



2023 Conference

Inspire | Challenge | Network

27-29 June 2023, London

Updated 25.5.23

2023 Conference Programme

EPHMRA Office: Euston Suite, 1st Floor

Main Plenary Room: Council Chamber

Plenary Room 2: Baker Suite (watch via relay with a coffee)

Monday 26 June

Committee Meetings	09.30 – 17.00
Classification	
Data & Systems	
Workshop: Harnessing the Power of AI Discussion and training workshop on AI to understand how to harness its full potential in the future of healthcare market research with a deep dive into three AI techniques.	12 noon – 17.00
Room – Oxford Suite	

Tuesday 27 June

Committee Meetings	
Classification	09.00 – 17.00
Data & Systems	09.00 – 17.00
Ethics	09.00 – 12.00
Board	09.00 – 12.00
LDC	09.00 – 12.00
AGM	13.50 – 15.05 Council Chamber & Baker Suite
Conference – Plenary and parallel sessions	15.30 – 18.00 Council Chamber
Welcome Drinks	18.00 – 19.30 Regent Suite & Hallam Café

Wednesday 28 June

Conference – Plenary and parallel sessions	08.55 – 12.00 Council Chamber & Baker Suite
Lunch	12.00 – 13.15 Regent Suite & Hallam Café
Conference – Plenary and parallel sessions	13.20 – 17.45 Council Chamber & Baker Suite
Evening event	18.30 – 22.30

Thursday 29 June

Conference – Plenary and parallel sessions	09.00 – 12.40 Council Chamber & Baker Suite
Lunch	12.40 – 13.30 Regent Suite
Conference – Plenary and parallel sessions	13.35 – 16.00 Council Chamber & Baker Suite

Tuesday – Summary of Timings

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Welcome Drinks	18.00 – 19.30

Speakers and Papers – What to Expect

13.50 – 15.05 Council Chamber

AGM

For member companies only

15.05 – 15.30 Regent Suite & Hallam Café

Coffee

15.30 – 15.45 Council Chamber & Baker Suite

EPHMRA President – Conference Opening

15.50 – 16.30 Council Chamber & Baker Suite

Launching products that make a real difference – the critical role of MR insights and BI

Geoff Birkett, Chief Commercial Officer,
Ensysce Biosciences

Convenor: Erik Holzinger, Founder and Director,
groupH

16.35 – 17.10 Council Chamber & Baker Suite

HI not AI: How Novartis gets to patient insights by applying Human Intelligence and creativity

Sam Knowles, Chief Data Storyteller, The Insight
Agents and Beyza Klein, Global Patient Engagement
Director, Novartis

Convenor: Stephen Potts, Director, Purdie Pascoe

This paper aims to tell the inside story of Novartis' journey over the past two years to empower global, crossfunctional teams to become increasingly patient centric. It details how a hybrid team – across functions inside Novartis and with expert, external support – developed, piloted, refined, and codified the i4i Patient Insights Discovery™ process. In its first two years, the process has mostly had a strong patient focus. But it was developed, by design, to be stakeholder-agnostic, also able to surface and articulate patient, caregiver, and healthcare practitioner insights. 4 At a time of tightening budgets and demands from leadership to demonstrate better impact, this paper aims to show how to do more with less; how to turn existing research outputs into a more profound and useful understanding of what it means to live with specific diseases or conditions from all perspectives. And this paper aims to showcase the power of bringing together cross-functional teams and having them work in new and unexpected ways. Not only does the i4i methodology bring the best out of diverse groups; it also bonds them together with a common purpose. The paper will give examples of insights generated by i4i Insight Sprints in many disease areas, from leukemia to cardiovascular disease, dry eye disease to kidney failure, MS to food allergy.

17.15 – 18.00 Council Chamber & Baker Suite

Room 101

Convenors: Amr Khalil, Managing Director, Ripple International and Hannah Mann, Founding Partner, Day One Strategy

Join the Convenors in Room 101 with Karsten Trautmann, Head of GSI Center of Excellence Merck Healthcare KGaA and Gareth Phillips, CEO Research Partnership

EPHMRA will ask the panel to join them in live debate about which 3 things they wish to banish from research forever in order to make way for newer and better ways of working, powered by new technology. This session promises to be lively, informative and entertaining!

