as this evolves into a tool that can provide deep quantitative and qualitative insight. We'll also consider how history has shaped our evolution of market research and what developments we might expect in the future.	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 11: Commitment to your own personal and professional development	Lead cutting-edge thinking and innovative techniques
Ethics & Compliance Update	Webinar – 27th November 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
BHBIA Winter Seminar	One-day Seminar – 6th December Speakers and discussion BHBIA members only	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	1 day + lunch (approx. 3.5 hours session time)	3	Standard 7: Awareness and evaluation of research methodologies + Standard 9: A nominated specialist area in research	Plan, design and manage research projects + Use and develop marketing customer data/research