18.00 – 19.30 Regent Suite & Hallam Café

Welcome Drinks

Wednesday – Summary of Timings

Wednesday 28 June

Conference – Plenary and parallel sessions	08.55 – 12.00
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Evening event	18.30 – 22.30

Speakers and Papers – What to Expect

08.55 – 09.05 Council Chamber & Baker Suite

Introduction to the Day

09.10 – 10.00 Council Chamber & Baker Suite

Future of Healthcare Market Research

Convenor: Letizia Leprini, Global Competitive Strategy Lead, Roche

Our Panel Discussion on the Future of Healthcare Market Research will feature industry and agency expert speakers.

Panel Discussion with Letizia Leprini, Global Competitive Strategy Lead, Roche who will be joined by Geoff Birkett, Consultant, Beyza Klein, Global Patient Engagement Director, Novartis and Diane Chayer, Head of Global Customer Insights, LEO Pharma.

10.05 – 10.40 Council Chamber & Baker Suite

Using Health Information Behaviour to Better Understand Patient and HCP Needs & Decision-Making to Optimize Customer Engagement

Martijn Huisman, Associate Director, SKIM and Kirsty Pegram, Director BI&A, EU Cluster Market Research

Convenor: Elizabeth Kehler, Managing Director, Adelphi Group

Together with Bristol Myers Squibb (BMS) we demonstrate how health information behavior is applied in market research to understand patient and HCP needs and decision-making in order to optimize customer engagement strategies. By bringing together findings from recent client projects, a SKIM market research study among physicians in the EU5, Netherlands, and the US, as well as academic theory and research, this paper will:

- Introduce the notion of ‘health information behavior’ to analyze and understand in a systematic way the different levels of patient and physician engagement with – and use of – health information.
- Highlight the crucial role of health information in the treatment journey, particularly for medical decisionmaking, for both patients and physicians.
- Present the health information behavior framework and demonstrate how its use enables clients to capture specific and tangible insights revealing customers’ information behavior, use and needs as well preferred information sources and channels.
- Demonstrate the added value of incorporating health information behavior in a variety of market research studies and the impact of it on client strategies. Concretely, we will expose how health information behavior helps to identify 1) key patient and physician types (segmentation), and 2) information touchpoints and ‘tipping points’ in the treatment journey. These offer engagement opportunities for pharmaceutical and med-tech companies, as well as a foundation for tailor-made communication.
- Illustrate how health information behavior helps pharmaceutical marketers to understand patient and physician information behavior, unmet needs, and decision-making, and how these insights are leveraged for customer engagement strategies, product launches, as well as support and information services.

10.45 – 11.10 Regent Suite & Hallam Café

Coffee

11.15 – 12.00 Council Chamber & Baker Suite

How to enhance your service to Your Pharma industry clients and stakeholders: Five improvements and five actions which can be implemented today

Paul Griffiths, Client Advocates

Convenor: Carolyn Chamberlain, Global Commercial Director, Branding Science

Paul's work with both client teams and PMR agencies means that all parties can better understand what they might do to build closer and more productive relationships.

Paul does this for both parties in the relationship by gathering objective feedback (through one-on-one interviews) from research, insight and data clients and stakeholders. He communicates and synthesises this feedback so that client teams and agencies can change behaviour and practice.

As a result of this knowledge and experience, in this talk Paul will detail:

- The five most important improvements that agencies and their clients can make to elevate the quality and impact of the relationships for both parties.
- The five practical and tangible actions that agencies and clients can make to deliver these improvements when they return to their offices.

12.00 – 13.15 Regent Suite & Hallam Café

Lunch

13.20 – 13.55 Council Chamber & Baker Suite

Non-consciously oncology: Prevailing behavioural biases in cancer care

Marianne Ibrahim, Research Director, Oncology and Katy Irving, Global Head of Behavioural Science, HRW

Convenor: Roy Rogers, Director, Research Partnership

Oncology is a unique and specialised area; often facing life-and-death decisions in an increasingly complex treatment landscape: so what drives oncologists' decisions on how to act? Although often characterised as a 'pure science' decision, cognitive biases are systematically uncovered in

oncology research. In a review of over 100 oncology projects featuring behavioural science analysis, we highlight the themes that come up most often in oncology compared with non-oncology projects, and how these differ across different contexts (tumour types, areas with more vs less treatment choice, rare vs common cancers) and how anyone working in this space can use this information to supercharge their research

- To debut the learnings from a BRAND NEW analysis of over 100 projects conducted in oncology therapy areas using behavioural science.
- To highlight and explain key cognitive biases present in this area and how these can be overcome
- To help delegates understand how cognitive biases differ based on different contexts and the benefits (across all therapy areas) of taking a tailored/expert-led consultancy approach to applied behavioural science.

14.00 – 14.35 Council Chamber & Baker Suite

In this era of patient centricity, do we really understand how patient needs are evolving?

Lucy Ireland, Partner, Hall and Partners and Agathe Acchiardo, Think Next

Convenor: Amr Khalil, Managing Director, Ripple International

As pharmaceutical companies are moving to a more patient-centric viewpoint, understanding patients' needs is critical. A lot of investment now is in pipeline products and treatments that will not be ready for many years. Hence it is really important to understand how patient needs will have changed by the time these treatments are launched to ensure that Go to Market models are effective and the trial end points are those that patients will be looking for. New generations of patients (Gen Z and Millennial) are starting to reach the age -especially Millennials- when they are more likely to live with a chronic illness. Our paper is designed to explore how their needs and expectations are different to existing Gen X and Baby Boomer patients. The aim of the paper will be to provide new insights about patient needs, to start discussions about how we, as an industry, can best support these new cohorts of patients living with a chronic condition. We will also highlight trends that we should consider in our patient journey or other studies, as well as in discussions about patient communications or support programs.

14.40 – 15.15 Council Chamber & Baker Suite

Gender identity perspective - deep dive into oncology screening

Tracy Machado, Senior Research Director, Elma Research and Alberto Giovanni Leone, IRCCS Istituto Nazionale dei Tumori di Milano

Convenor: Georgina Cooper, Partner, Basis Health

This paper highlighted that there is a real need for specialists to be more responsive and empathetic to emerging patient populations. OncoGender is a self-funded project that aims to share light on a phenomenon that is still little known and understood: transgender and gender nonconforming (TGNC) people's access to clinical check-ups, screening, and treatment. A privileged look at the issue of inclusivity of healthcare via the implementation of a compelling group of Italian specialists (market researchers and oncologists) and the collaboration with AIOM (Italian Association of Medical Oncology) resulted in powerful insights on how to enhance current practices and shape policy.

15.20 – 15.45 Regent Suite & Hallam Café

Coffee

15.50 – 16.25 Council Chamber & Baker Suite

Oncologists: Uncovering their deepest desires

Abigail Stuart, Founding Partner, Day One Strategy and Julie Jenson, The Hidden Depth

Convenor: Georgina Cooper, Partner, Basis Health

"Your customers don't care about you. They don't care about your product or service. They care about themselves, their dreams, their goals. Now, they will care much more if you help them reach their goals, and to do that, you must understand their goals, as well as their needs and deepest desires." Steve Jobs To drive brand uptake, clients need to better understand who their customers really are. They often come to a therapy area with (incorrect) pre-conceived notions of what drives a particular specialty. We need a deep understanding of what motivates them (psychologically and otherwise) as people. We need human intelligence Yet this is hard and increasingly harder to do with very functional and superficial market research interviews that are guided mostly by the product profile and market landscape.

Parallel Session – Analytics and Forecasting

14.40 – 15.15 Oxford Suite

Beyond the buzzword: Can Behavioural Science improve pharma forecasts? Speakers: Celine Talon and Ivo Moes, SKIM

15.20 – 15.45 Regent Suite & Hallam Café

Coffee

15.50 – 16.25 Oxford Suite

TPP Design for commercially focused Qualitative and Quantitative Market Research

Speakers: Okke Engelsma, Cerner Enviza and Erik Holzinger, groupH

We would argue that this is an essential first step in any brand launch, rather than later in the journey. Research already uses qualitative discussion and traditional projective techniques, but true understanding arises from a new way of looking at a specialty and using analysis paradigms from other areas. Using Oncologists as a starting point, we will delve into their underlying motivations, fears and other drivers that might impact how they interact with patients and how they make decisions. With this information clients can make better decisions about their strategies and tactics used when interacting with Oncologists

16.30 – 17.05 Council Chamber & Baker Suite

Dynamics and disconnects - A fly on the wall in patient consultations

Lauren Halliwell, EU Neurology Market Insight Manager, UCB and Victoria Weaver, Director, Basis Research

Convenor: Elizabeth Kehler, Managing Director, Adelphi Group

Our goal was to understand the disconnects between patients and physicians in order to try and address them in support of a new product launch. As an industry, we know about these detachments and often hypothesize about them, but they are hard to research and difficult to prove. We leveraged an innovative patient-centric methodology - Simulated Dialogue - to fill this gap. Sensitive to patient needs and engaging for physicians, it provides a ground-breaking depth of insight to enhance the development of medicine and care.

This case study shows the technique in action for a specific product launch in a rare disease and suggests how it can be more broadly employed in pharma and the wider research industry in the future.

17.10 – 17.45 Council Chamber & Baker Suite

More than “just” an insight: how a fully integrated client + research + consultancy team went beyond the brief and into action

Tom Markham, Account Director and Erin O'Hare, Senior Consultant, Lumanity Consulting

Convenor: Sarah Phillips, Vice President, IQVIA

Our client needed an ownable, credible voice with consumers in the fight against antibiotic overuse and proprietary data to drive partnership engagement. This paper demonstrates how the combination of Strategic Consulting and social media listening (SML) enabled our client to understand what consumers currently talk about when they discuss two distinct, but interrelated subjects - sore throats and antimicrobial resistance - and how COVID has altered the discussion around antibiotic usage in sore throat, including consumer perceptions and misconceptions, to help feed into future external communications.

Thursday – Summary of Timings

Thursday 29 June

Conference – Plenary and parallel sessions	09.00 – 12.40
Lunch	12.40 – 13.30
Conference – Plenary and parallel sessions	13.35 – 16.00

Speakers and Papers – What to Expect

09.00 – 09.05 Council Chamber & Baker Suite

Introduction to the Day

09.10 – 09.45 Council Chamber & Baker Suite

SHAPE: Sickle Cell Health Awareness, Perspectives & Experiences Study, Collaborating to highlight the impact of a misunderstood condition

Annabel Su, Associate Director, IPSOS and Giovanna Barcelos, Senior Manager, Value & Evidence Global HEOR - PFIZER

Convenor: Carolyn Chamberlain, Global Commercial Director, Branding Science

Sickle cell disease (SCD) is a rare disease (for example, 1 in every 2000 live births in UK) that has a significant burden on the lives of those affected. It is a genetic condition that mainly affects those from African and Caribbean backgrounds and some populations from Asia and the Middle East. Research on the impact of SCD on patient quality of life (QOL) is limited, especially the disparities and unmet needs faced. There is even less data on the experiences of caregivers, who care for those living with sickle cell disease.

This dearth of research highlights the need for greater understanding of the experiences of living with SCD around the world in order to determine the actions needed to overcome these. The SHAPE (Sickle Cell Health Awareness, Perspectives and Experiences) study aimed to broaden the understanding of experiences, concerns and unmet needs of people living with

SCD, as well as those caring for and treating people living with the condition. The SHAPE survey is a multinational patient, caregiver and healthcare professional (HCP) burden of disease study. It was developed by Global Blood Therapeutics (GBT) and Ipsos in partnership with a steering committee of SCD experts, including patient association representatives (patients and caregivers) and HCPs from Europe, the Middle East, Latin America and the United States. Results of the SHAPE study help further emphasize the impact of SCD on quality of life (QoL), highlight some of the health inequities in SCD and raise the need for improved awareness and education alongside better treatment, care and management of this serious but misunderstood disease.

09.50 – 10.25 Council Chamber & Baker Suite

Shedding light on the subconscious component of thinking with Neuromarketing to support market research in the pharma world

Marina Panizza, General Manager, Stethos

Convenor: Roy Rogers, Director, Research Partnership

We are led to believe that our analytical thinking is the main actor, but the one who influences most of our choices is actually rapid thinking (system 1) which operates automatically with little or no effort and no sense of voluntary control. Therefore, to understand how we react to stimuli and how we process complex content, we have to go beyond the declared that is the result of analytical thinking. We are helped by neuromarketing, which becomes a useful tool, in synergy with more traditional market research methods, for analyzing and understanding the value of the messages that are conveyed to our recipients. This market research includes three methodologies: qualitative (in-depth individual interviews), Eye Tracking and Facial Emotion Recognition to test the visual of Kesimpta. We will show how an analysis integrating neuromarketing techniques with the more traditional interview can better account for the conscious and subconscious evaluations made by the medical profession that influence the interpretation of data. We will show in particular which insights are offered by neuromarketing and how they are integrated into research to contribute to a more precise reading of the phenomenon.

10.25 – 10.50 Regent Suite & Hallam Café

Coffee

10.55 – 11.55 Council Chamber & Baker Suite

The employee is now your most influential stakeholder

Gethin Nadin, Multi-award-winning Psychologist and bestselling Author

Convenor: Sarah Phillips, Vice President, IQVIA

More and more organisations are developing and evolving their Employee Value Proposition as the evidence mounts that the more you support your people the greater the organisational success. The traditional employment model – come to work, do the job, get paid and sort out any home issues yourself has long passed; we are no longer in a transactional employment world.

Employees drive success more than any other stakeholder and the more we can successfully manage and adapt to our employees' growing needs, the more resilient and sustainable our organisations become. Returning to keynote, in this talk Gethin will look at how companies need to pivot their Employee Value Propositions to be more centred on wellbeing of their employees to be able to better harness their potential and contribution.

12.00 – 12.35 Council Chamber & Baker Suite

Understanding Millennial GPs: The future workforce in a digital world

Mandira Kar, Research Director, Research Partnership and Ana Claudia Alvarez, Global Customer Insights, SANOFI

Convenor: Tracy Machado, Senior Research Director, Elma Research

To explore millennial GPs' use of digital channels in their interactions with patients, peers and pharma companies, their preferred channels for achieving different goals skill and career development, diagnosis and deciding treatment options, and their expectations of pharma companies in helping them meet patient goals. This paper will help understand how millennial GPs navigate an omnichannel environment and the best way to communicate with them.

12.40 – 13.30 Regent Suite & Hallam Café
Lunch
13.35 – 14.10 Council Chamber & Baker Suite
Cx – Winning heads and hearts

Vivienne Farr, Managing Director, Narrative Health and Florent Buhler, Commercial Excellence Director, EUCAN Oncology Marketing, MSD EUCAN

Convenor: Stephen Potts, Director, Purdie Pascoe

MSD operate in a highly competitive oncology space. Like many, they had tracking data to measure their performance vs. competitors but there was uncertainty as to how this actually translated to the real-world customer experience; both with their products and the company at large. As far back as 2016, research from the Harvard Business Review indicates that overall customer satisfaction tends to be universally high, and is rarely a competitive differentiator. The most effective way to reach customers is to move past customer satisfaction and connect with customers on an emotional level. Against this backdrop, MSD wanted to ensure that they understood the perceptions and experiences of their customers in order to develop these deeper emotional connections, build trust and meaningful differentiation from their competitors. This paper will outline: • How we understood both the internal affiliate and external customer perception of their performance • Now (in the 'as-is' state) and in the future (in the 'to-be' state) • Enabling us to identify the 'service anticipation gap' • How we reframed the research through the customers' eyes using discourse analysis to challenge existing internal perceptions • Most importantly, how MSD Europe used this as a catalyst to disrupt the business and drive Cx to the heart of what they do.

14.15 – 14.50 Council Chamber & Baker Suite
Menopause: unlock marketing insights using semiotics.

Rachel Lawes, Lawes Consulting

Convenor: Roy Rogers, Director, Research Partnership

This paper focuses on a case study: menopause. In many countries, as women's issues gain recognition, menopause has become a newly visible and exciting topic. Women want to raise awareness, share their experiences and be positive about each stage of their lives. They also want to be free from distressing symptoms, and all kinds of OTC and prescription brands are keen to help. It's a busy market and a rapidly changing category. Public beliefs and ideas about menopause, its meaning and its array of symptoms, are very culturally specific. When these beliefs and ideas are in a stage of rapid change, there are new business opportunities for brands. But they also have to work much harder to keep up.

14.55 – 15.20 Regent Suite & Hallam Café
Coffee
15.25 – 15.55 Council Chamber & Baker Suite
Panel Discussion
15.55 – 16.10 Council Chamber & Baker Suite
Conference Closing
2023 Conference Steering Committee

Amr Khalil
Ripple International

Carolyn Chamberlain
Blueprint Partnership

Stephen Potts
Purdie Pascoe

Elizabeth Kehler
Adelphi Group

Erik Holzinger
groupH

Sarah Phillips
IQVIA

Tracy Machado
Elma Research

Judith Lawrence
Basis Health

Roy Rogers
Research Partnership

Letizia Leprini
Roche

*A big thank you
to our Convenors!*